Revenue last 12 month

118,73M

Revenue last 3 month

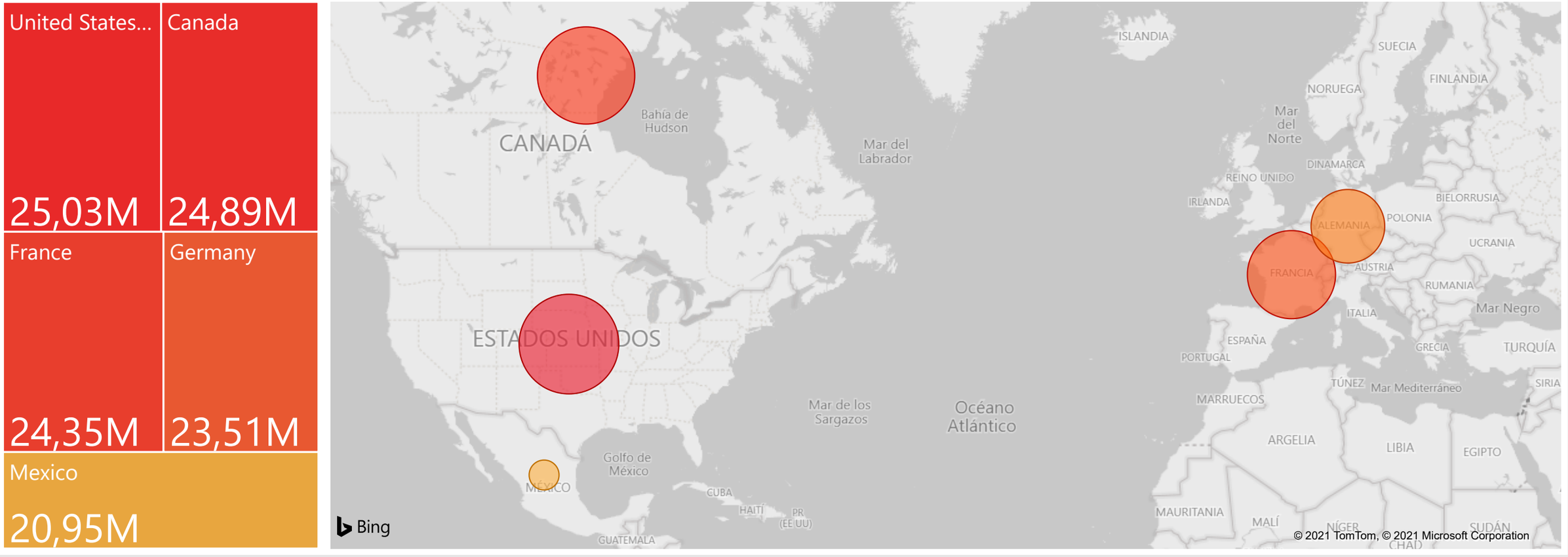
51,69M

Profit last 12 month

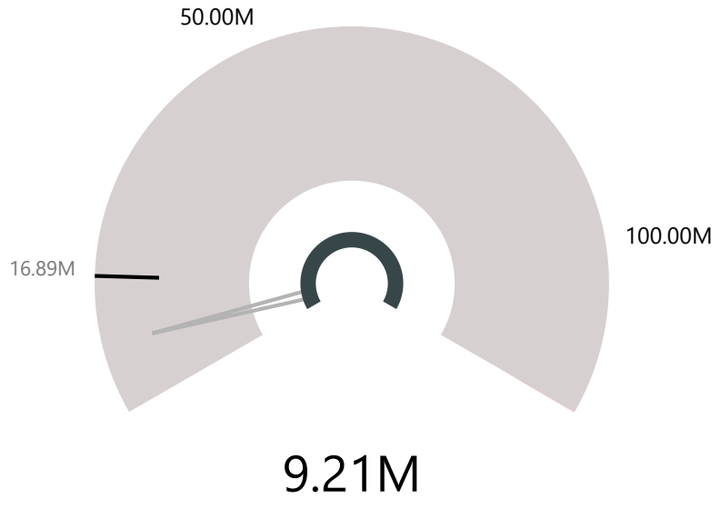
16,89M

Units Sold last 12 month

1,13M

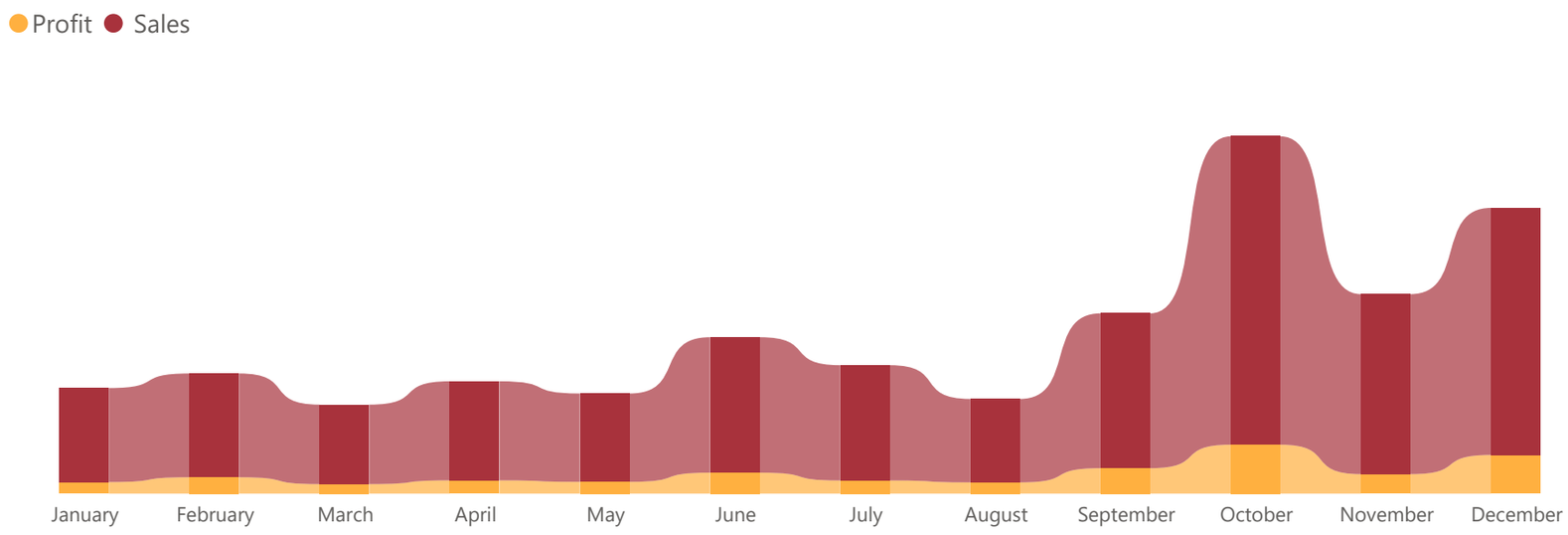


Discounts vs Sales & Profits

