

FestMan store analyst report

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Sales | Current vs prev

92.31M✓

last year: 26.42M (+249.46%)

Order | Current vs prev

861.13K✓

last year: 264.67K (+225.36%)

Profit | Current vs prev

13.02M✓

last year: 3.88M (+235.58%)

Profit % | Current vs prev

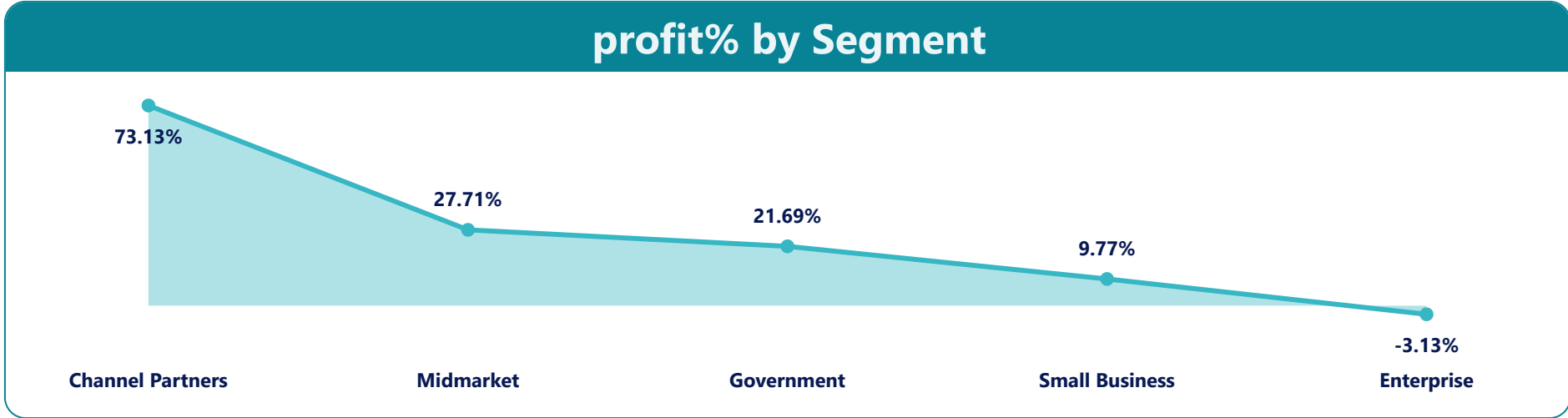
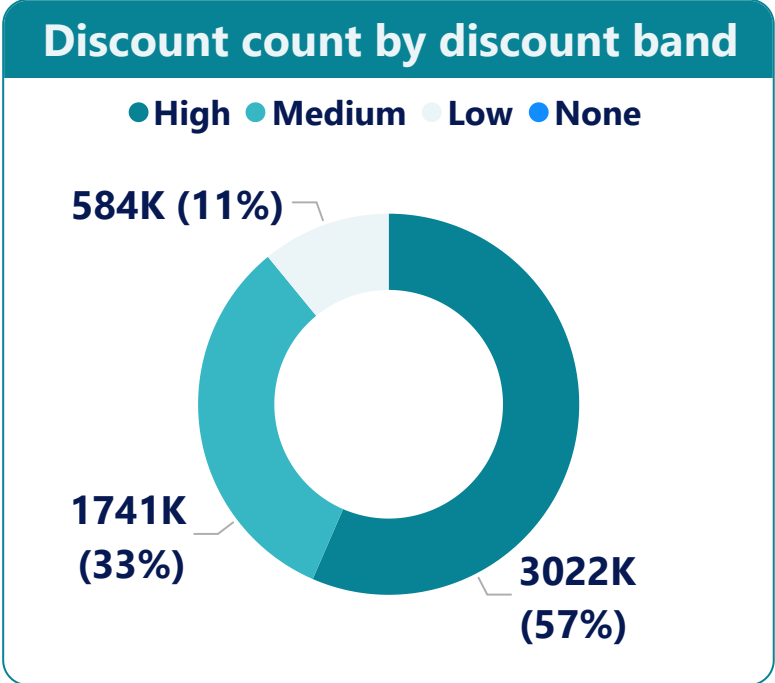
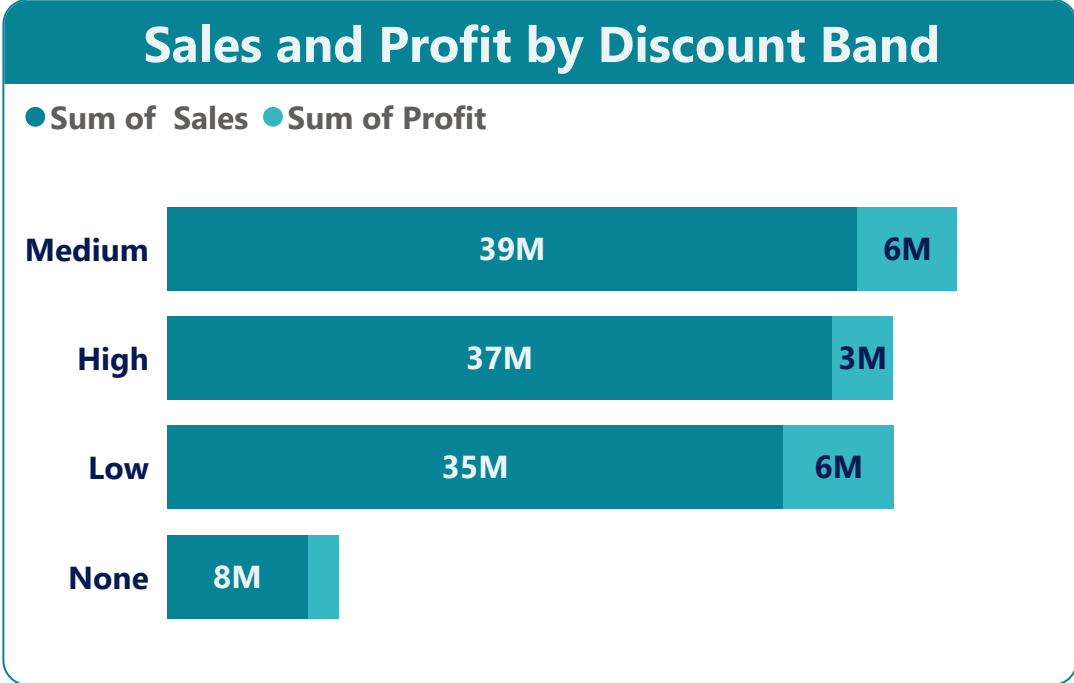
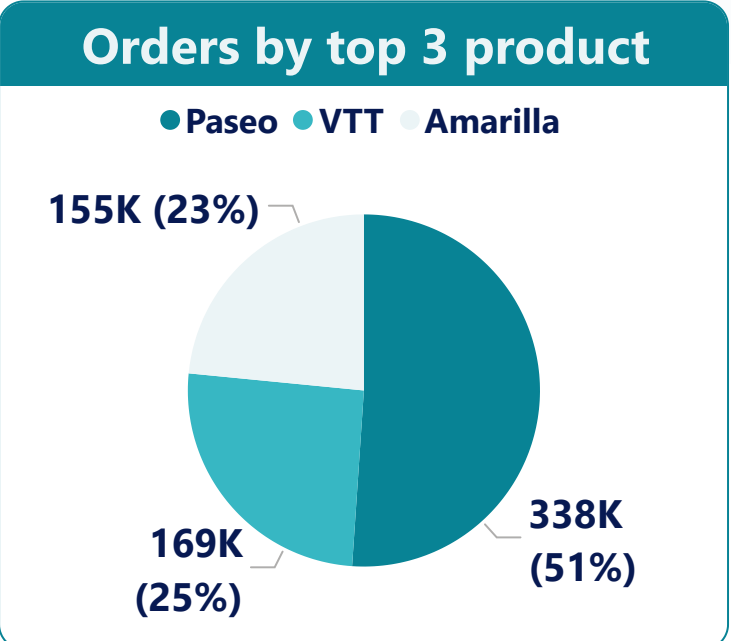
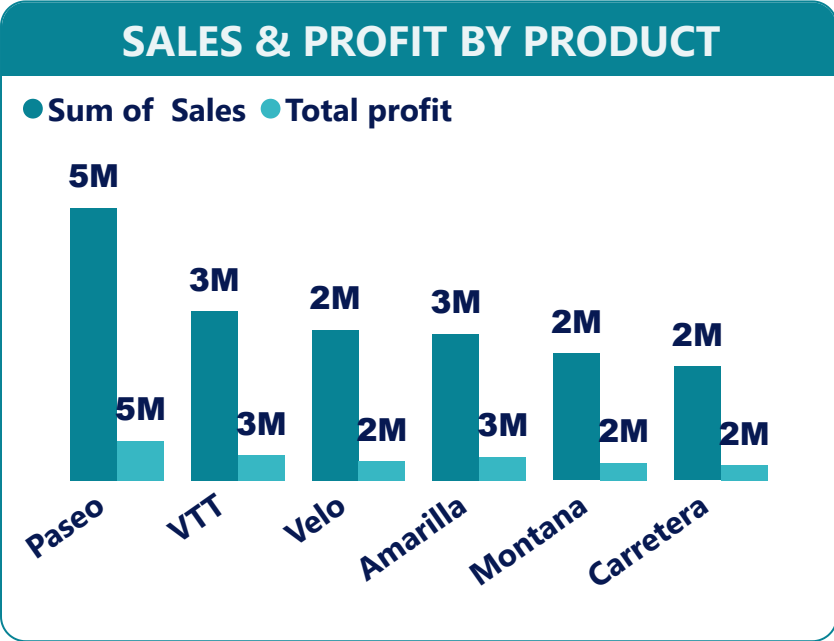
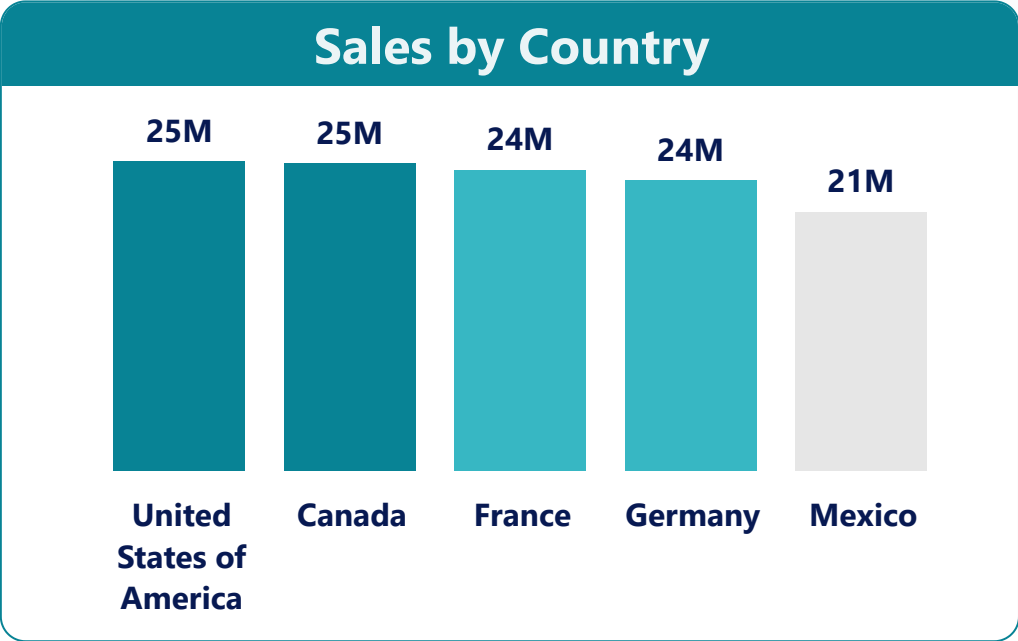
14.10%!

