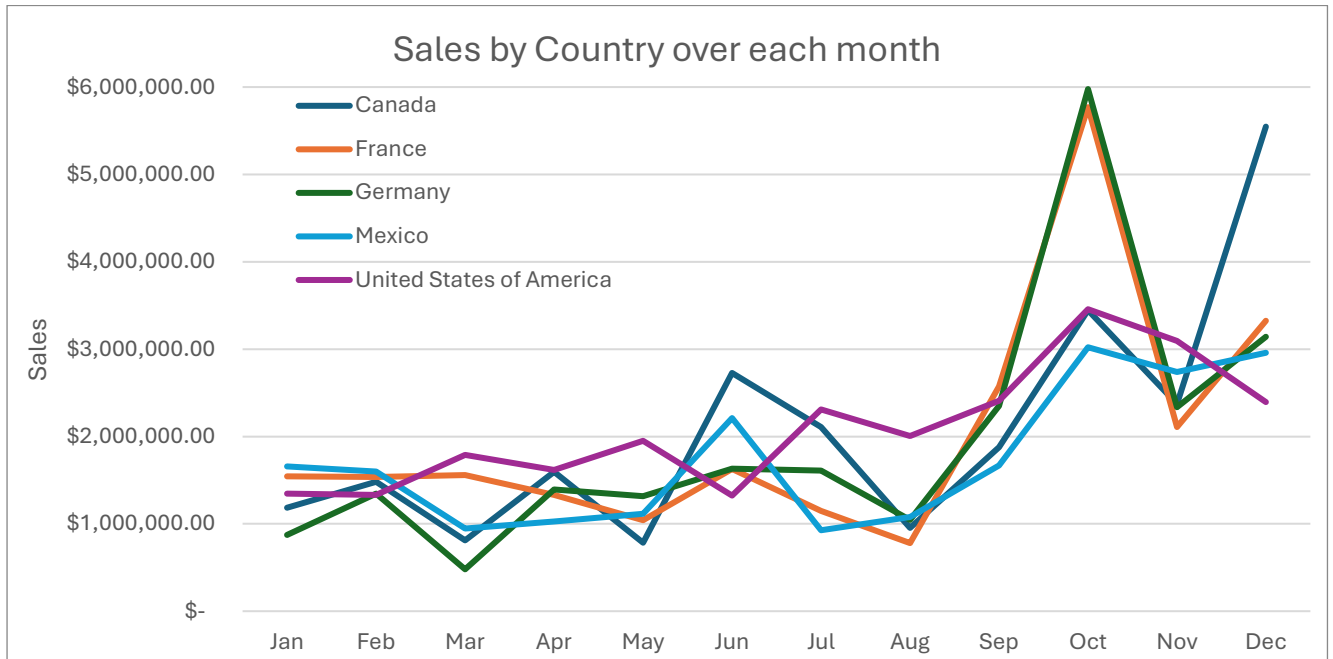


Insight Ventures Inc.

This report details analysis of Insight Ventures Inc. sales and profit data across products, countries, segments, discount bands and time periods. These insights are provided from the attached interactive dashboard that includes filters.

1. Sales by Country over each month



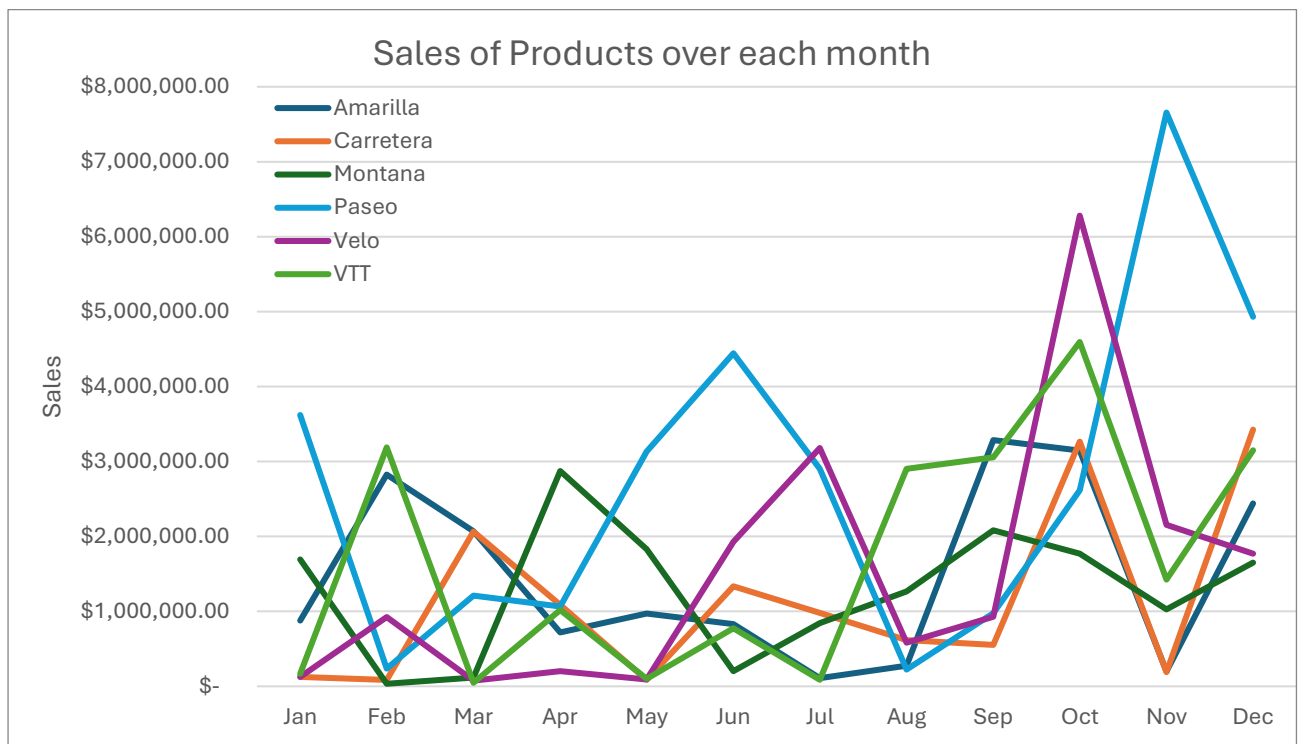
Analysis:

