



## SALES DATA ANALYSIS

[DASHBOARD](#)[SALES ANALYSIS](#)[DISCOUNT ANALYSIS](#)[PROFIT ANALYSIS](#)[PRODUCT ANALYSIS](#)

### FILTERS

Date

All

2013

2014

Country

All

Product

All

Segment

All

[RESET ALL](#)

118.73M

Revenue



16.89M

Profit



101.83M

COGS



1.13M

Total Units Sold

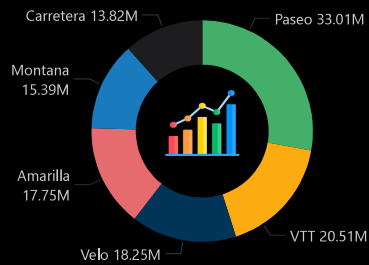


127.93M

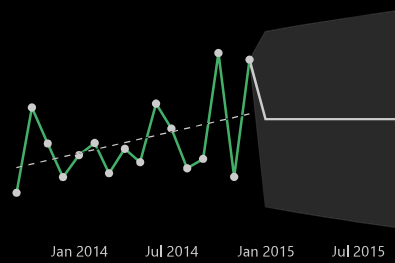
Gross Sales



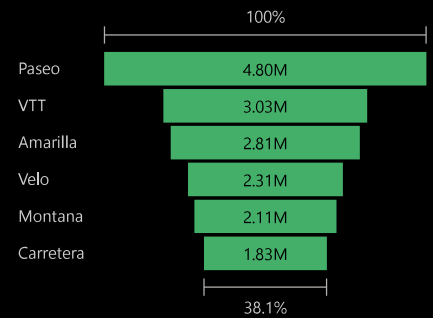
### SALES BY PRODUCT



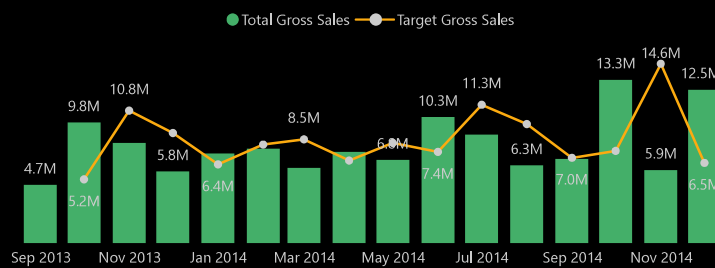
### SALES PERFORMANCE OVER TIME & MONTHLY FORECASTING



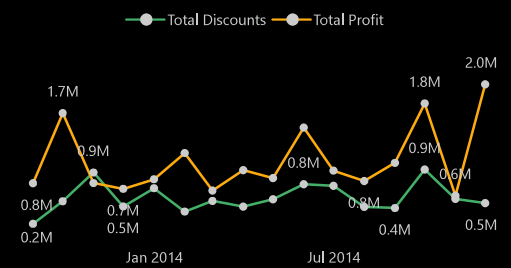
### PROFIT BY PRODUCT



### GROSS SALES & TARGET OVER TIME



### DISCOUNT & PROFIT OVER TIME





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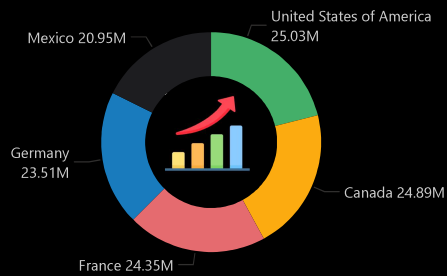


