

SALE | OVERVIEW

Total Sales

118.73M

Total Unit Sold

1.13M

Total Profit

16.89M

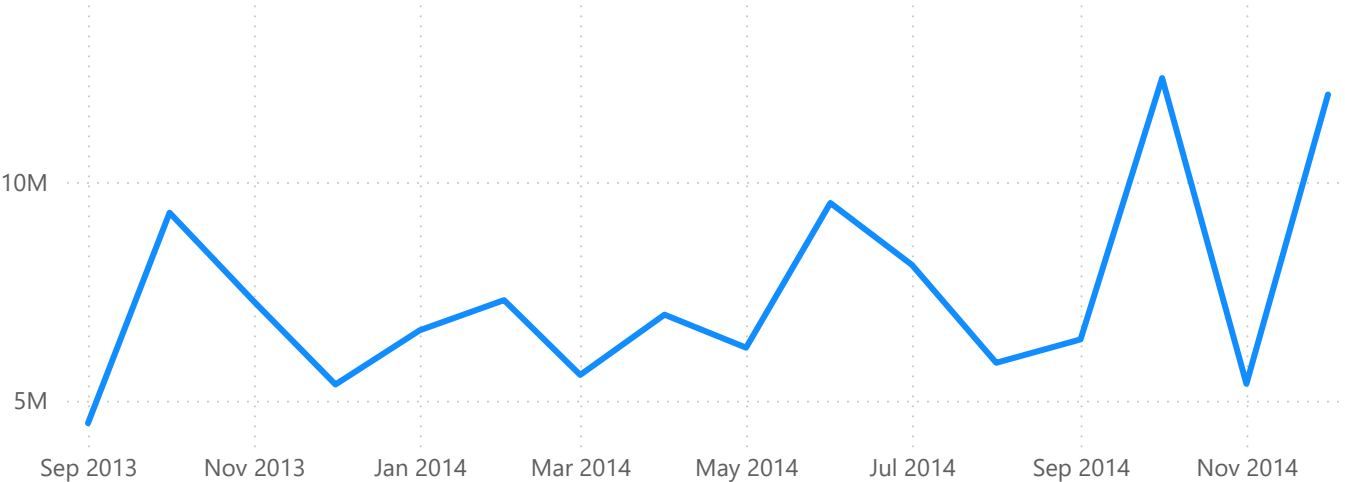
Average MoM% Sales

17.53%

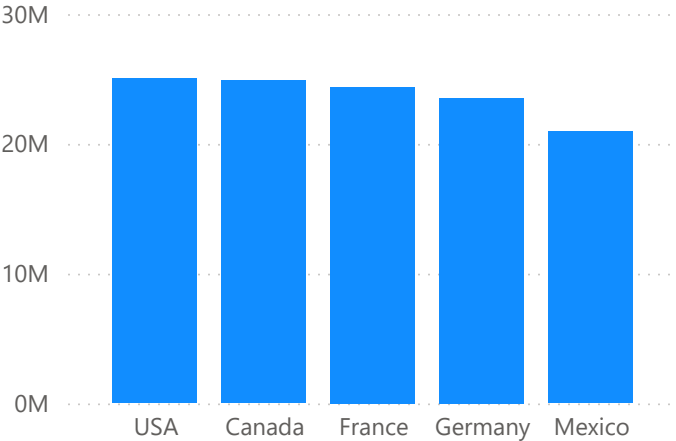
Profit Margin

14.23%

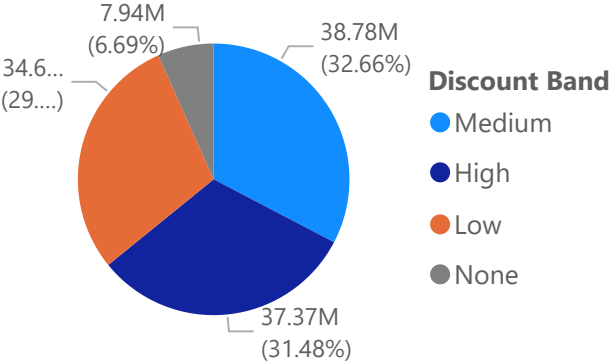
Sales Trend



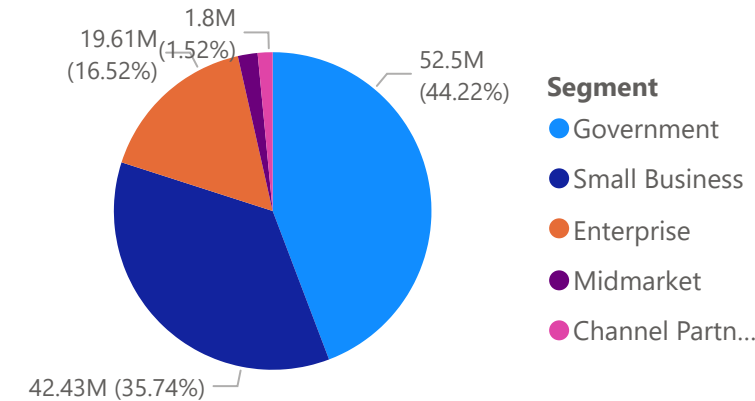
Sale by Country



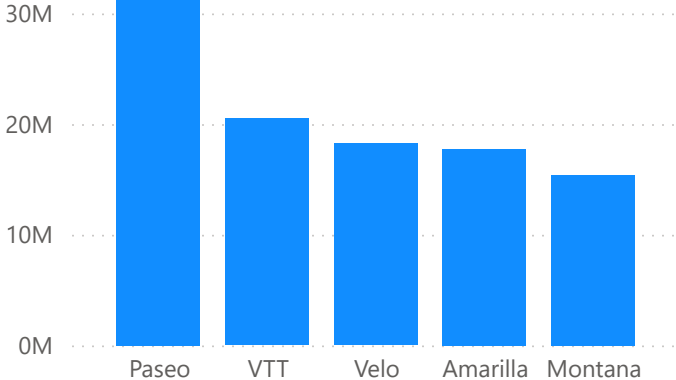
Sales by Discount Band



