

# Sales Executive Summary

Select Year

2021

2022

**92.31M**

Total Revenue

**13.02M**

Total Profit

**861K**

Total Units Sold

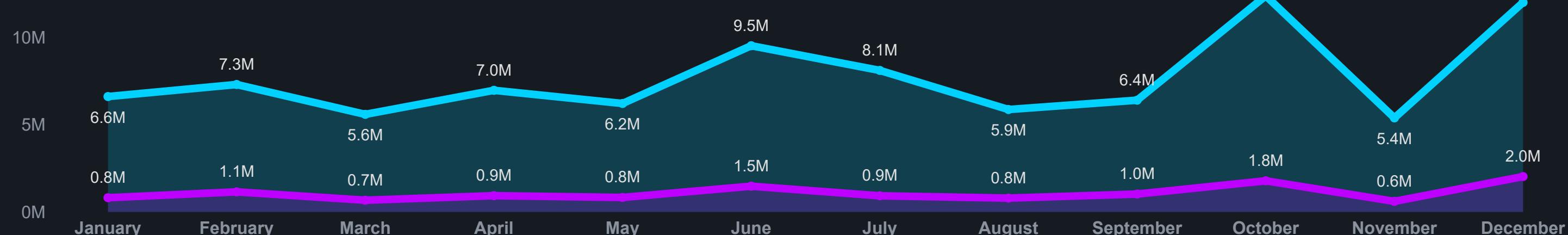
**0.14**

Profit Margin %

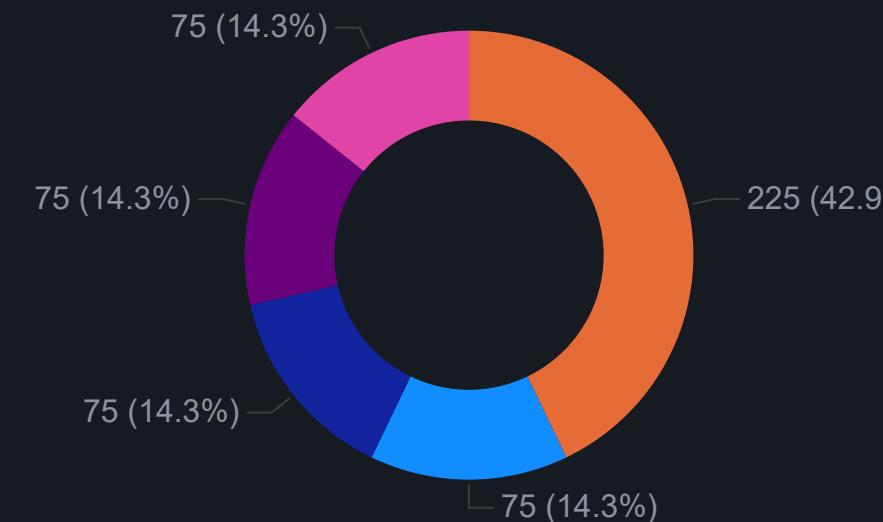


## Revenue & Profit Trends

Total Revenue — Total Profit



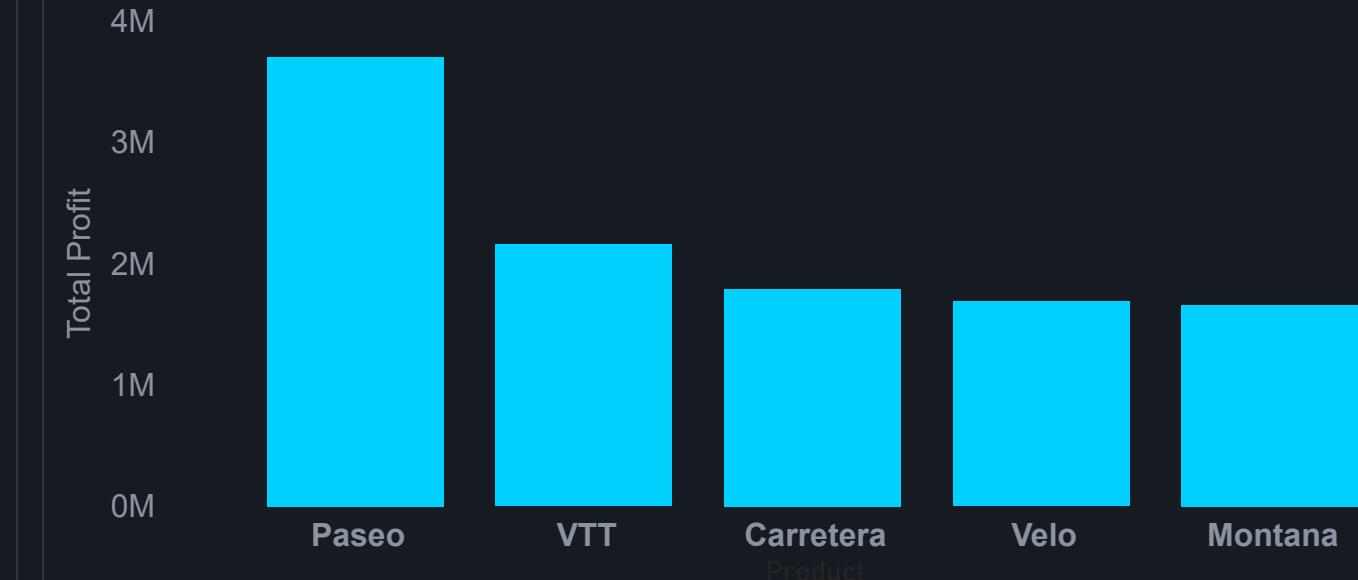
