

FINANCIAL OVERVIEW AND ANALYSIS

2013

2014



Segment

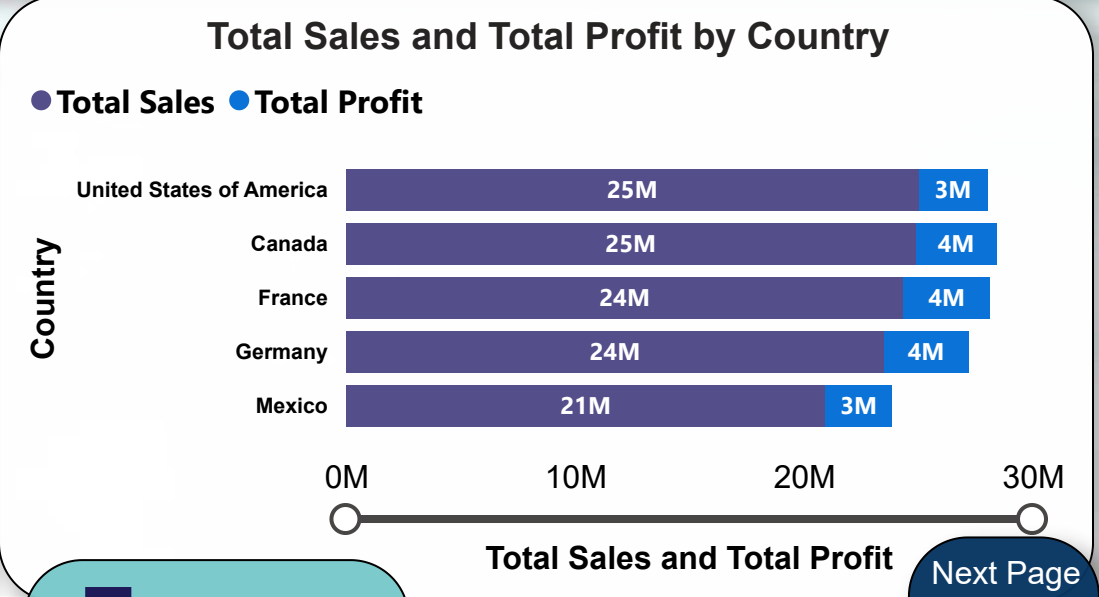
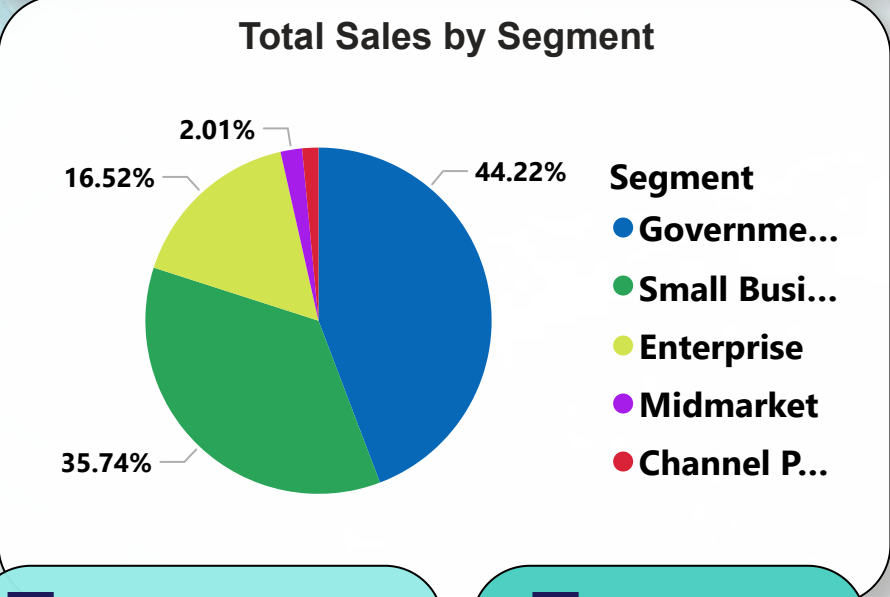
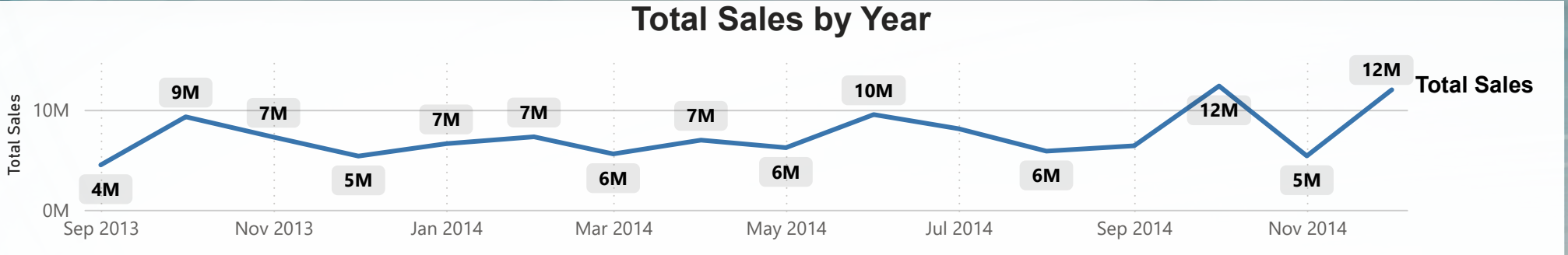
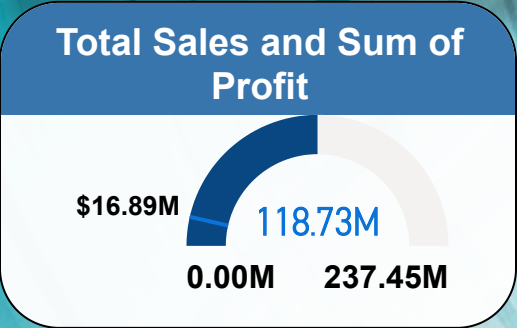
Channel... >