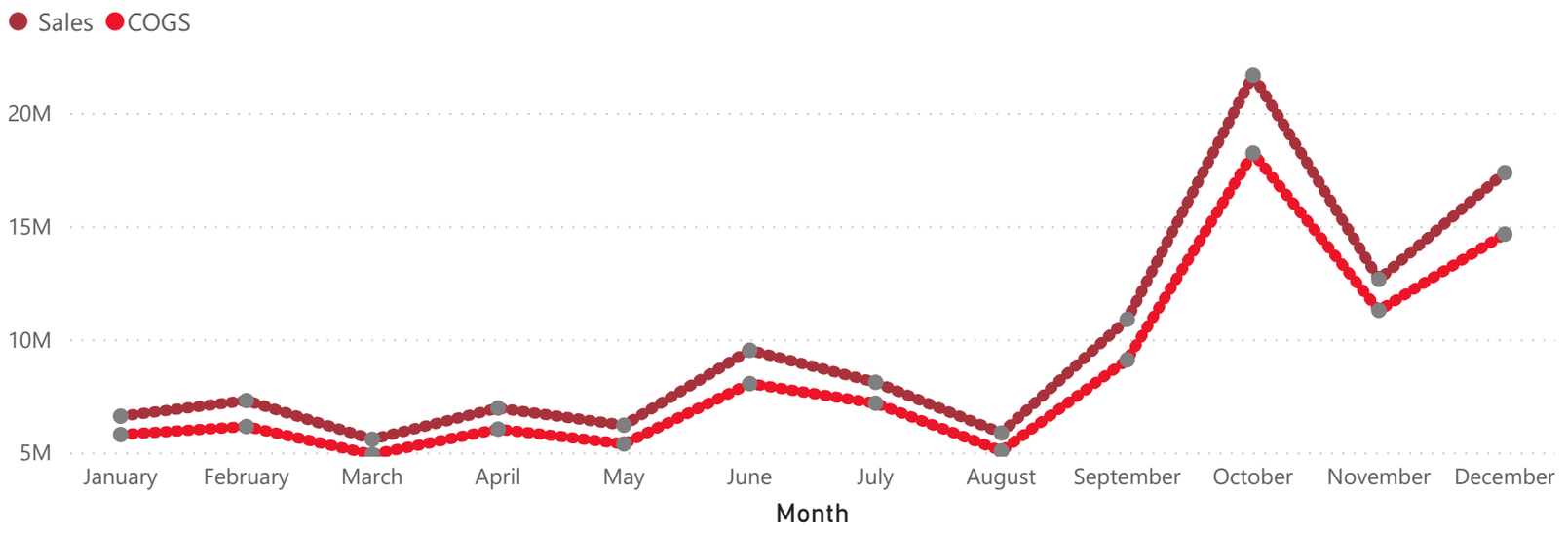


Total Discount 5% of Total Revenue

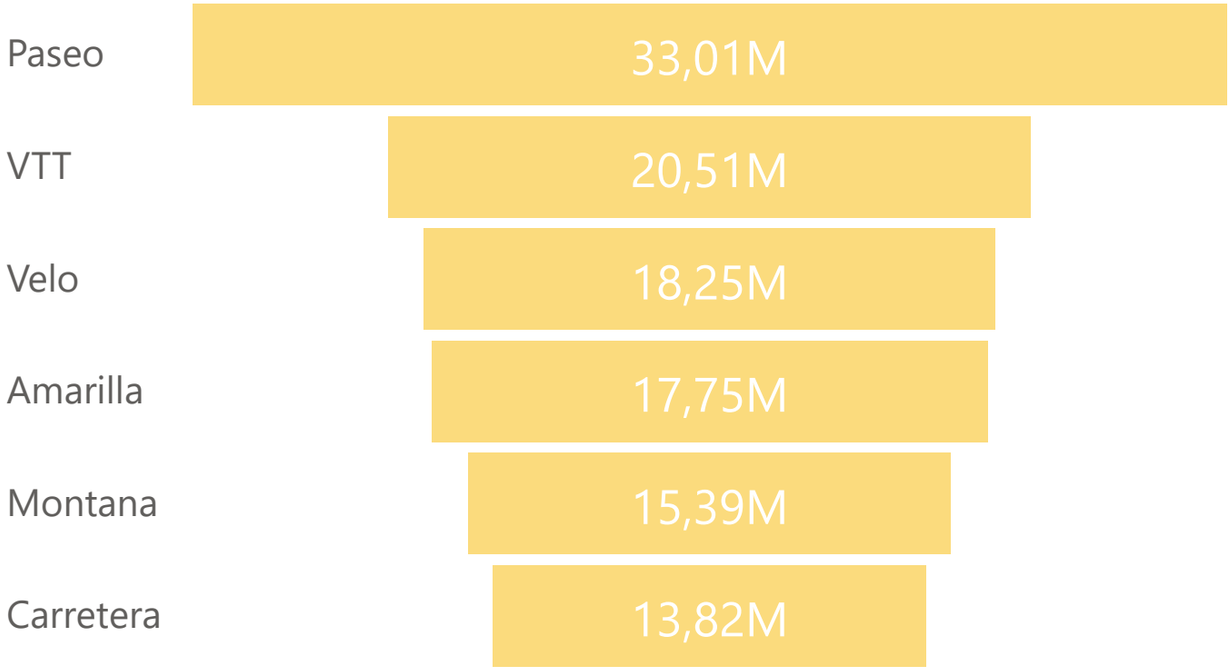
Sales vs Profits



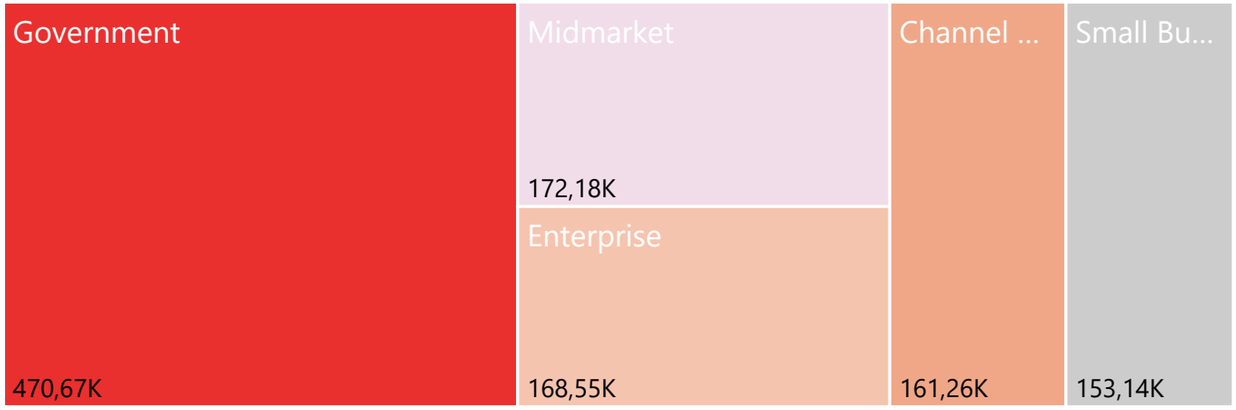
Sales vs COGS



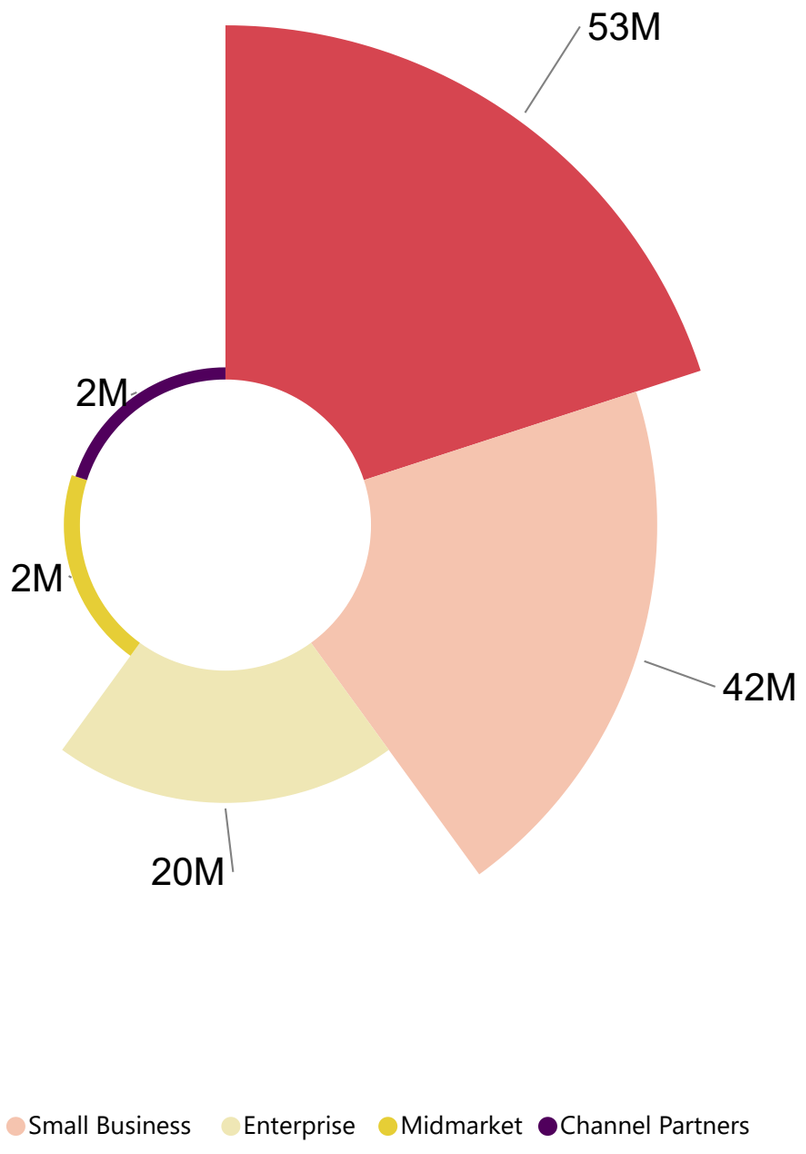
Sales by Product



Units Sold by Segment



Sales by Segment



The purpose of this report is to analysis the year sale KPIs.
Sales objective has been fulfilled with the whole revenue of 181 MEUR, but the profit is less than 10% of the sales and need to be improved.
40% of the sales have been closed during the last 3 month and the sales where divided almost the same between the five main sale countries.
Discount amount has been increased up to 5% of the sales.
Regarding products paseo was the best with almost 30% of the sales.
Regarding customers most of the products and revenues are coming from the sales to the goverment.