- Germany and France produce a significant spike in sales towards \$6 million in October, indicating demand for this season, successful promotions, or early purchases for increased sale prices.
- Canada has significantly high sales in December compared to other countries, suggesting there may be significant interest in products during this season.
- Mexico and Canada had a spike in sales in June, whereas the United States of America (USA) decreases in sales, suggesting possible decreased promotion in or less seasonal interests in USA.

Recommendations:

- Focus on seasonal promotions for USA in June.
- Increase promotions and marketing for the Spring season, as well as November time to promote early Christmas purchases.
- Expand on markets to other European countries, such as the UK, due to high sales in Europe countries compared to North America.

2. Sales of Products over each month



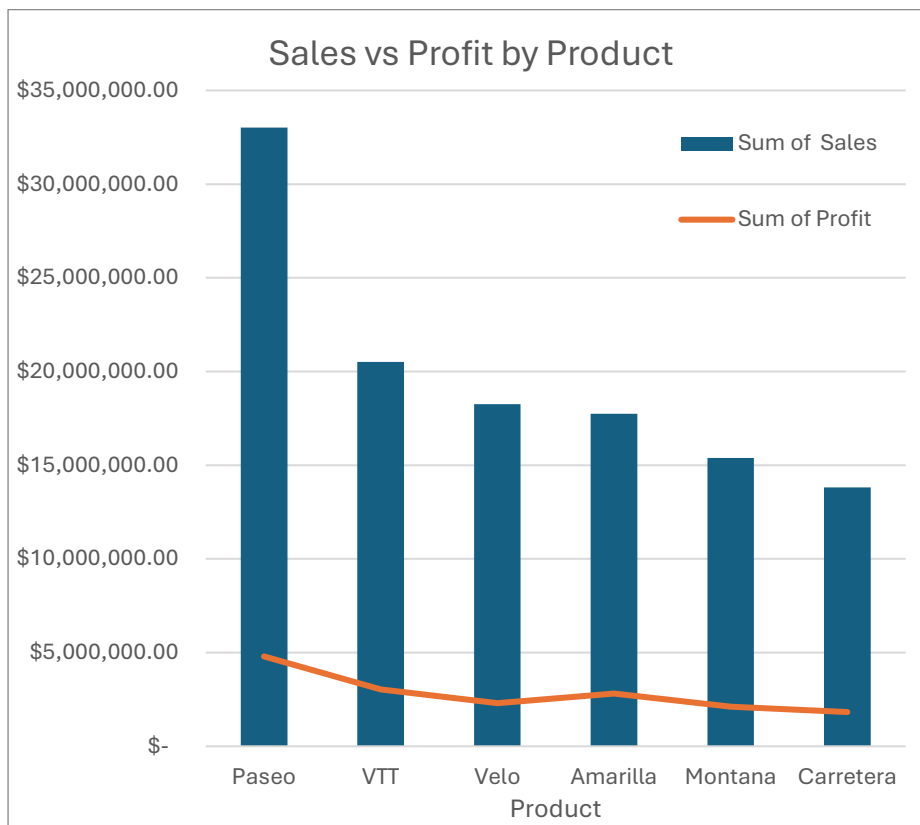
Analysis:

- Sales differ between different products in different months. While Paseo spikes in June and November, Velo spikes during July and October.
- Other products spikes in other months, however, there are less significant sales in March and August.
- This suggests that while each product have demand in different time periods, there could be less balance and efficiency in cost and sales around these months.

Recommendations:

- Increase marketing and review cost efficiency to boost sales for March and August.
- Increase promotions in products depending on their fall in sales in specific time periods, such as Montana in February.

