

Executive Overview

Year

2013

2014

Segment

Channel Par...

Enterprise

Government

Midmarket

Small Busin...

Total Sales

\$118.73M

Profit Margin %

0.14

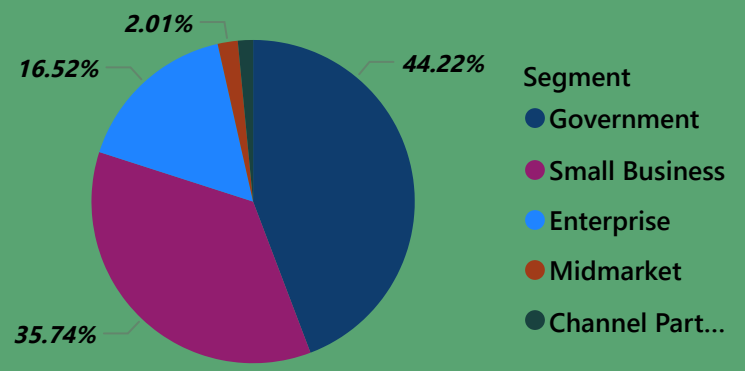
Total Profit

\$16.89M

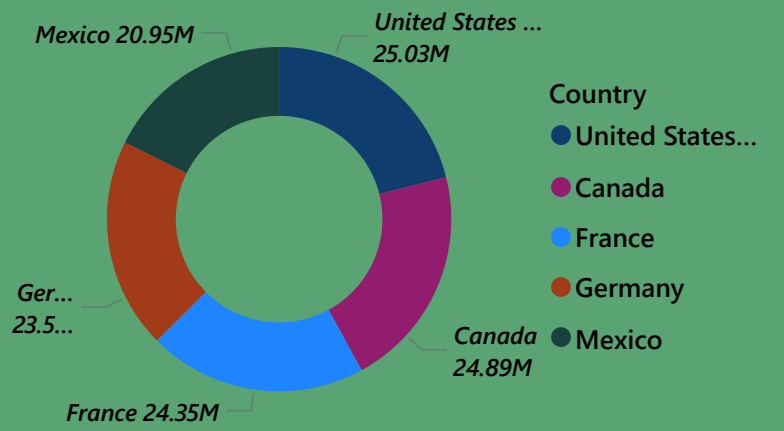
Top Product

Paseo

Total Sales by Segment