Country

Canada >

Product

Amarilla >



Clear all slicers

Overview Bookmark

Sales 2013

Sales 2014

Next Page

SALES ANALYSIS

2013

2014

Average Sale Price

\$118.43

Product

Amarilla

Carretera

Montana

Paseo

Velo

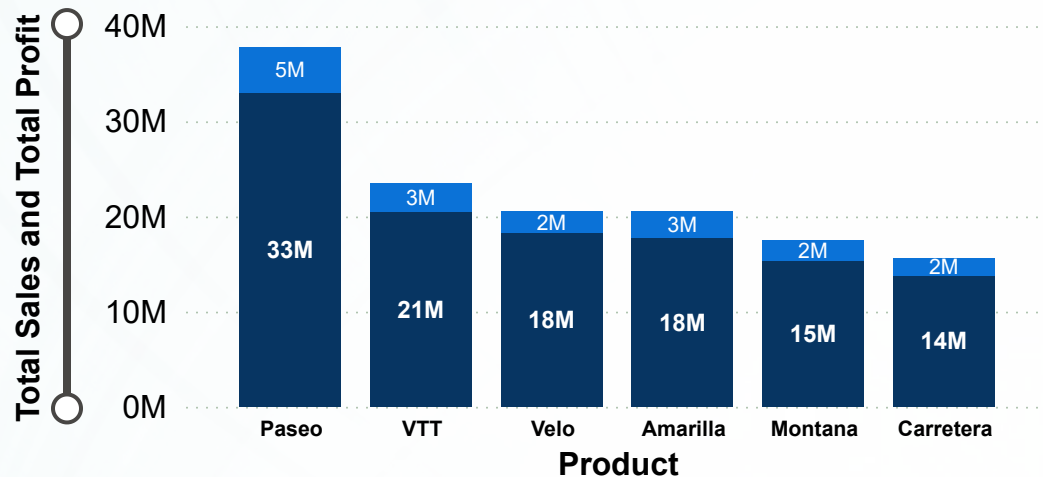
VTT

YTD

\$92.31M

Total Sales and Total Profit by Product

● Total Sales ● Total Profit

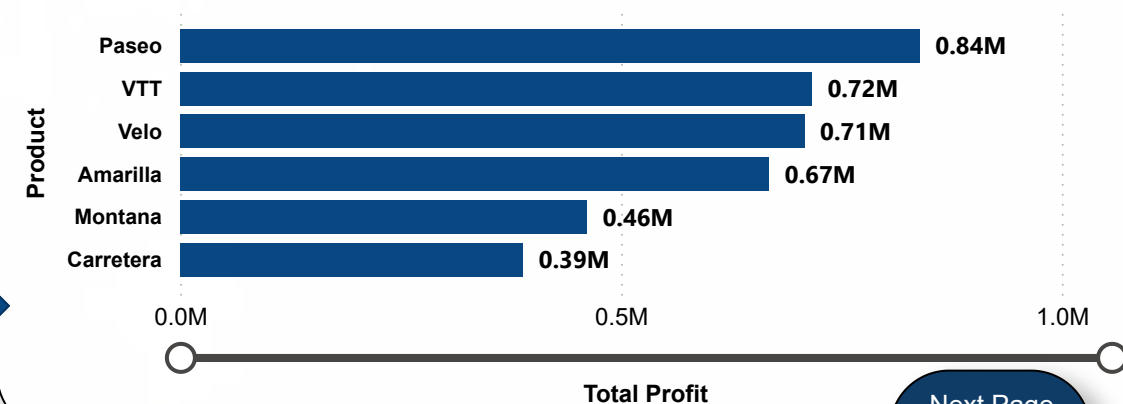


Top Performer: Paseo leads significantly with **33M** in total sales and **5M** in total profit, making it the most successful product.