127.93M

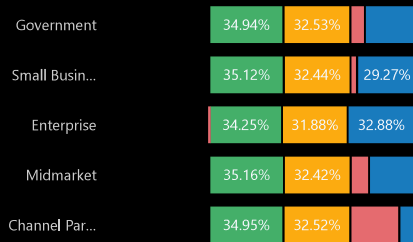
Gross Sales



### Total Sales by Country



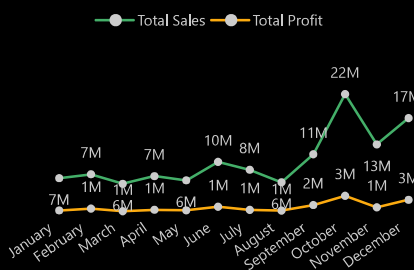
### SEGMENT WISE DISTRIBUTION



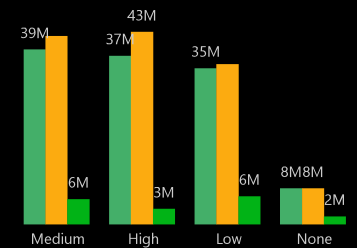
### PRODUCT ANALYSIS

Product	Total Sales	Total Units Sold	Total Profit	Total Discounts
Paseo	3,30,11,143.95	3,38,239.50	47,97,437.95	26,00,518.05
Velo	1,82,50,059.47	1,62,424.50	23,05,992.47	15,76,709.04
VTT	2,05,11,921.02	1,68,783.00	30,34,608.02	14,56,612.48
Amarilla	1,77,47,116.06	1,55,315.00	28,14,104.06	12,90,163.44
Montana	1,53,90,801.88	1,54,198.00	21,14,754.88	11,59,032.62
Carretera	1,38,15,307.89	1,46,846.00	18,26,804.89	11,22,212.62
Total	11,87,26,350.26	11,25,806.00	1,68,93,702.26	92,05,248.24

### MONTHLY SALES & PROFIT



### SALES, GROSS SALES, PROFIT BY DISCOUNT BAND





## SALES DATA ANALYSIS

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### FILTERS

Date

All

2013

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Country

All

Product

All

Segment

All

[RESET ALL](#)**9.21M**

Total Discounts

**13.15K**

AVG Discounts

**7.20**

Discount %

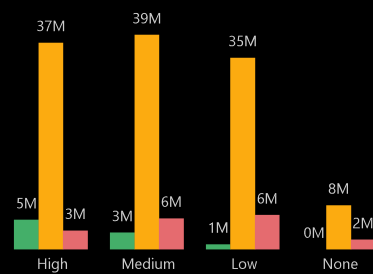
**13.90**

Discount Margin

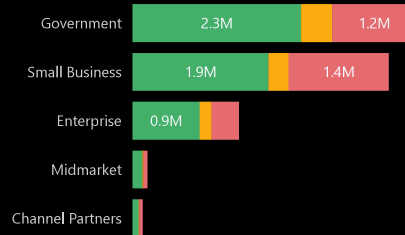
**Paseo**

HIGHEST DISCOUNT PRODUCT

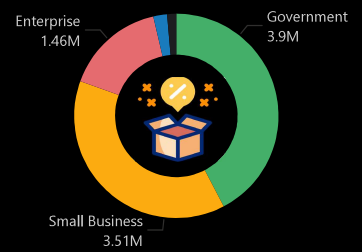
#### DISCOUNT, SALES, PROFIT BY DISCOUNT BANDS



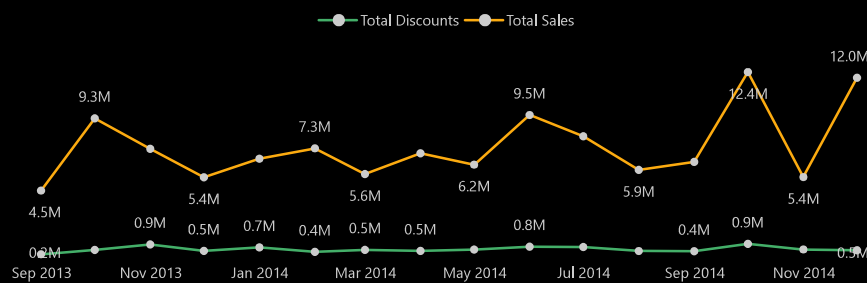
#### SEGMENT DISCOUNT BY DISCOUNT BANDS



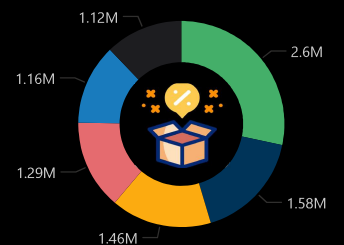
#### SEGMENT WISE DISCOUNTS



#### DISCOUNTS & SALES OVER TIME



#### PRODUCT WISE DISCOUNTS





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Product

All

[RESET ALL](#)