## Count of Product by Segment



**Segment**

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

## Top 5 Products by Profit



# Profitability Analysis

Select Discount Band

High

Low

Medium

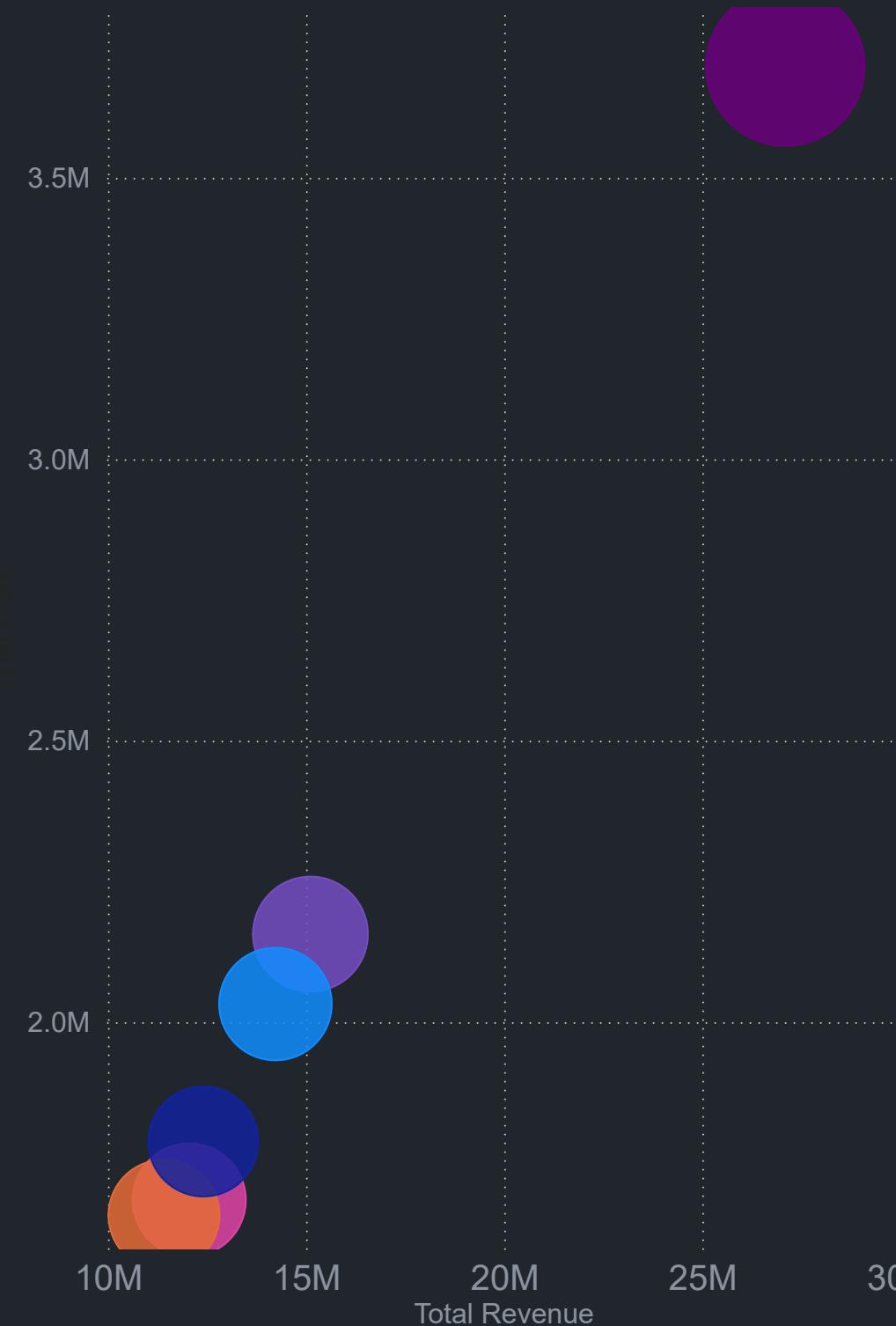
None

Select Year

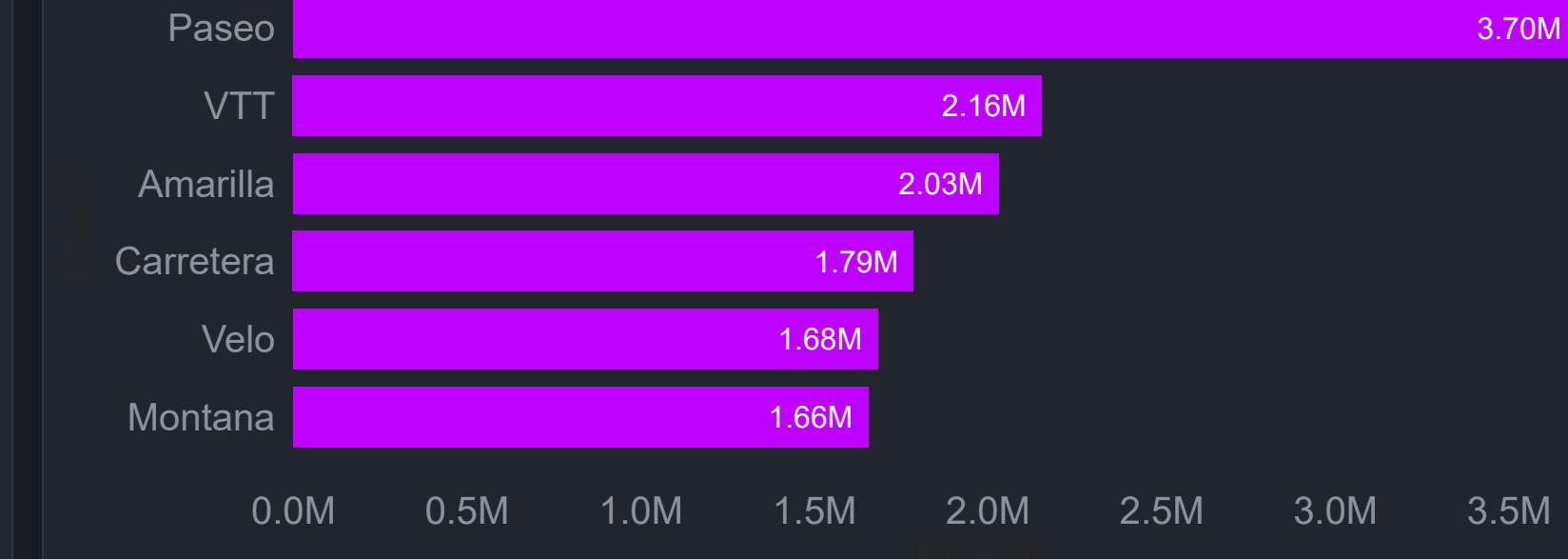
2021

2022

