



SALES PERFORMANCE ANALYSIS

Total sales
\$118.72635026M

Total COGS
\$101.832648M

Total Margin
\$16.89370226M

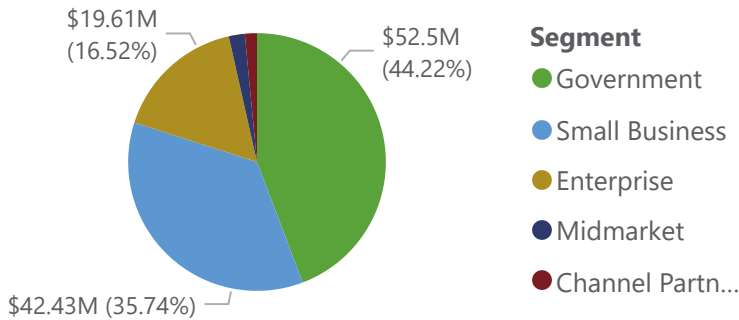
Segment

All

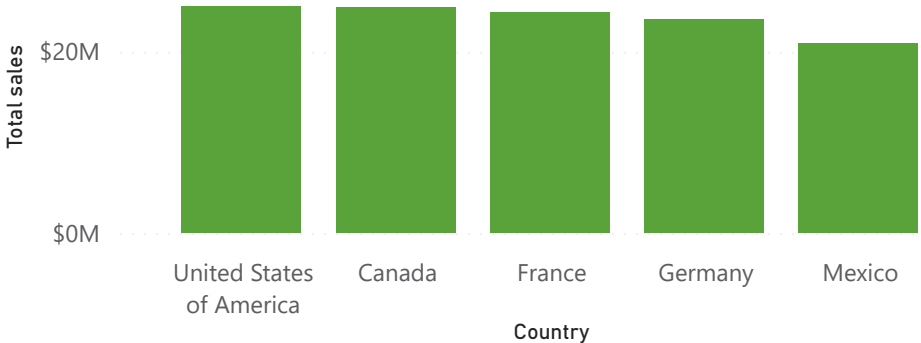
Product

All

Total sales by Segment



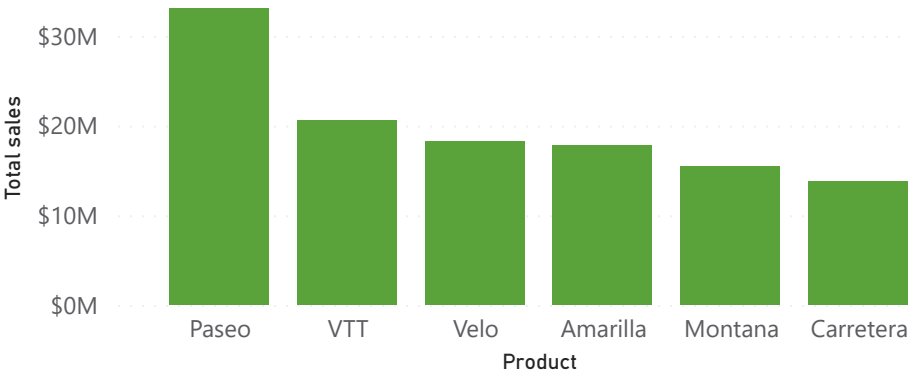
Total sales by Country



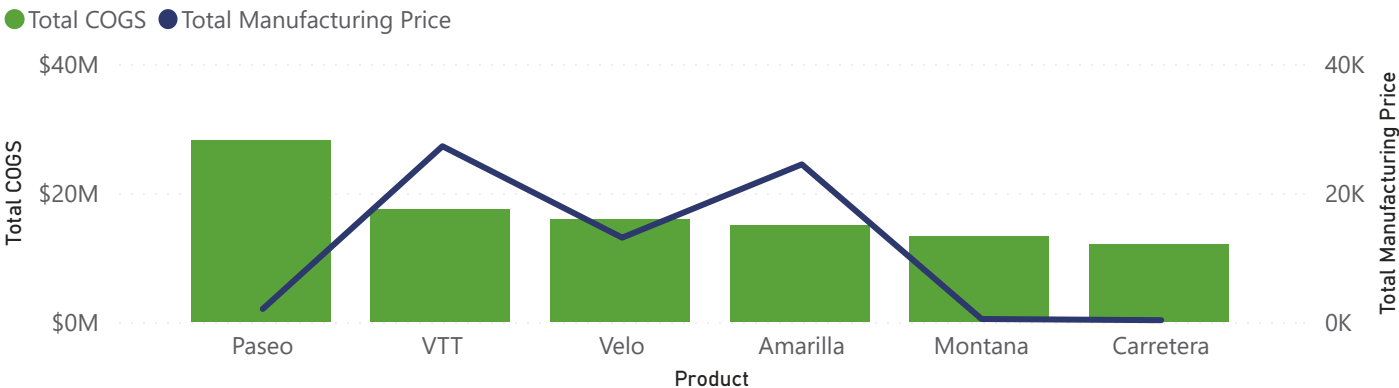
Total Profit by Segment & Product

Product	Channel Partners	Enterprise	Government	Midmarket	Small Business	Total
Amarilla	230,068.50	-95,152.50	2,208,301.61	63,605.45	407,281.00	2,814,104.06
Carretera	208,405.68	-222,711.88	1,398,994.08	94,105.00	348,012.00	1,826,804.89
Montana	192,457.56	-31,096.25	1,126,201.02	83,879.05	743,313.50	2,114,754.88
Paseo	331,838.40	-81,740.00	3,057,290.70	258,739.35	1,231,309.50	4,797,437.95
Velo	134,267.04	-84,762.50	1,756,732.05	68,653.38	431,102.50	2,305,992.47
VTT	219,765.96	-99,082.50	1,840,653.71	91,120.85	982,150.00	3,034,608.02
Total	1,316,803.14	-614,545.63	11,388,173.17	660,103.07	4,143,168.50	16,893,702.26