3. Sales vs Profit by Product



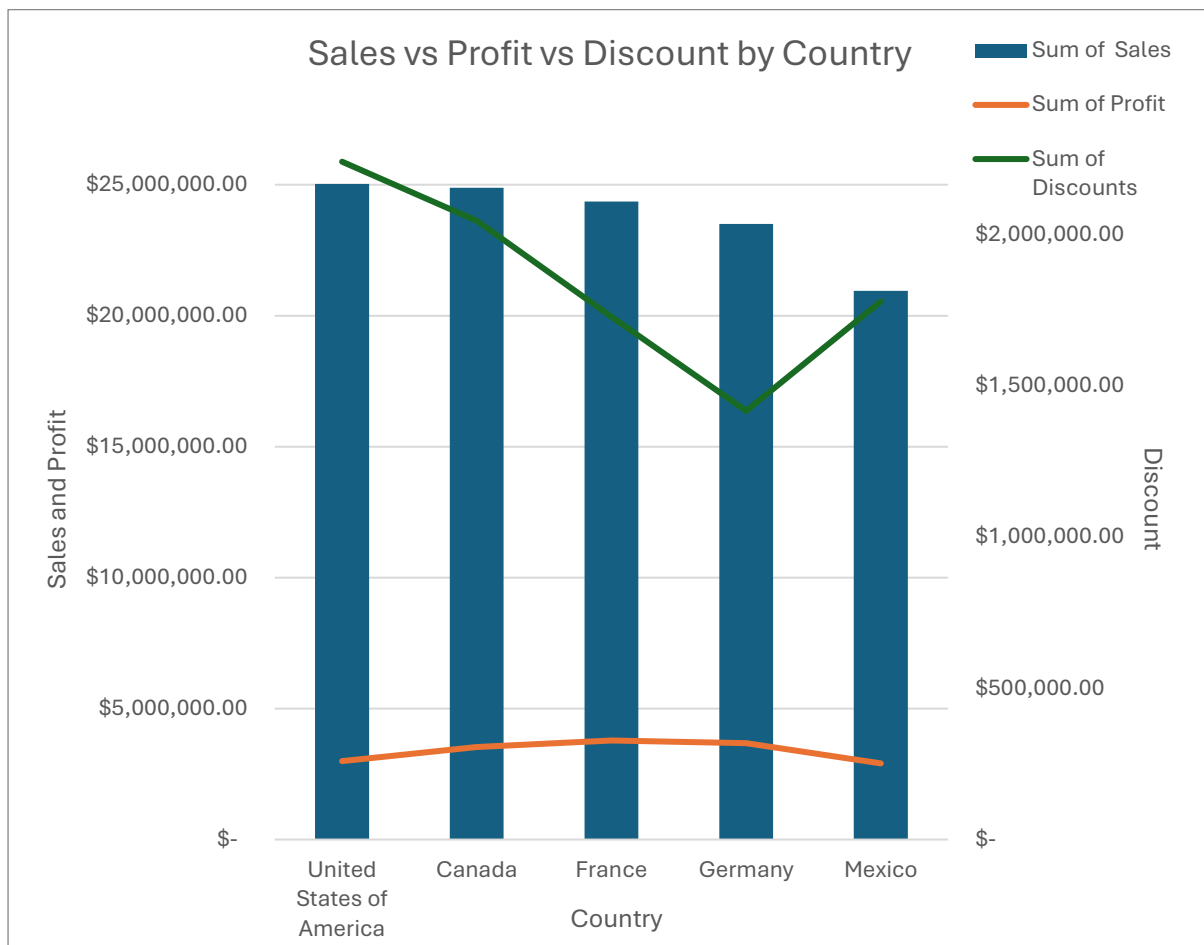
Analysis:

- Paseo leads in sales and profits, with Carretera having the least sales and profits.
- While Paseo has around \$13 million more in sales compared to VTT, the amount of profit is significantly low in percentage compared to the other products.
- While Velo had more sales than Amarilla, it returned less profit.

Recommendations:

- Review the sale prices of Paseo to potentially increase for greater profits.
- Increase marketing for VTT and Velo with an increase in sale prices for a balanced profit performance.

