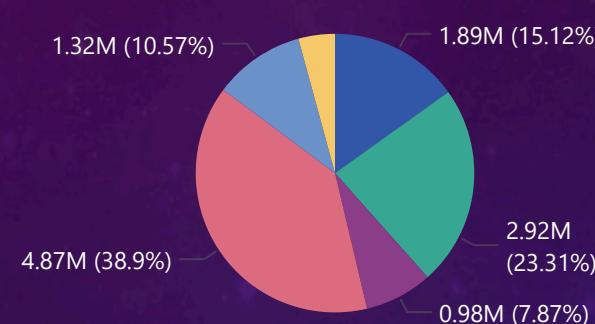
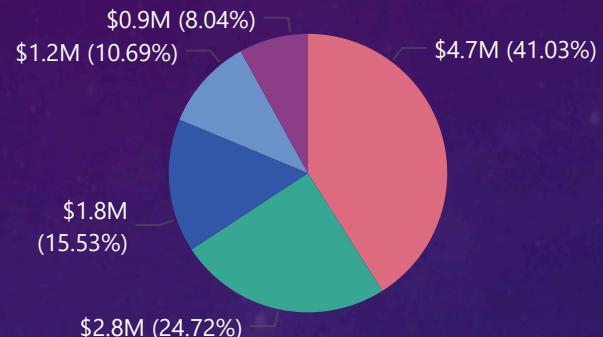
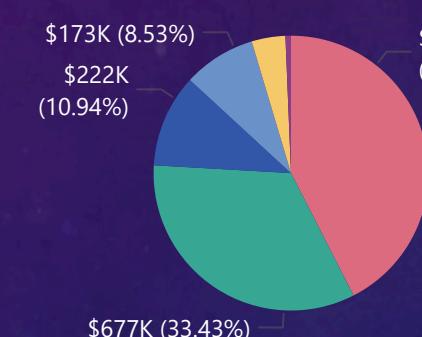