Total sales by Product



Total COGS and Total Manufacturing Price by Product





DISCOUNT IMPACT

Sum of Discounts

9.21M

Correlation discount & sales

0.25

Average Discount Rate

0.07

Discount Band

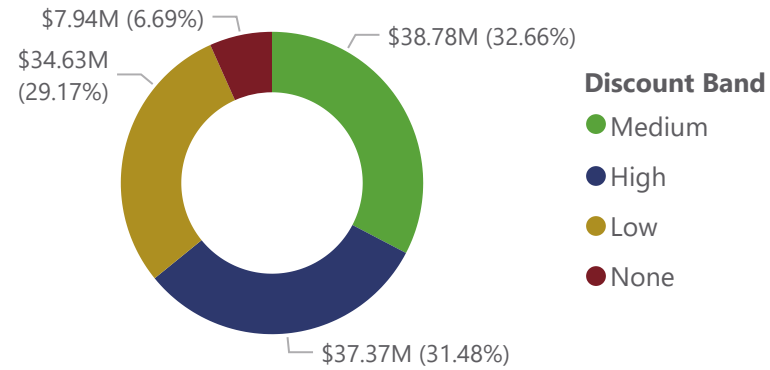
High

Medium

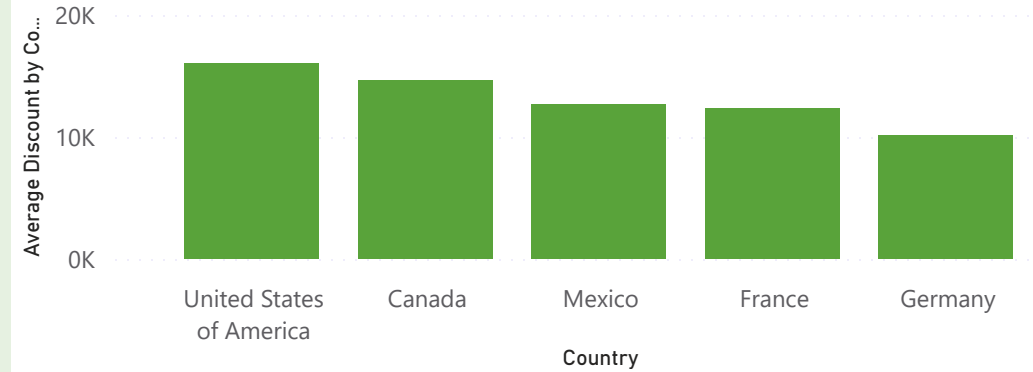
Low

None