4. Sales vs Profit vs Discount by Country



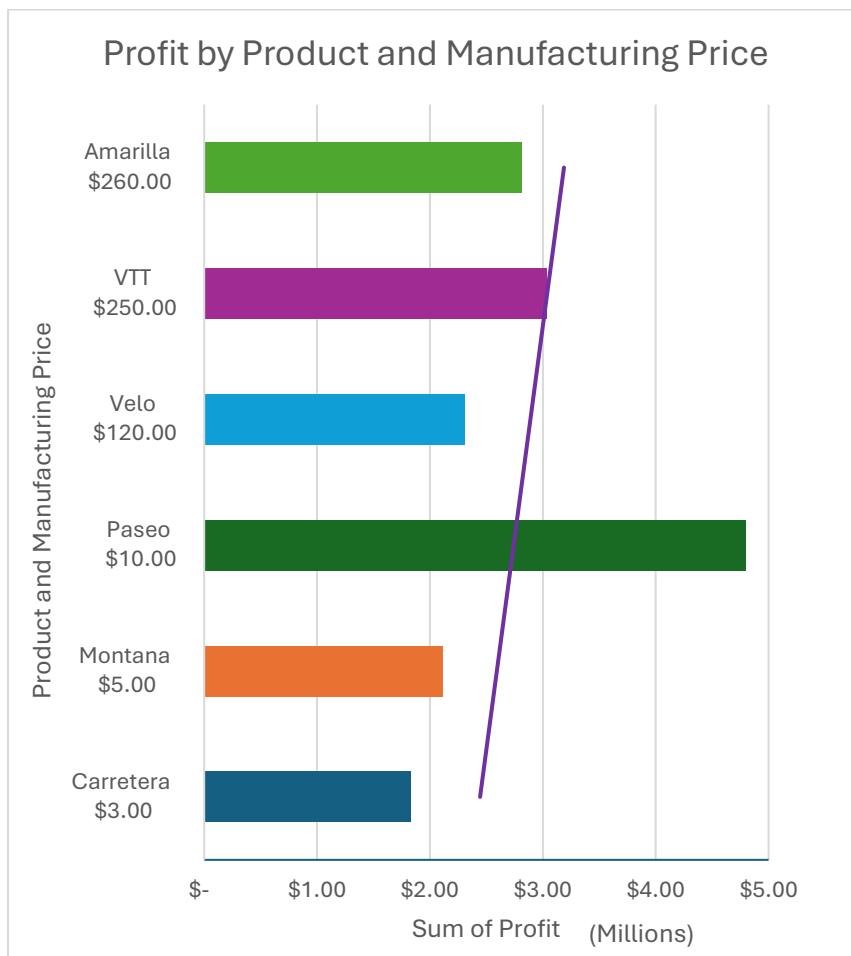
Analysis:

- USA and Canada provide the highest sales, however, France and Germany return the highest profits.
- While the amount of discount follows a balanced structure, it is at its lowest in Germany with high profits, and higher in Mexico with the least sales and profit.
- This suggests that less discounts in France and Germany has a positive impact on sales and profits.
- The more discounts in USA, Canada and Mexico, the more sales.

Recommendations:

- Review sale prices for USA, Canada and Mexico to promote increased profits.
- Potential development on discount strategies for Mexico to promote increased sales.

5. Profit by Product and Manufacturing Price



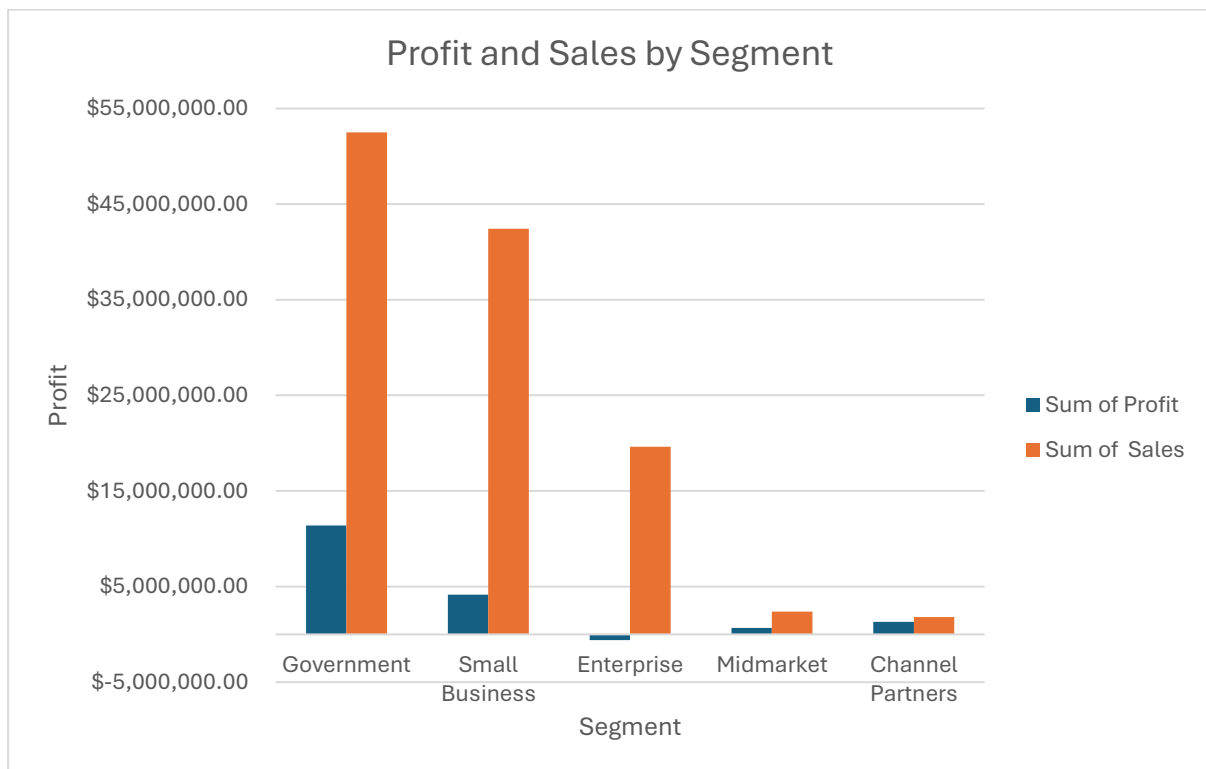
Analysis:

- Higher manufacturing prices correspond with higher profits.
- Despite Paseo having a low manufacturing price, it achieves significant profits.
- While VTT costs less in manufacturing, it achieves more profits than Amarilla.

Recommendations:

- Investigate potential reduction in manufacturing costs for Amarilla and Velo to increase profits without compromising quality of product.
- Promote marketing in Montana and Carretera for increased sales and profits.
- Invest further in VTT to maximise profits.

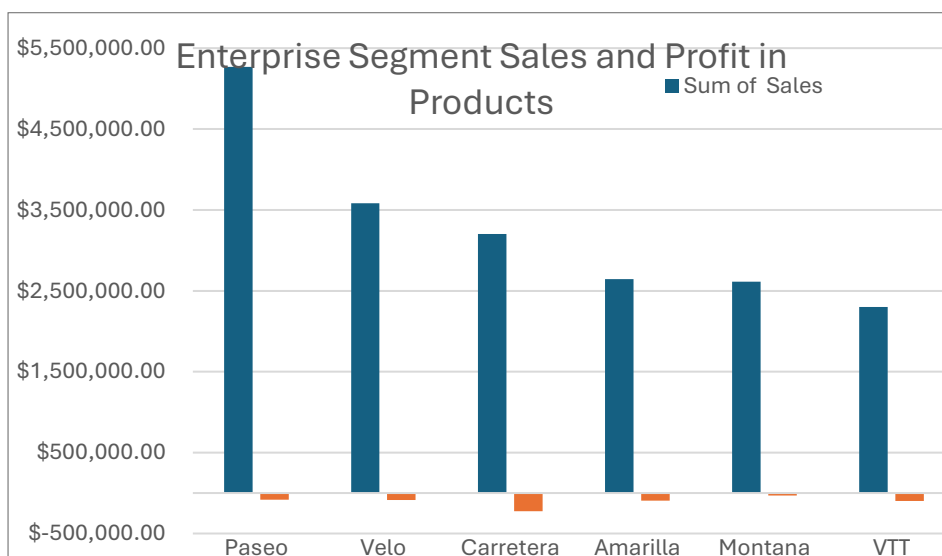
6. Profit and Sales by Segment

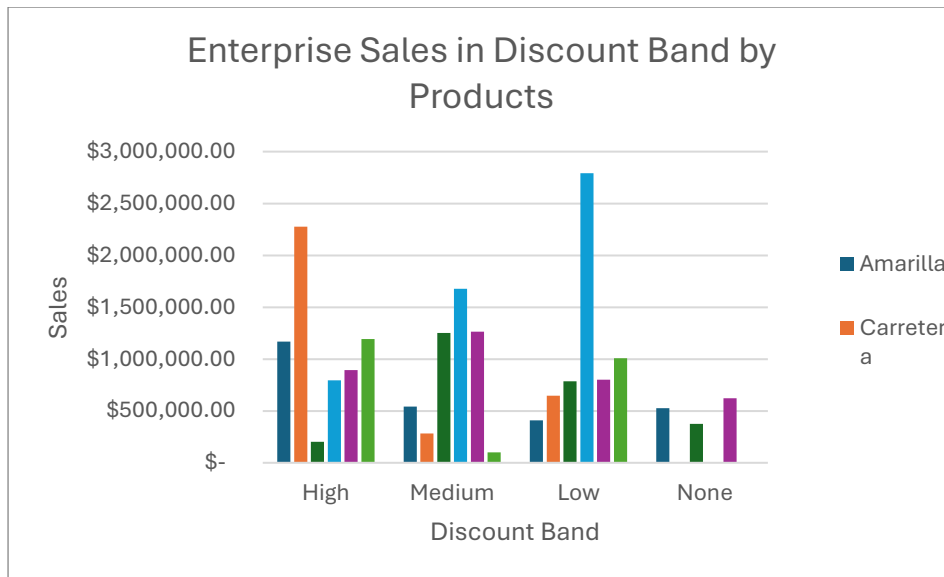


Analysis:

- Government and Small Businesses return the highest sales and profits
- Midmarket and Channel Partners contribute the least in sales, although Channel Partners has a high percentage of profit.
- While Enterprise is 3rd in Sales, it returns negative profit, suggesting possible low sales cost for Enterprise, high sales in products that output less profit, or high discounts used in Enterprise.