## Product Profitability & Efficiency Matrix



## Product Ranking by Net Profit



## Detailed Operational Performance by Product

Product	Total Revenue	Total Units Sold	Total Profit	Profit Margin %	Discount Rate %
Montana	11,415,018.84	117915	1,656,996.84	0.15	0.07
Velo	12,052,759.71	122952	1,684,042.70	0.14	0.07
Carretera	12,408,442.03	115439	1,788,036.03	0.14	0.07
Amarilla	14,227,983.53	121624	2,032,154.53	0.14	0.07
Paseo	27,096,396.86	255989	3,697,584.86	0.14	0.07
VTT	15,110,493.79	127195	2,156,422.79	0.14	0.06
<b>Total</b>	<b>92,311,094.75</b>	<b>861114</b>	<b>13,015,237.75</b>	<b>0.14</b>	<b>0.07</b>

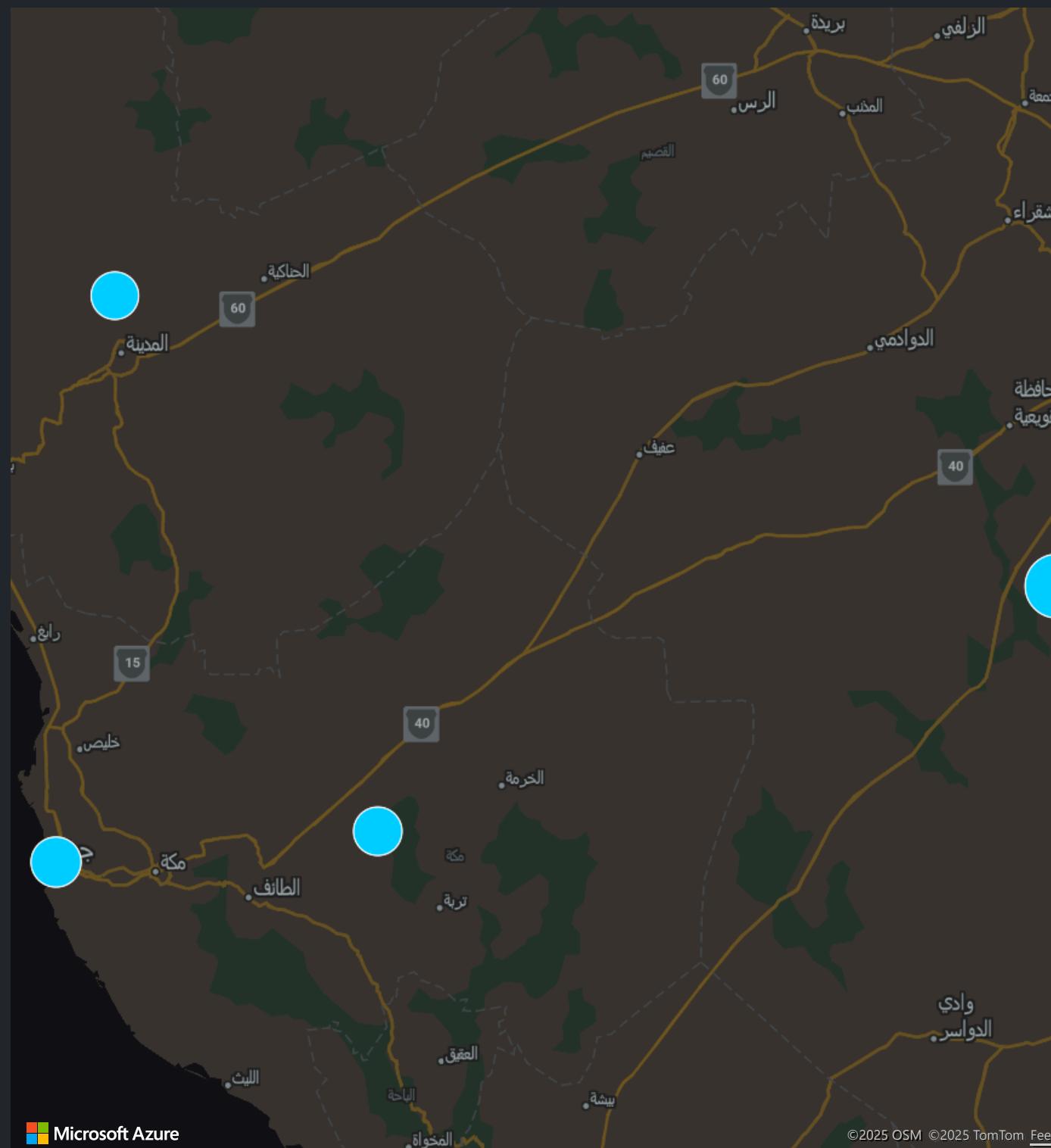
# Regional Performance & Geographic Insights