Sales by Segment



Top 5 Product by Sales



SALES | Investigate the Sales Surge Oct~Dec, 2014 (The "Spikes and Dips")

Year

2013

2014

Segment

Channel Partners

Enterprise

Government

Midmarket

Small Business

Discount Band

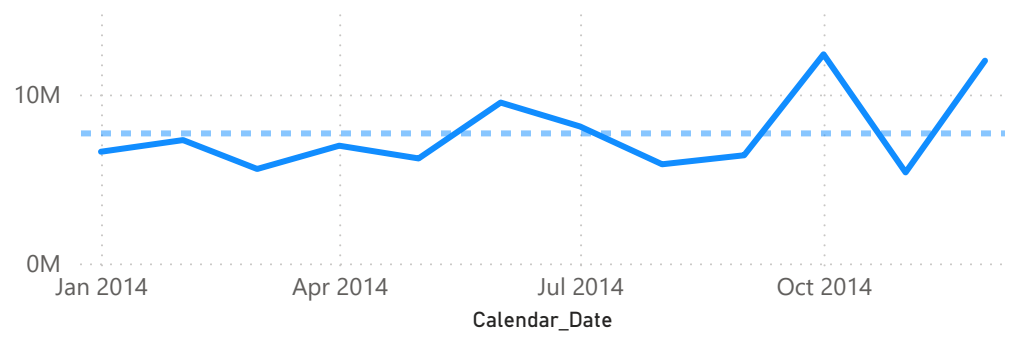
High

Medium

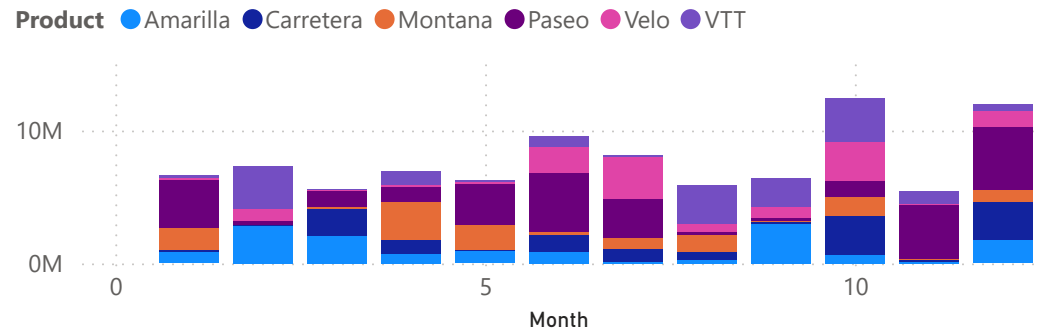
Low

None

Sales Spike and Dips (Oct~Dec, 2014)