Additional charts on Enterprise product sales and profit, as well as discount bands by product has been added for further analysis.





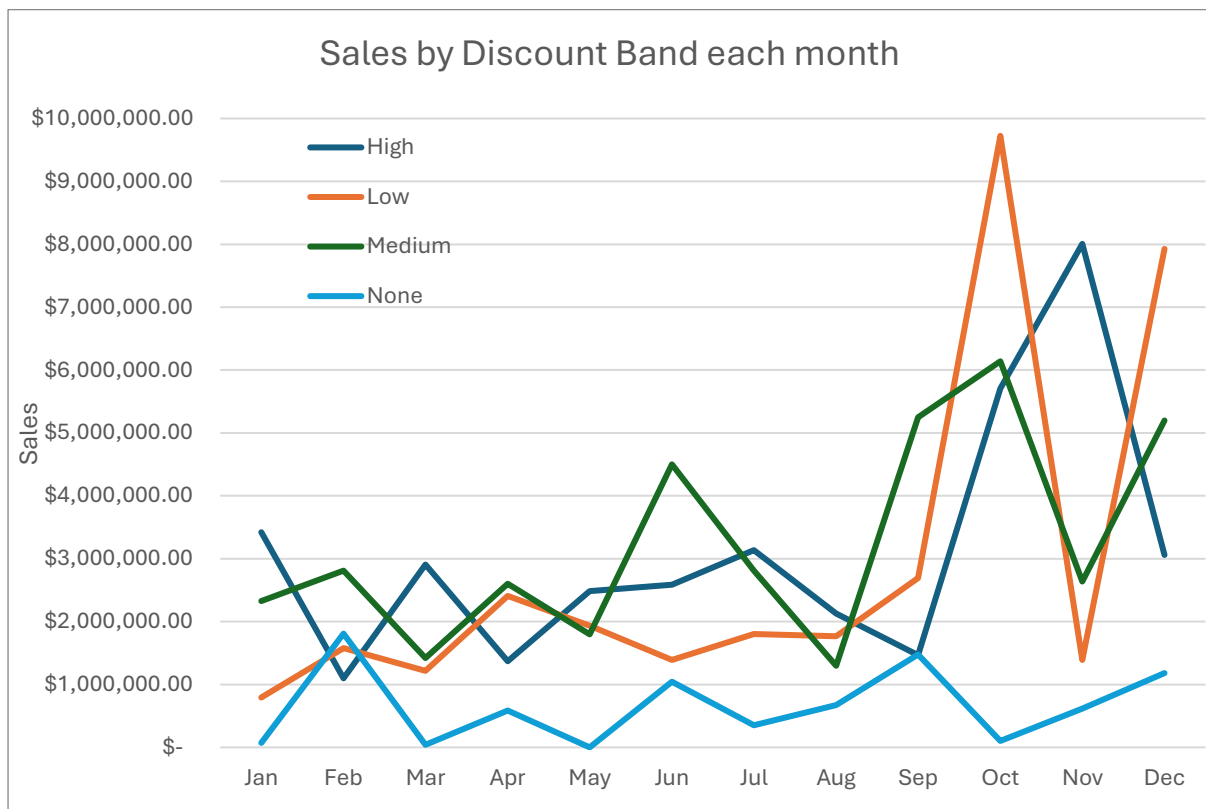
Further Analysis:

- There is a high negative profit margin in Carretera while being 3rd in sales, while Montana returns the highest profit, though all products return negative profit.
- This is reflected in the discount band chart, where the high discount band is used most in Carretera and the least in Montana.
- Therefore, while they do not use more discounts than Government and Small Businesses, the amount of high discount band used, as well as compared to medium low and no discount bands, may be resulting in the significant impact on negative profits.
- Although Paseo is a low priced product, it has the highest amount of discount used.

Recommendations:

- Leverage and expand on resources for growing Government and Small Business segments further
- Develop on opportunities to increase sales and profits for Channel Partners and Midmarket segments.
- Reduce high discount bands used for Enterprise segments and promote medium to no discount bands.

