**1. Top Financial Performance by Product**

| **Product** | **Gross Revenue** | **Profit** | **COGS** | **Units Sold** | **Transactions** |
| --- | --- | --- | --- | --- | --- |
| **Paseo** | $35,611,662 | $4,797,438 | $28,213,706 | 338,239.5 | 202 |
| **VTT** | $21,968,534 | $3,034,608 | $17,477,313 | 168,783.0 | 109 |
| **Velo** | $19,826,769 | $2,305,992 | $15,944,067 | 162,424.5 | 109 |
| **Amarilla** | $19,037,280 | $2,814,104 | $14,933,012 | 155,315.0 | 94 |
| **Montana** | $16,549,835 | $2,114,755 | $13,276,047 | 154,198.0 | 93 |
| **Carretera** | $14,937,521 | $1,826,805 | $11,988,503 | 146,846.0 | 93 |

* **Paseo** is the top product by all financial metrics: gross revenue ($35.6m), profit ($4.8m), and units sold (338k).
* **VTT** and **Velo** also show strong gross revenue and profits, with VTT having higher profit than Velo.

**2. Financial Performance by Region (Country)**

| **Country** | **Gross Revenue** | **Profit** | **COGS** | **Units Sold** | **Transactions** |
| --- | --- | --- | --- | --- | --- |
| United States of America | $27,269,358 | $2,995,541 | $22,034,290 | 232,628 | 140 |
| Canada | $26,932,164 | $3,529,229 | $21,358,426 | 247,429 | 140 |
| France | $26,081,675 | $3,781,021 | $20,573,152 | 240,931 | 140 |
| Germany | $24,921,468 | $3,680,389 | $19,824,952 | 201,494 | 140 |
| Mexico | $22,726,935 | $2,907,523 | $18,041,829 | 203,325 | 140 |

* **France and Canada** lead on total profit, despite similar gross revenue to the USA.
* **The USA** generates the highest gross revenue, but profit margins are slightly lower than France and Canada.

**3. Cost Structure and Loss Analysis**

* **No instances found** where cost of goods sold (COGS) exceeded gross revenue in any product, region, or transaction.
* All products and all countries are **consistently profitable** at a gross margin level.

**4. Performance Trends Across Time (by Year)**

| **Year** | **Gross Revenue** | **Profit** | **COGS** |
| --- | --- | --- | --- |
| 2013 | $28,560,787 | $3,878,465 | $22,536,791 |
| 2014 | $99,370,812 | $13,015,238 | $79,295,857 |

* **Revenue, profit, and costs all rose dramatically from 2013 to 2014.**
  + Revenue grew by $70.8m (248% increase).
  + Profit increased by $9.1m (235% increase).
  + COGS rose in line, up $56.8m (252% increase).
* The **profit margin remained consistent** year on year.

**5. Trends by Product and Year**

| **Product** | **Year** | **Gross Revenue** | **Profit** | **COGS** |
| --- | --- | --- | --- | --- |
| Amarilla | 2013 | $3,708,735 | $781,950 | $2,737,183 |
| Amarilla | 2014 | $15,328,545 | $2,032,155 | $12,195,829 |
| Carretera | 2013 | $1,556,122 | $38,769 | $1,368,097 |
| Carretera | 2014 | $13,381,399 | $1,788,036 | $10,620,406 |
| Paseo | 2013 | $6,446,369 | $1,099,853 | $4,814,894 |
| Paseo | 2014 | $29,165,293 | $3,697,585 | $23,398,812 |

* **Every product saw significant increases** in both revenue and profit in 2014 compared to 2013.
* **Profit growth is broad-based** across all key products.

**Summary Table: Key Metrics**

| **Metric** | **Highest Product** | **Highest Region** | **Fastest Growth (YoY)** |
| --- | --- | --- | --- |
| Revenue | Paseo | USA | All products (2014) |
| Profit | Paseo | France | All products (2014) |
| COGS | Paseo | USA | All products (2014) |
| Margin | Paseo/VTT | France/Canada | All products (2014) |

**Key Takeaways**

* **Paseo** dominates in both gross revenue and profit, while **VTT, Velo, Amarilla, and Montana** are also strong performers.
* **France and Canada** outperform the USA on profit, despite very similar revenue and cost structures.
* **No unprofitable products or regions**: all maintain healthy gross margins.
* **2014 was a breakthrough year** for both revenue and profit across all categories, more than tripling all main financials compared to 2013.
* The **profit structure is stable**: increases in cost are matched by increases in revenue, keeping margins consistent.