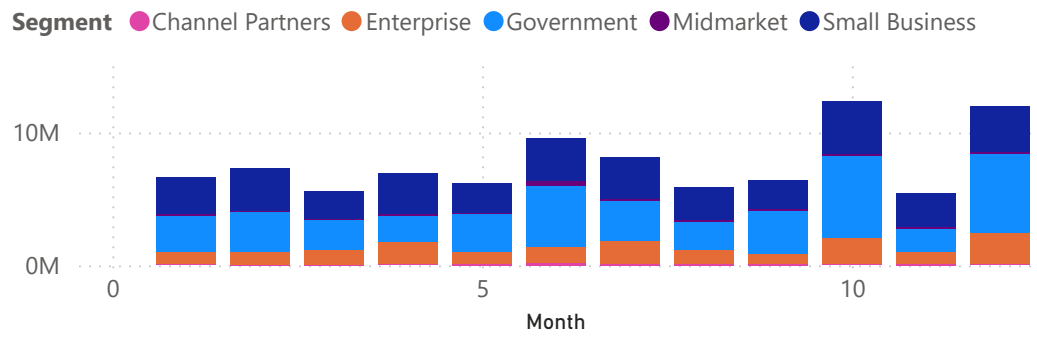
Monthly Sales by Product



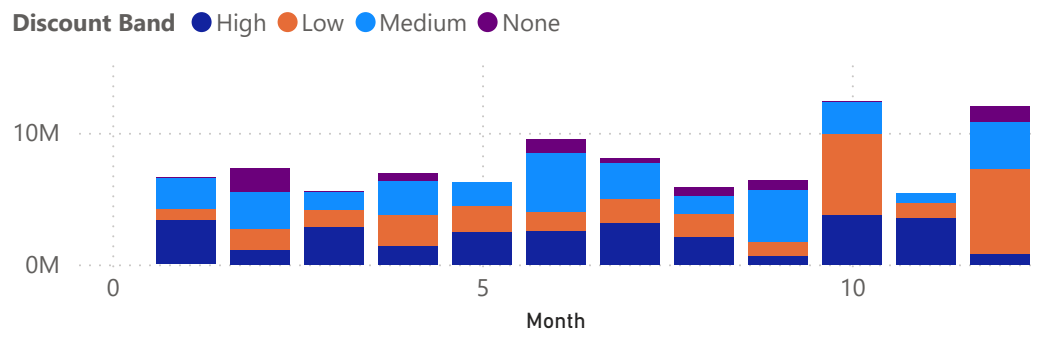
Question: Why do we see such a sharp increase in sales around late 2014? What caused that sudden spike?

Answer: The sales spikes in the last three months of 2014 were largely driven by the **Enterprise** and **Government** segments, fueled by products like **Montana** and a higher proportion of sales with a **Low** discount band. The spikes were also most prominent in **Canada, France** and **Germany**.