Profit Variation: Velo and Amarilla both have **18M** in sales, but Amarilla's profit is **3M**, compared to Velo's **2M**, indicating Amarilla is more profitable.

TOP COUNTRY-BASED ON PROFIT

Country ● France



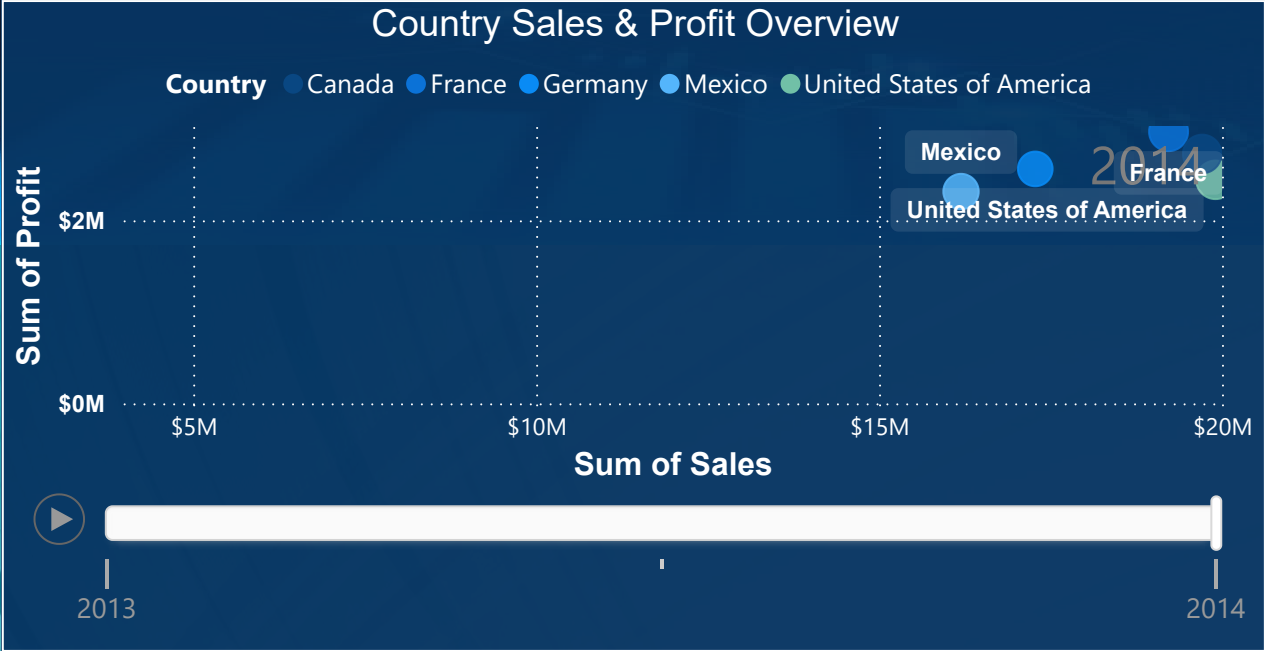
Highest Profit Product: Paseo generates the highest profit in France, amounting to **0.84M**, indicating its strong market performance in this country.