16.89M  
PROFIT



14.23  
AVG PROFIT



14.87M  
Prev Month Profit



Paseo

HIGHEST PROFIT PRODUCT

Government

HIGHEST PROFIT SEGMENT

#### IMPACT OF DISCOUNTS ON PROFIT



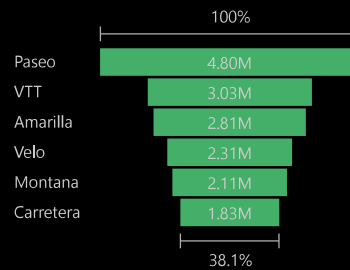
#### PROFIT MARGIN BY COUNTRY



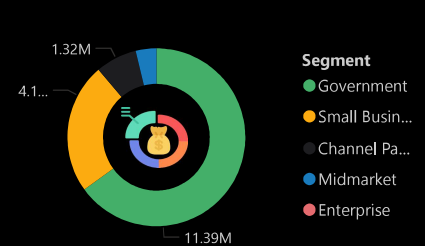
#### MONTHLY PROFIT TREND



#### PRODUCT WISE PROFIT DISTRIBUTION



#### SEGMENT WISE PROFIT DISTRIBUTION





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Date

01-09-2013

01-12-2014

2013

2014

Country

All

Segment

All

Product

All

RESET ALL

REVENUE

**\$20.5M**

Goal: \$22.0M (-6.77%)

PROFIT

**\$3.0M**

Goal: \$3.2M (-6.62%)

UNIT SOLD

**168.8K**

Goal: 168.4K (+0.24%)

GROSS SALES

**\$22.0M**

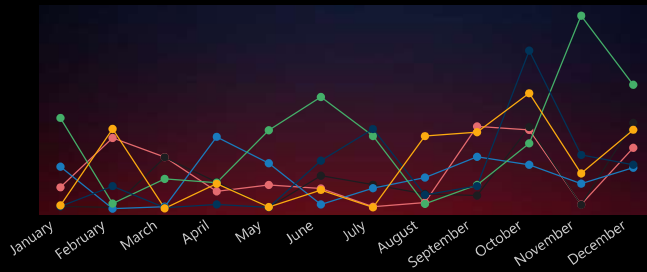
Goal: \$23.6M (-6.84%)

COGS

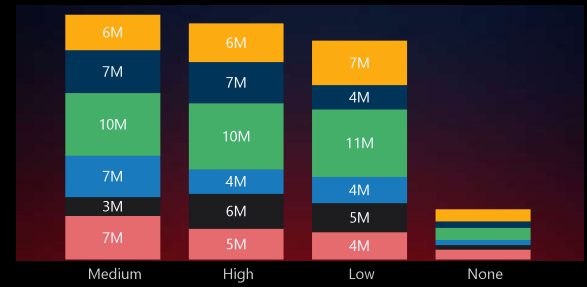
**\$17.5M**

Goal: \$18.8M (-6.8%)

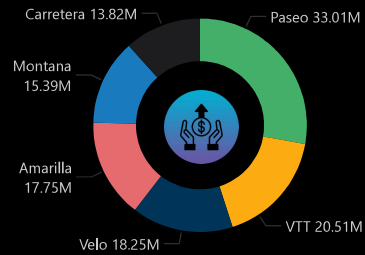
PRODUCT SALES TREND OVER TIME



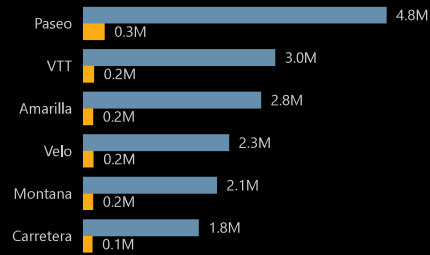
PRODUCT SALES BY DISCOUNT BAND



PRODUCT SALES &amp; UNIT SOLD



PRODUCT PROFIT &amp; UNIT SOLD



PRODUCT SALES BY SEGMENT