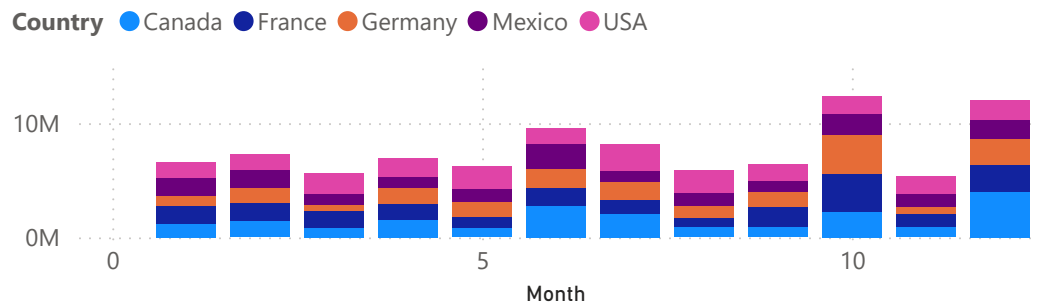
Monthly Sales by Segment



Monthly Sales by Discount Band



Monthly Sales by Country



Dive into Profitability

Year

2013

2014

Segment

Channel Partners

Enterprise

Government

Midmarket

Small Business

Discount Band

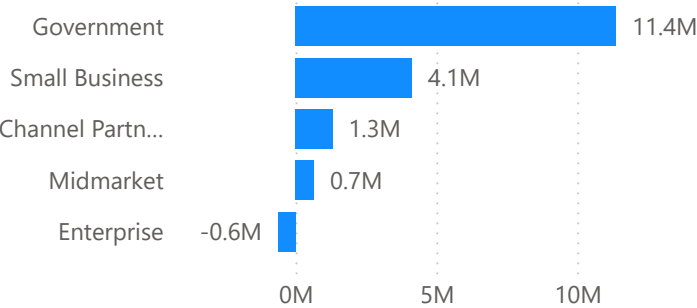
High

Medium

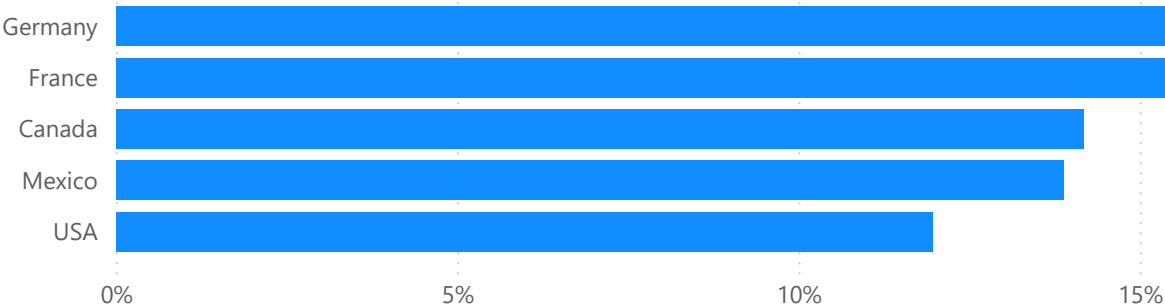
Low

None

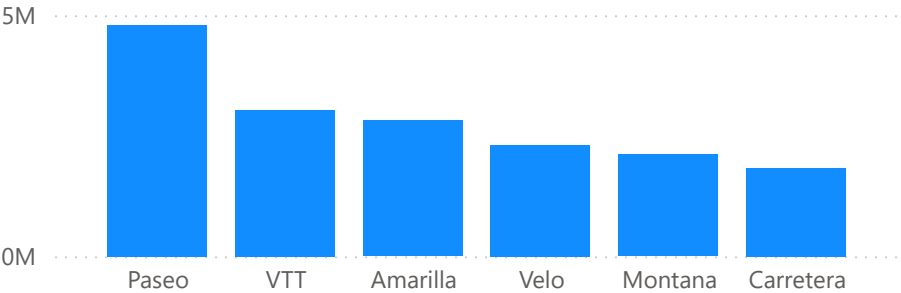
Profit by Segment



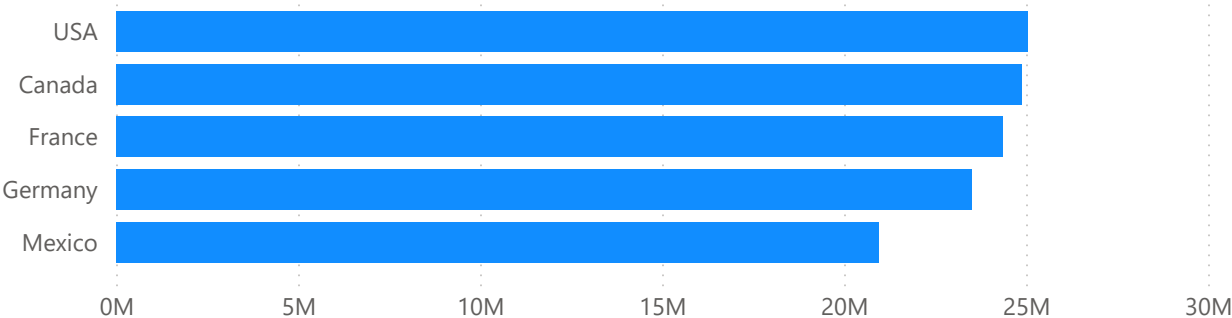
Profit Margin % by Country



Profit by Product



Sales by country



Question: Is our sales growth translating into profitable growth? Which segments or countries are the most and least profitable?

Answer:

The **Enterprise** segment has a negative profit (-\$0.6M), which strongly suggests that sales in this segment are not profitable, and we are indeed sacrificing profit for volume.