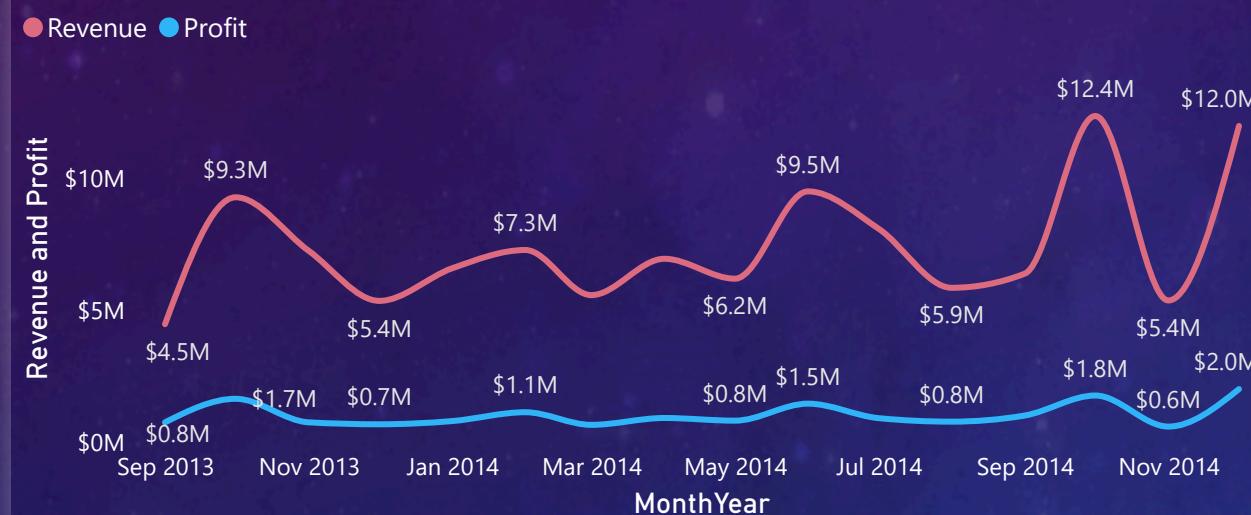
Dynamic Axis

Product

Gross Sales by Product**Revenue by Product****Profit by Product**

Product

- Paseo
- Carretera
- Amarilla
- Velo
- VTT
- Montana

Revenue and Profit by Period**Profit by Country and Segment**

Segment

- Channel Partners
- Enterprise
- Government
- Midmarket
- Small Business

**Cumulative Revenue and Profit for Selected Year**

Financial Analysis Dashboard - Product Analysis

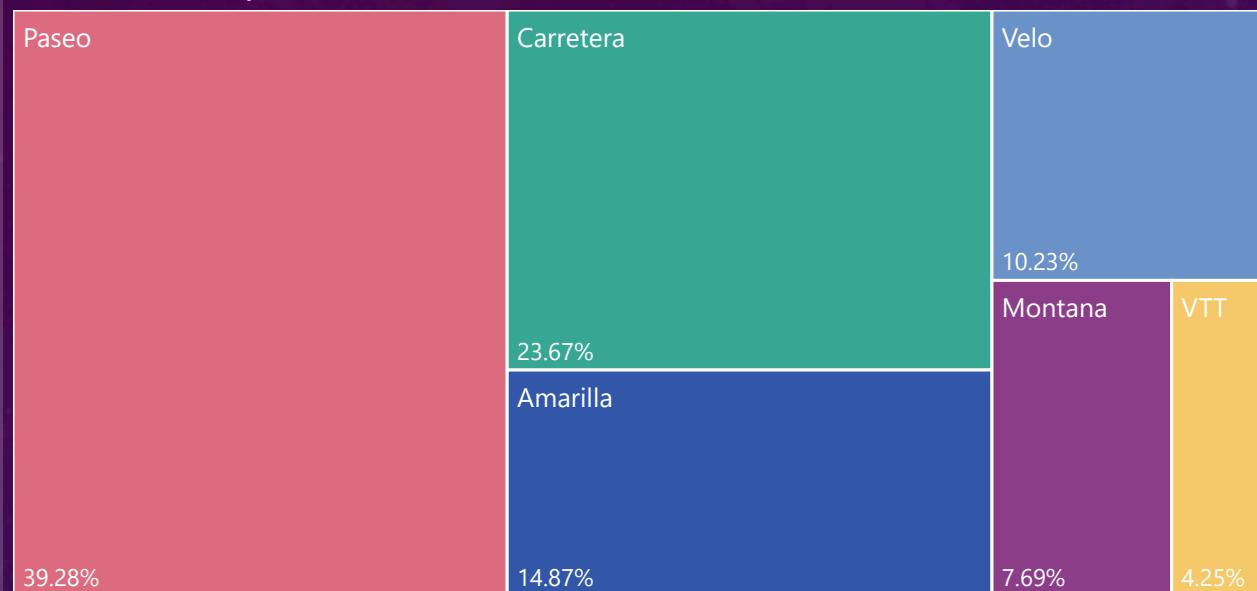
Country

All

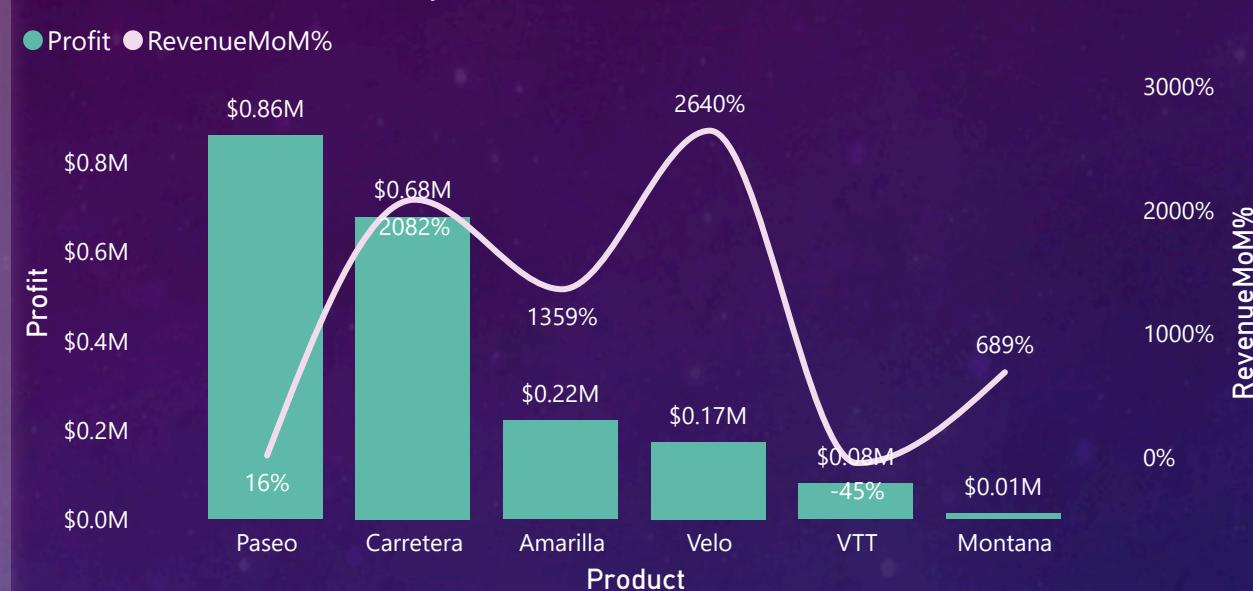
MonthYear