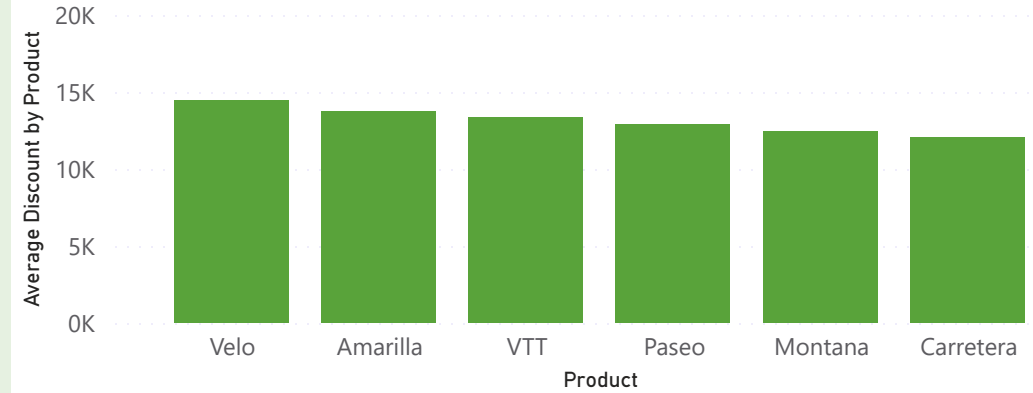
Total Sales by Discount Band



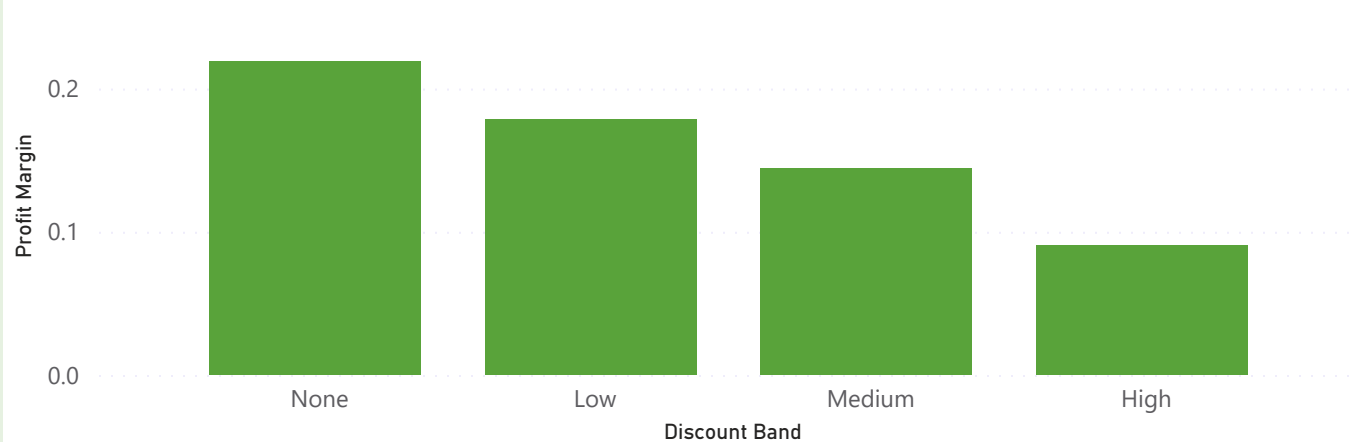
Average Discount by Country



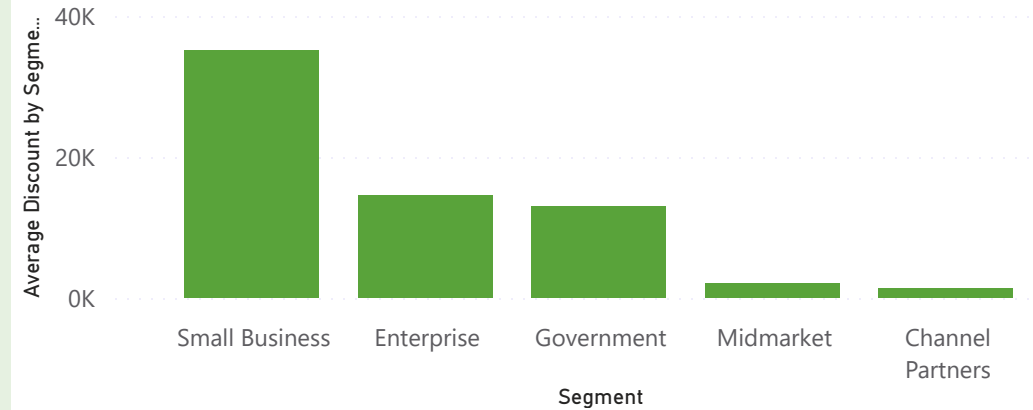
Average Discount by Product



Profit Margin by Discount Band



Average Discount by Segment





PROFITABILITY RATIOS & KPIs

Product