Select Year

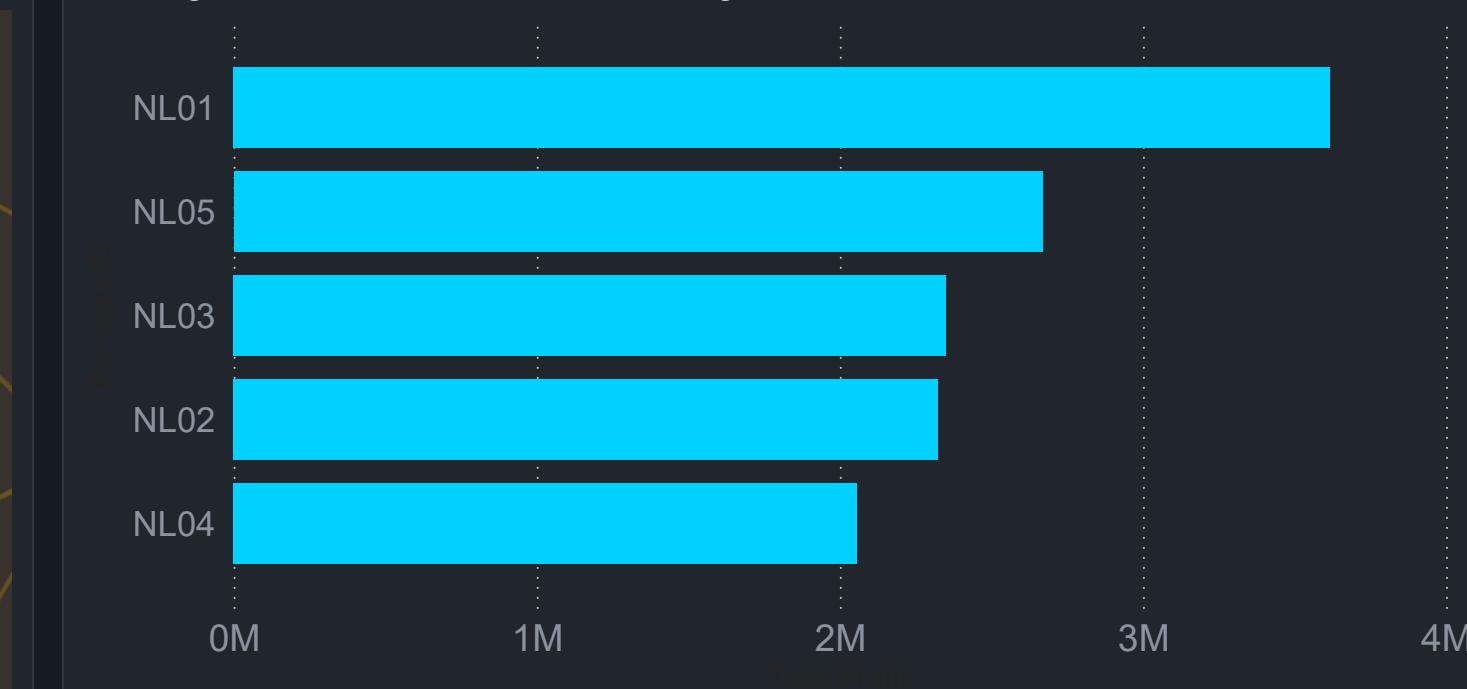
2021

2022

Global Revenue Distribution



Manager Sales Contribution Ranking



Sales Path & Hierarchical Breakdown