December 2014

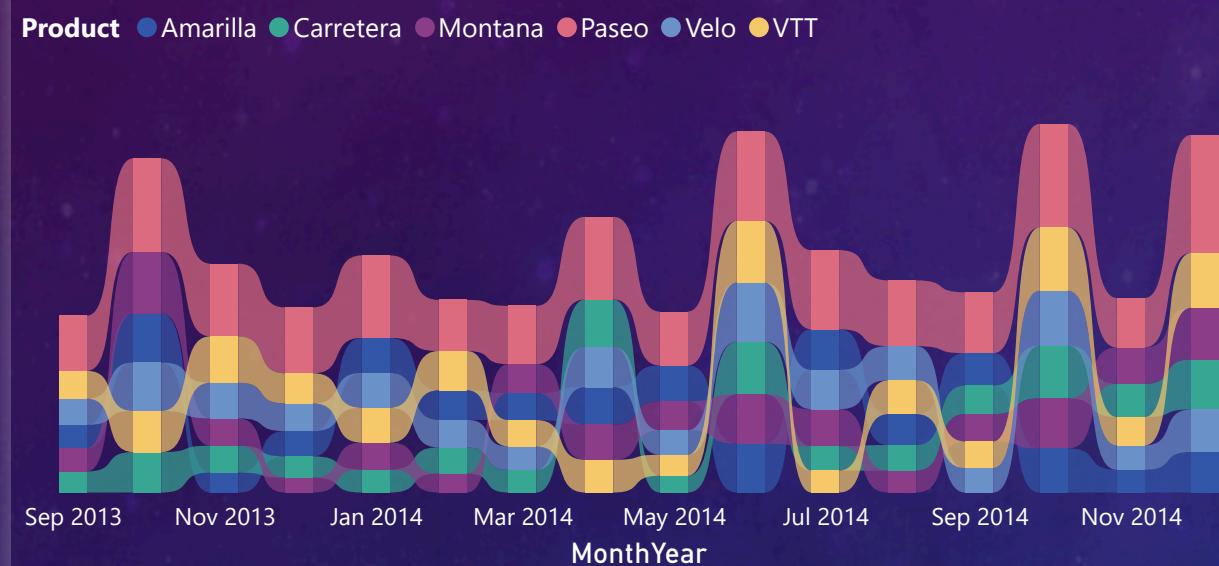
%GT Revenue by Product



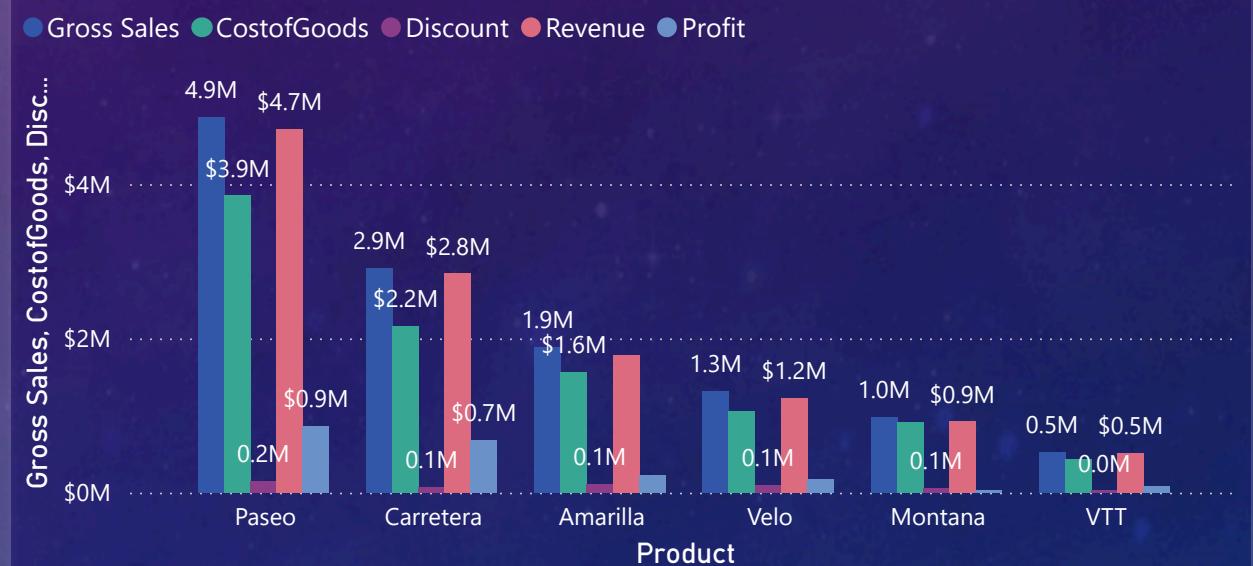
Profit and RevenueMoM% by Product



Top Selling Product



Gross Sales, CostofGoods, Discount, Revenue and Profit by Product



Most Sold Products

Product	Units Sold	Product Ranking	Gross Sales
Paseo	33,763.00	1	
VTT	15,706.00	2	
Montana	14,783.00	3	
Carretera	14,314.00	4	
Velo	12,189.00	5	
Amarilla	11,581.00	6	

Most Profitable Products

Product	Profit	Product Ranking	Gross Sales
Paseo	\$8,60,418	1	
Carretera	\$6,77,275	2	
Amarilla	\$2,21,667	3	
Velo	\$1,72,772	4	
VTT	\$80,449	5	
Montana	\$13,185	6	

Most Discounted Products

Product	Discount	Product Ranking
Paseo	1,51,550.04	1
Amarilla	1,07,408.25	2
Velo	94,364.62	3
Carretera	75,981.08	4
Montana	60,730.25	5
VTT	19,445.86	6

Smart Narrative

At \$8,60,418, Paseo had the highest Profit and was 6,425.86% higher than Montana, which had the lowest Profit at \$13,185.

Paseo accounted for 42.47% of Profit.

Profit and RevenueMoM% diverged the most when the Product was Paseo, when Profit were \$8,60,418 higher than RevenueMoM%.