All

Country

All

Date

9/1/2013



12/1/2014



Net Profit

16.89M

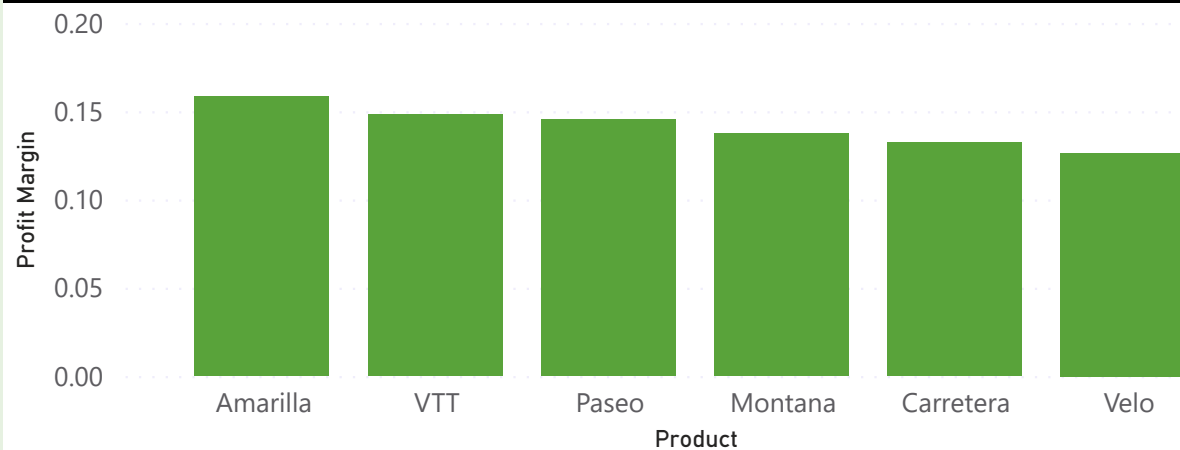
Profit %

16.59%

Cost to Revenue Ratio

0.86

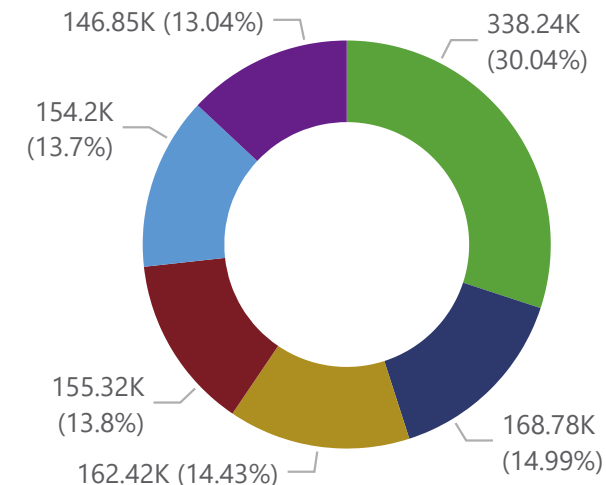
Profit Margin by Product



Profit Margin by Segment



Total Units Sold by Product



Total Units Sold by Segment