last year: 14.68% (-3.97%)

Discount | Current vs prev

7.06M✓

last year: 2.15M (+229.04%)



Segment	profit%
Channel Partners	73.13%
Amarilla	72.43%
Carretera	73.68%
Montana	73.50%
Paseo	73.01%
Velo	73.40%
VTT	73.05%
Enterprise	-3.13%
Amarilla	-3.60%
Carretera	-6.95%
Montana	-1.19%
Paseo	-1.55%
Velo	-2.37%
VTT	-4.31%
Government	21.69%
Amarilla	22.21%
Carretera	23.01%
Montana	20.30%
Total	14.23%

Project objectives

- To analyze key financial metrics.
- To improve profit margins by reducing operational costs.
- To enhance customer segmentation for targeted marketing.
- To expand market reach in top-performing regions.
- To optimize product performance to boost sales
- To optimize discount strategies.



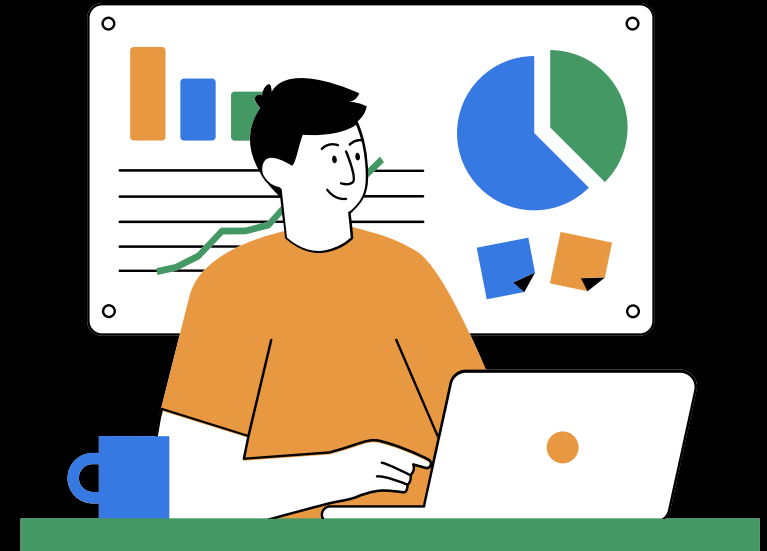
key insights

- Overall revenue is (92.31M) increased by (66M) compared to last year
- Total profit is (13.02M) increased by (9.14M) compared to last year
- Profit margin slightly decreased from (14.68%) to (14.10%) -3.97%
- Top product by sales are Paseo (5M), VTT (3M), Amarilla (2M).
- Paseo receives 51% of the orders, more than VVT (25%) & Amarilla (23%.)
- Channel Partners seg is highest profit margin of (73.13%).



key insights

- Enterprise has lowest profit margin of (-3.13%)
- The most (6M) sales from Median discount band
- High discount band contribute more in discount count of 57%
- Midmarket segment contribute more in profit margin of 27%



Thank you