Lower Profit Product: Carretera has the lowest profit at **0.39M**, suggesting it may need strategic improvements or targeted marketing efforts in France.

Clear all slicers

Next Page

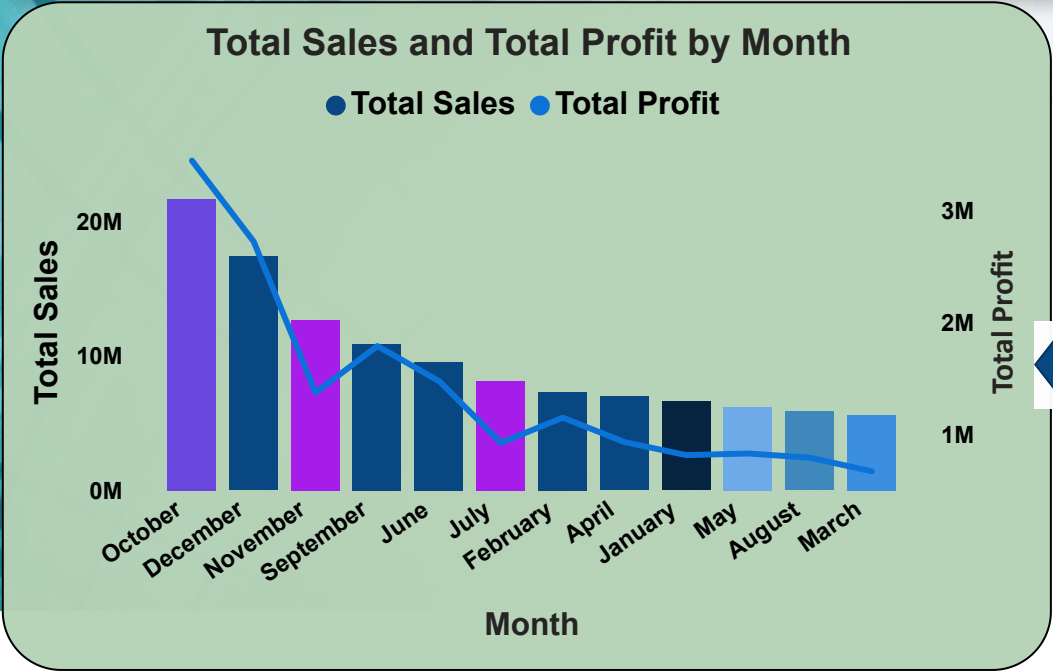




Top Performers: Canada and the United States of America lead in total sales, with figures around \$24.9M and \$25M respectively, while France shows the highest profit at approximately \$3.78M.

Overall Performance: The combined sales across all countries total \$118.7M, with a cumulative profit of \$16.9M and over 1.1M units sold.

Country	Sum of Sales	Sum of Profit	Sum of Units Sold
Canada	\$24,887,654.88	\$3,529,228.89	247,428.50
France	\$24,354,172.28	\$3,781,020.78	240,931.00
Germany	\$23,505,340.82	\$3,680,388.82	201,494.00
Mexico	\$20,949,352.11	\$2,907,523.11	203,325.00
United States of America	\$25,029,830.17	\$2,995,540.66	232,627.50
Total	\$118,726,350.26	\$16,893,702.26	1,125,806.00



Sales and Profit Trends:

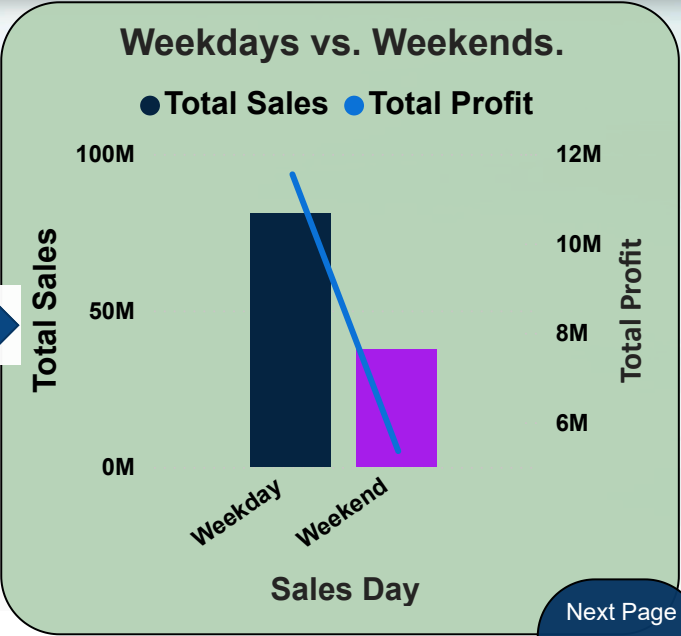
- Highest sales and profit occur in October, followed by December and November.
- Sales and profit peak towards the end of the year (Oct-Dec) and are lower in the middle of the year (May-Aug).

Sales and Profit Comparison:

- Weekday sales (\$80M) and profits are significantly higher than weekend sales (\$30M) and profits.

Trendline Analysis

- The trendline shows a decline in both total sales and total profit from weekdays to weekends, indicating stronger business performance during weekdays.



REGIONAL PERFORMANCE



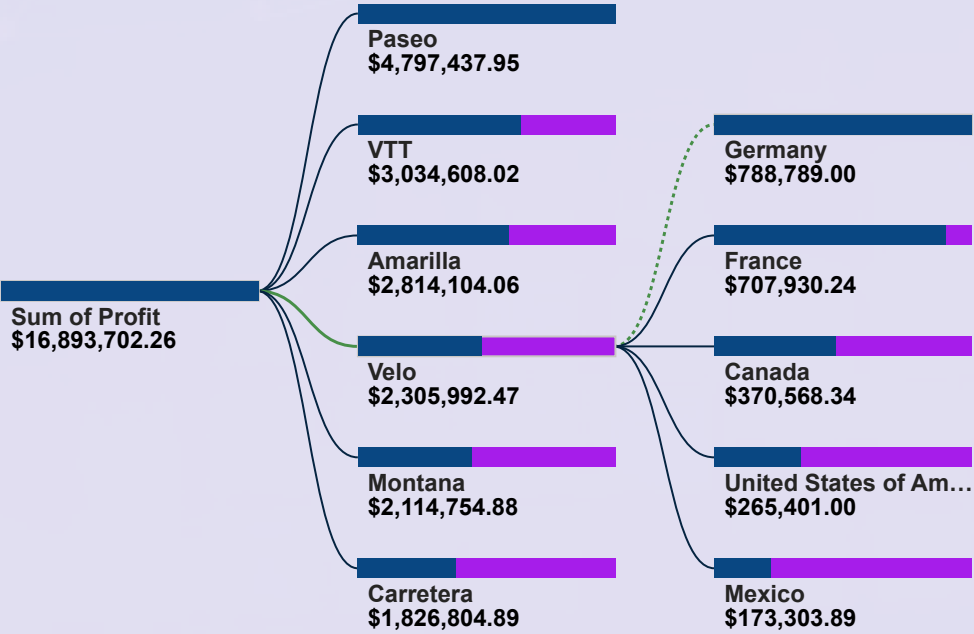
2013

2014

Product

Velo

Country



Clear all slicers

Total Sales by Country



Highest Sales: The United States and Canada have the largest sales.
Strong European Markets: Germany and France show significant sales.

Here we can analyze performance by breaking down profit by products and countries.
Top Product Contribution: "Paseo" leads in profit with \$4,797,437.95, followed by "VTT" and "Amarilla."
Leading Countries: Germany and France generate the most profit for "Velo."

END OF REPORT