7. Sales by Discount Band each month



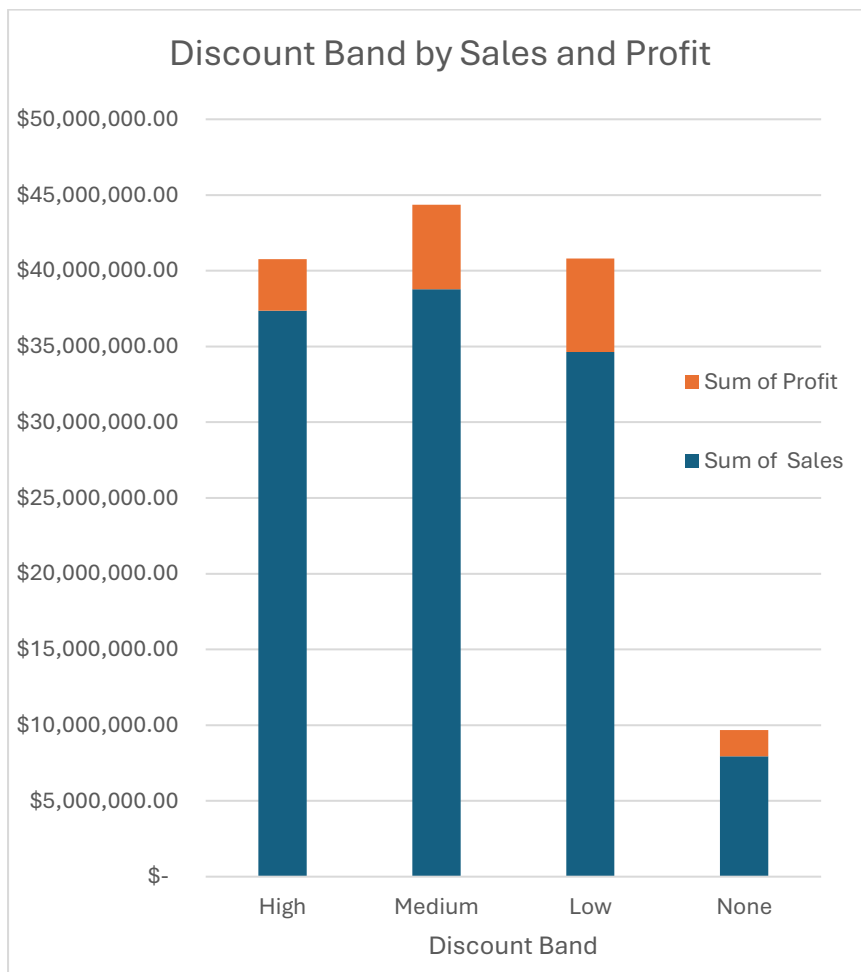
Analysis:

- High and medium discount bands lead to increased sales, especially between September and November.
- Low discount bands are used at its highest in October and then December. These both suggest the seasonal demand for discounts on products.
- Sales increase in February and September for no discounts, suggesting high demand for products during those periods.

Recommendations:

- Optimise discount strategies and campaigns during peak seasonal months to maximise revenue

8. Discount Band by Sales and Profit



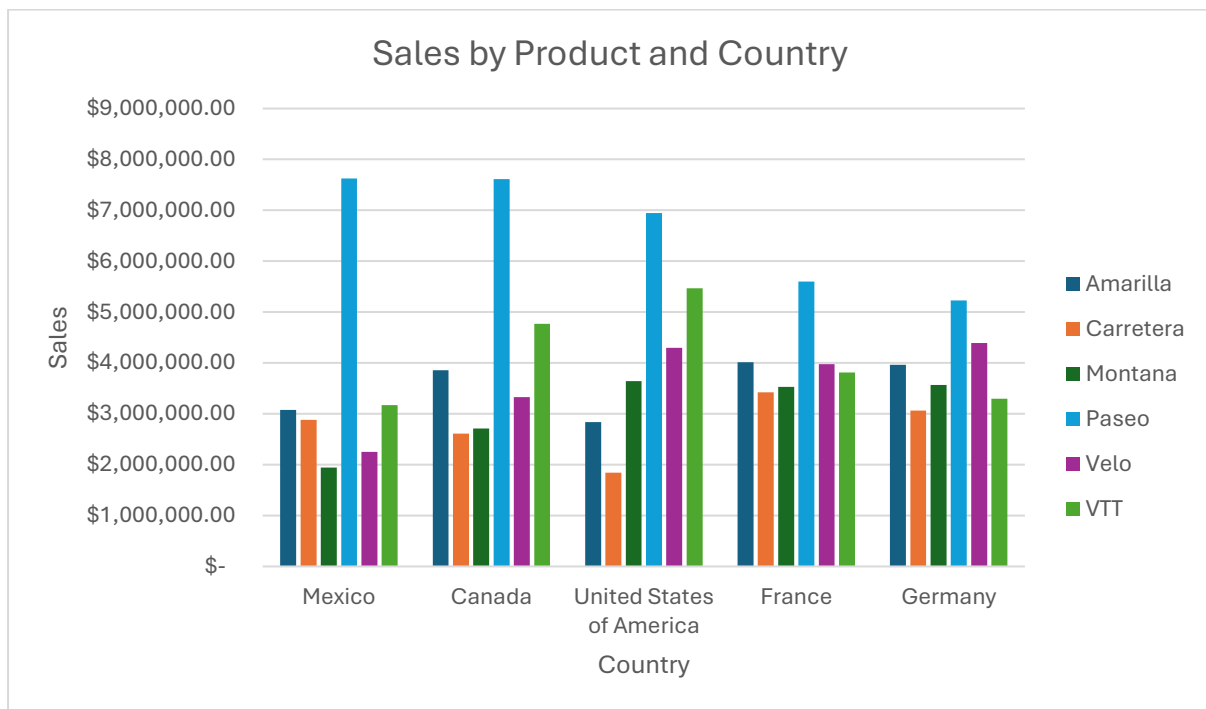
Analysis:

- Highest sales are in high and medium discount bands, suggesting high demands for more discount.
- However, there is less profit returned with high discount bands comparative to the medium and low bands.

