

FestMan Store Analysis

Key Performance Indicators

Sales: Current Vs Prior Year

92,311,095✓
Last Year: 26,415,256 (+249.46%)

Orders: Current Vs Prior Year

861,132✓
Last Year: 264,674 (+225.36%)

Total Profi: Current Vs Prior

13,015,238✓
Last Year: 3878465 (+235.58%)

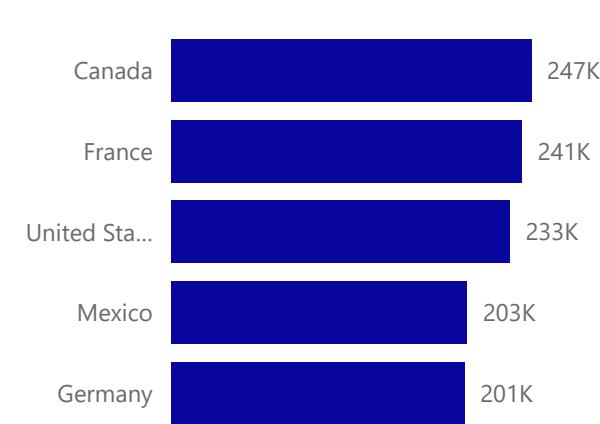
Profit Margin: Current Vs Prior

14.1%!
Last Year: 3,878,464.5 (-100%)

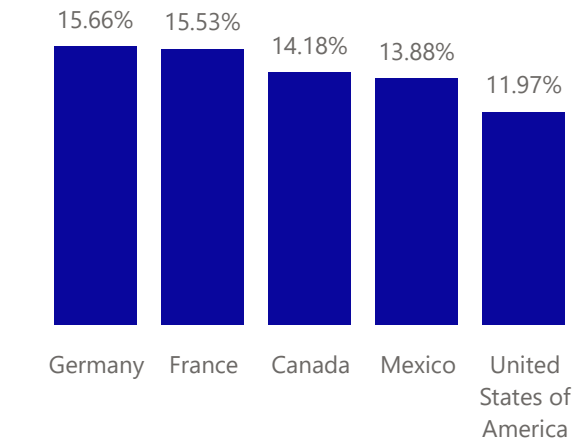
Discounts: Current Vs Prior Year

7,059,717✓
Last Year: 2,145,531 (+229.04%)

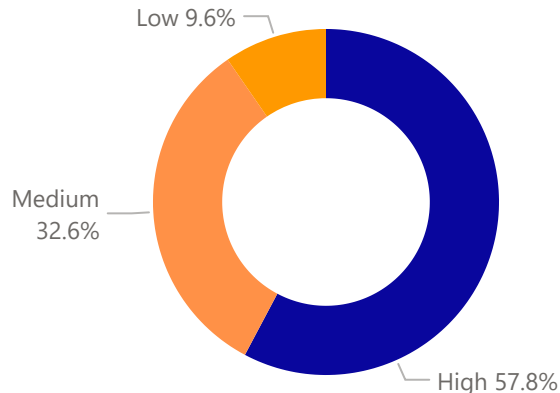
Orders By Country



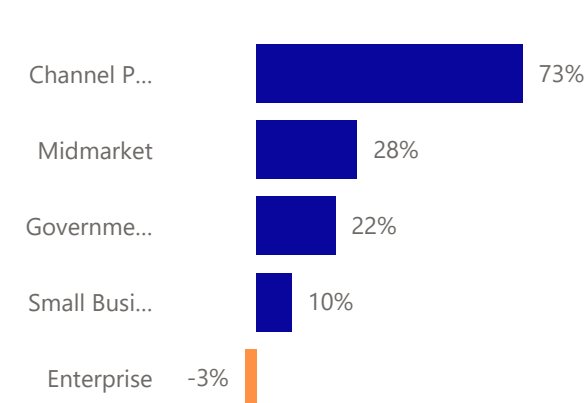
Profit Margin By Country



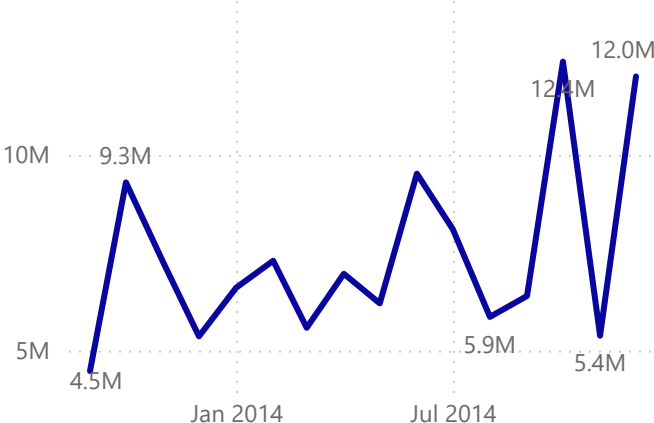
% of Discount by Discount band



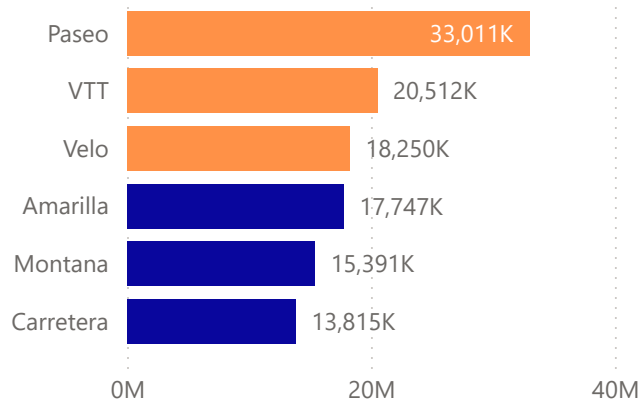
Profit Margin by Segment



Sales Amount by Year and Month



Top 3 Products by Sales



Profit Margin by Segment and

Segment	Profit Margin
Small Business	9.77%
VTT	10.51%
Velo	6.73%
Paseo	10.71%
Montana	11.14%
Carretera	8.90%
Amarilla	8.86%
Midmarket	27.71%
VTT	27.33%
Velo	25.96%
Paseo	28.50%
Montana	28.90%
Carretera	27.90%
Amarilla	25.58%
Government	21.69%
VTT	22.35%
Velo	22.48%
Paseo	20.54%
Montana	20.30%
Carretera	23.01%
Amarilla	22.21%
Enterprise	-3.13%
VTT Total	14.23%