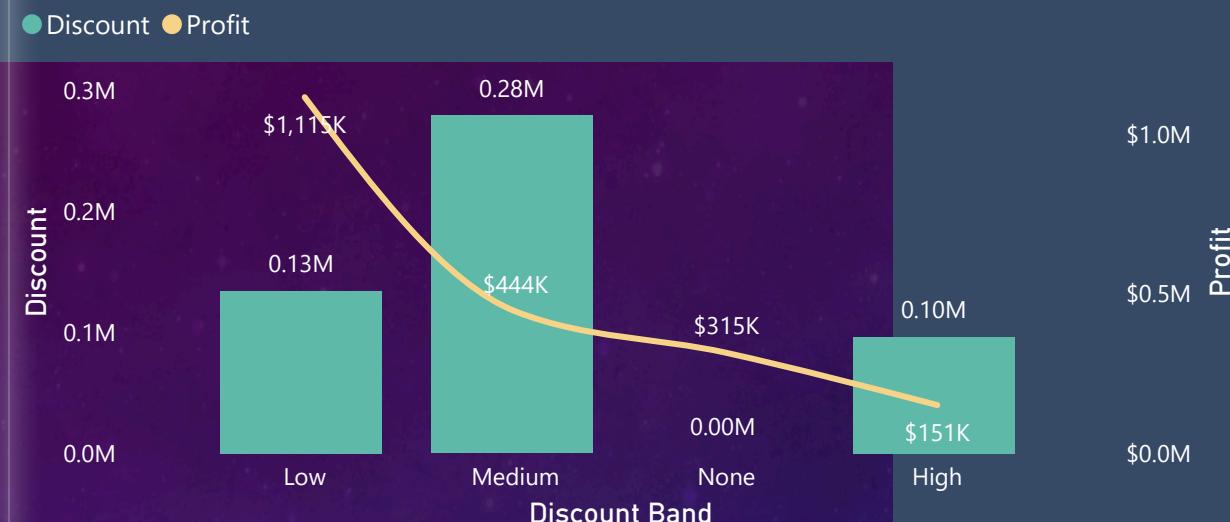
Across all 6 Product, Gross Sales ranged from 529945 to 4865229, CostofGoods ranged from \$4,30,050 to \$38,53,261, and Discount ranged from 19,445.86 to 1,51,550.04.



Discount and Profit correlation by Segment



Discount and Profit correlation by Segment



Key influencers Top segments

What influences Profit to Decrease ?



Running analysis

Details

Country	Segment	Product	Manufacturing Price	Sale Price	Units Sold	Gross Sales	Discounts	Revenue	Cost of Goods	Profit
Mexico	Government	Paseo	20	370	2,595.00	5,01,360.00	41,095.20	\$4,60,264.8	\$3,66,450	\$93,815
Mexico	Government	Carretera	6	357	1,883.00	4,80,347.00	38,464.23	\$4,41,882.8	\$3,56,725	\$85,158
United States of America	Enterprise	Montana	5	125	2,797.00	3,49,625.00	31,466.25	\$3,18,158.8	\$3,35,640	(\$17,481)
United States of America	Enterprise	Paseo	10	125	2,797.00	3,49,625.00	31,466.25	\$3,18,158.8	\$3,35,640	(\$17,481)
United States of America	Small Business	Amarilla	260	300	1,372.00	4,11,600.00	28,812.00	\$3,82,788.0	\$3,43,000	\$39,788
United States of America	Small Business	Velo	120	300	1,372.00	4,11,600.00	28,812.00	\$3,82,788.0	\$3,43,000	\$39,788
France	Small Business	Amarilla	260	300	853.00	2,55,900.00	25,590.00	\$2,30,310.0	\$2,13,250	\$17,060
France	Small Business	Velo	120	300	853.00	2,55,900.00	25,590.00	\$2,30,310.0	\$2,13,250	\$17,060
Canada	Government	Carretera	3	350	2,852.00	9,98,200.00	19,964.00	\$9,78,236.0	\$7,41,520	\$2,36,716
Canada	Government	Paseo	20	370	4,669.00	10,34,540.00	19,964.00	\$10,14,576.0	\$7,59,690	\$2,54,886
Germany	Small Business	Amarilla	260	300	1,250.00	3,75,000.00	18,750.00	\$3,56,250.0	\$3,12,500	\$43,750