Recommendations:

- Balance profit margins for high discount bands, possibly with promoting more discounts on products returning higher profits.

9. Sales by Product and Country



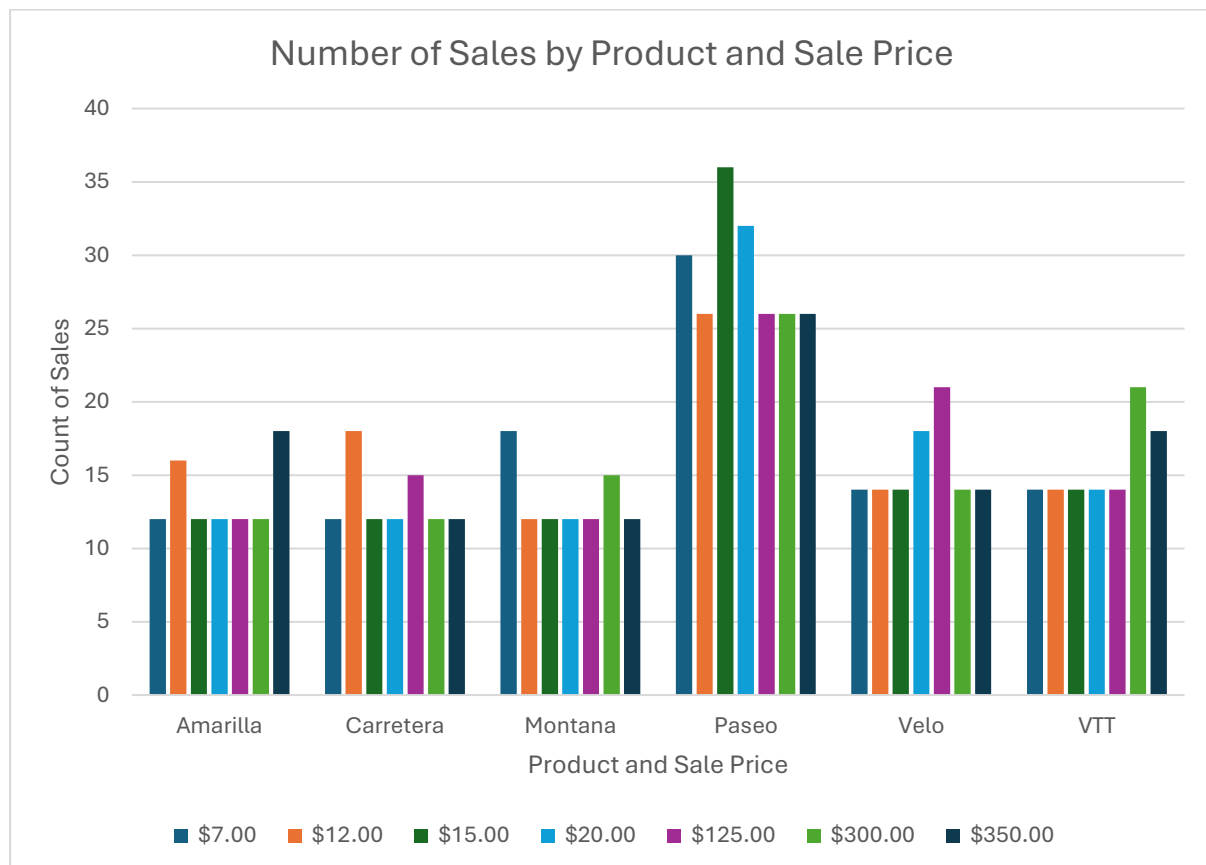
Analysis:

- The highest profits in France and Germany may be a result of the above high sales in the more expensive products: Amarilla and Velo comparative to the North America percentages.
- High Paseo sales are consistent with all countries, with most sold in North America countries.
- Carretera, the least expensive product, is the least sold in all countries apart from Mexico, being the 4th most sold product. USA also has significantly less sales in Carretera compared to all products.
- While Mexico has the highest Paseo sales, it generally has less sales in other products compared to other countries

Recommendations:

- Increase promotions of Montana for Mexico and Carretera in USA

10. Number of Sales by Product and Sale Price



Analysis:

- Paseo sells less expensive sale prices more than higher prices, while the expensive manufacturing products of VTT, Velo and Amarilla sells with more high expensive sale prices.

Recommendations:

- Increase higher sale prices for the least manufacturing cost products: Carretera, Montana and Paseo.
- Leverage Paseo with higher sale prices due to its high demand, sales and profits.
- Promote sales in the higher manufacturing cost products to increase sales and profits.