The **Government** segment, with the highest profit (\$11.4M), appears to be highly profitable, and its sales volume seems to be translating into significant profit.

The **Small Business** and **Channel Partners** segments are profitable, but their profit is significantly lower than the Government segment.

While **Mexico** may not be a major driver of sales, it's highly profitable at 14%. (Contrast to the USA which only around 12%)

Paseo is the lead in our profitable product list.

Optimize by Country and Product

Year

2013

2014

Segment

Channel Partners

Enterprise

Government

Midmarket

Small Business

Discount Band

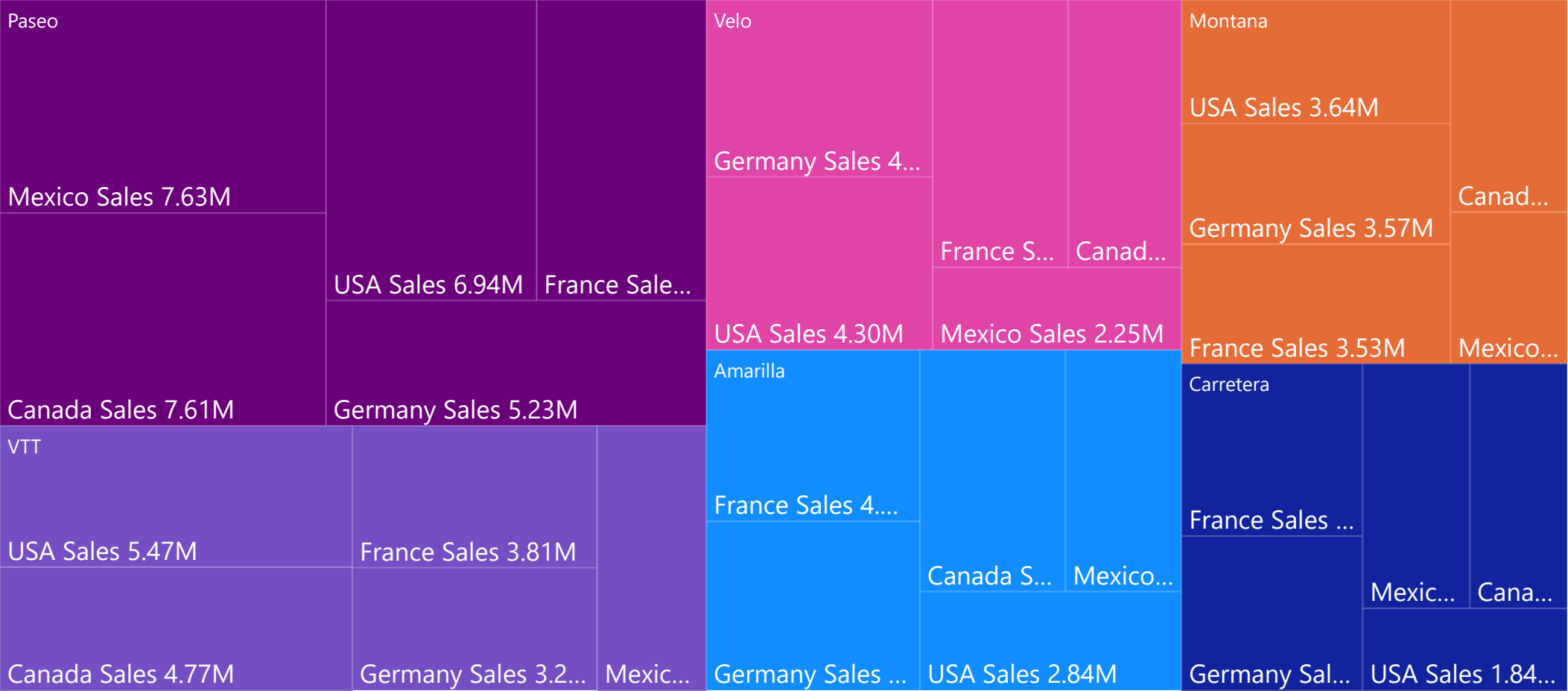
High

Medium

Low

None

Sales by Product in each Country



Question: Is there a product that performs well in one country but poorly in another?
Answer:
Velo and **Montana** are performing not well in Mexico nearly one-half of other countries
Carretera is not performing well in USA at 1.8M (only 50% of France's at 3.4M)