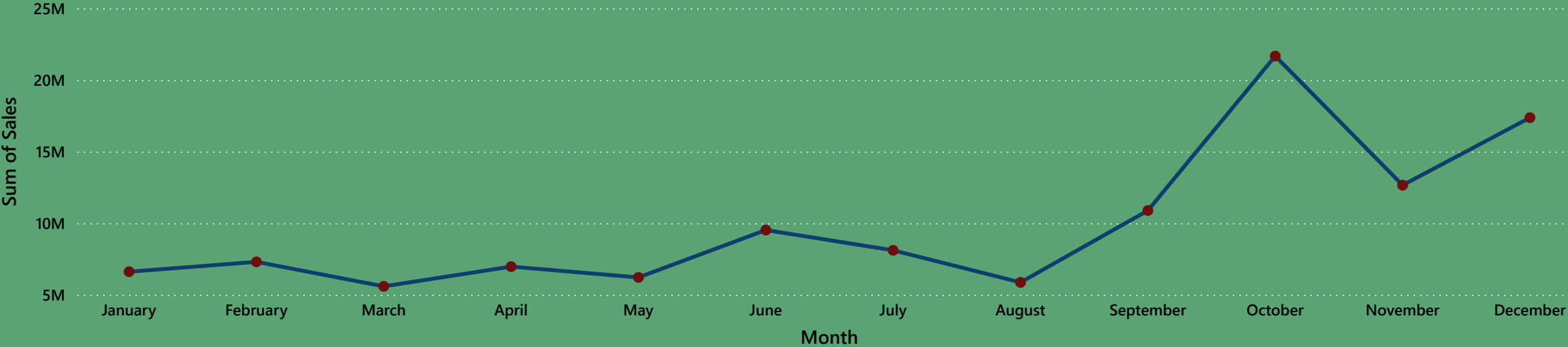


Total Sales by Country

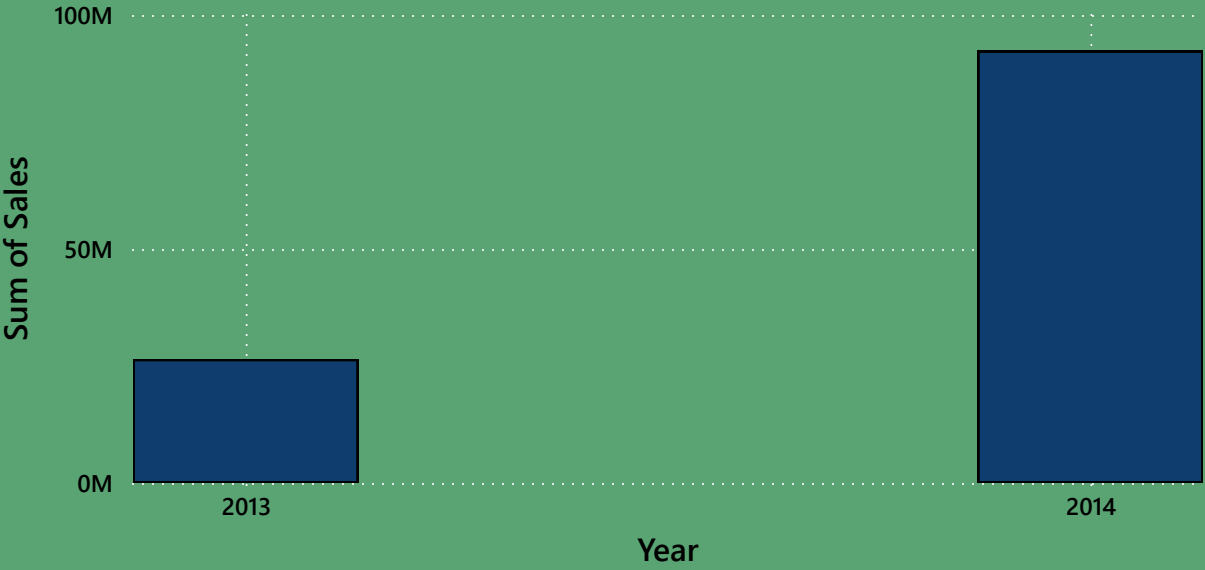


Sales & Time Analysis

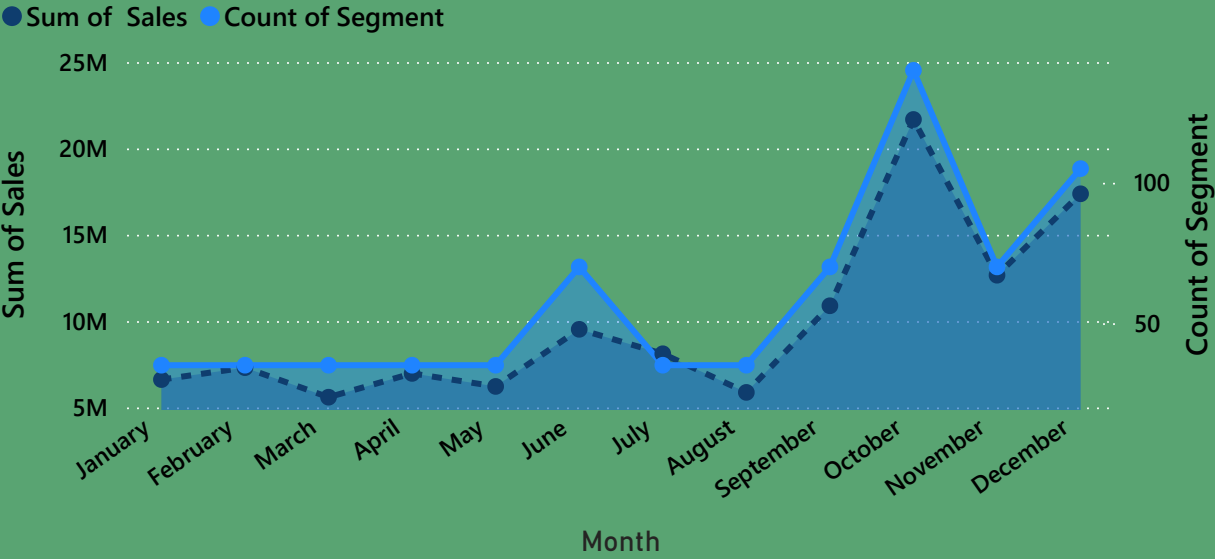
Sales over Month



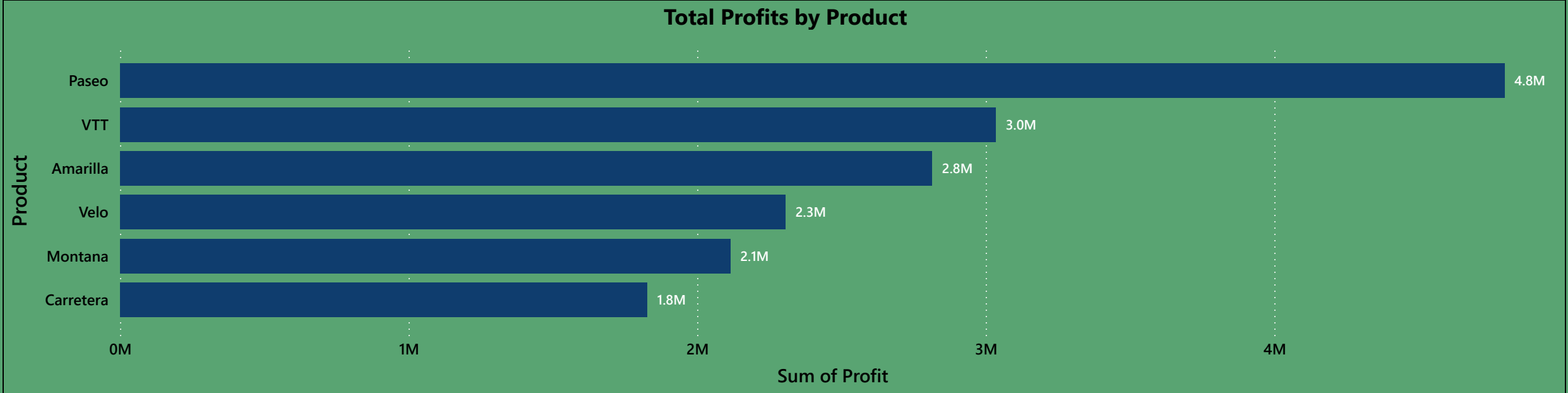
Sales by Year



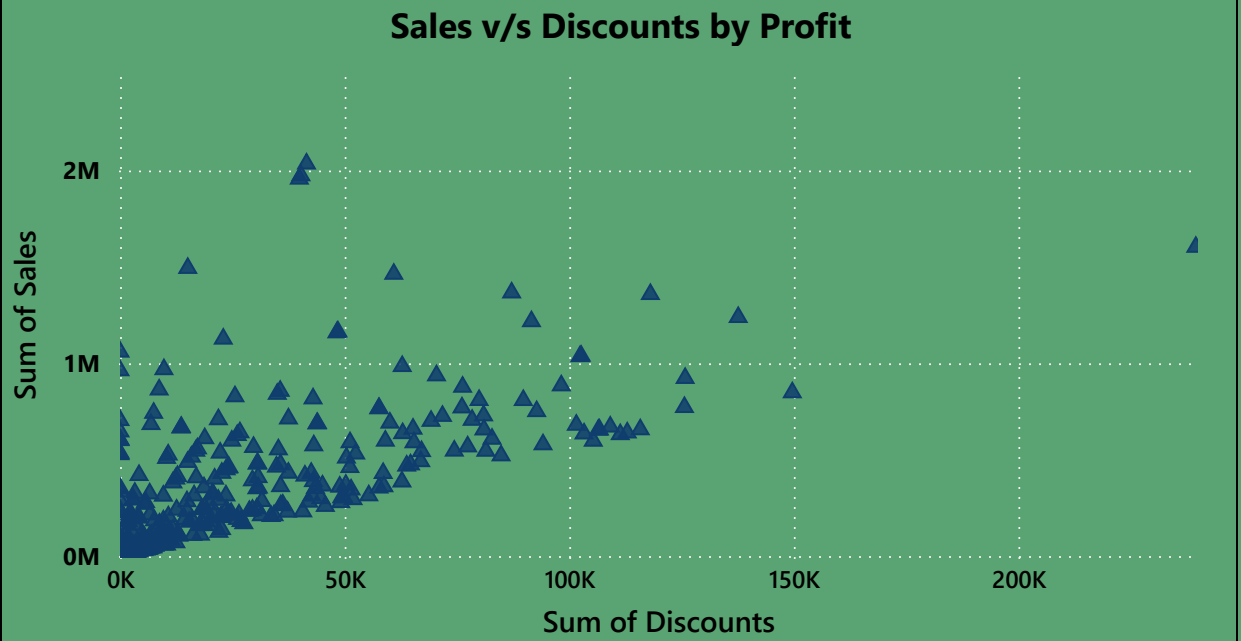
Sales by Segment over Time



Profitability Deep Dive

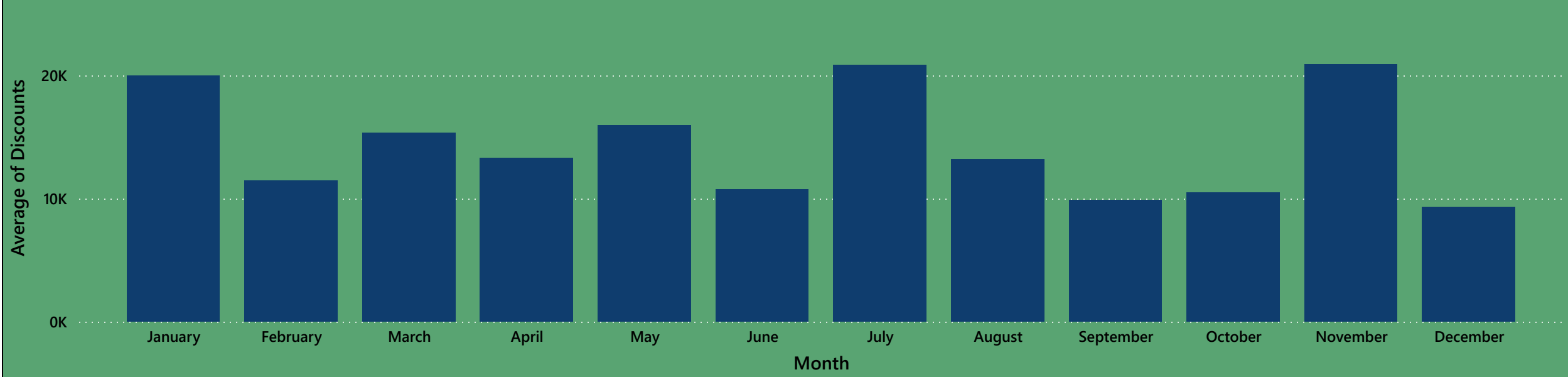


Country	Product	Profit Margin % <div>▲</div>
United States of America	Velo	0.06
Mexico	Velo	0.08
Canada	VTT	0.10
Canada	Velo	0.11
France	Carretera	0.11
Total		0.14



Discount Analysis

Monthly Average Discounts



Discount Band	Channel Partners	Enterprise	Government	Midmarket	Small Business	Total
High	4.37	4.09	13.06	5.11	4.03	30.66
Low	0.55	0.82	1.36	0.51	0.57	3.81
Medium	2.16	1.69	8.12	1.95	2.94	16.86
None	0.00	0.00	0.00	0.00	0.00	0.00
Total	7.08	6.60	22.54	7.57	7.54	51.33

Average Discount Rate

0.07