

Financial Analysis Dashboard

Overview

Detail

Actual vs. Target

Year

All



Actual Sales
\$118.73M

Target Sales
\$122.91M

96.6%

Previous Year: 14.1%
% MoM: -0.06%
% Change MoM ▼ -0.45%

Profit Margin
14.68%



Previous Year: \$99.37M
\$ MoM: \$5.84M
% Change MoM ▲ +4.78%

Gross Sales
\$28.56M



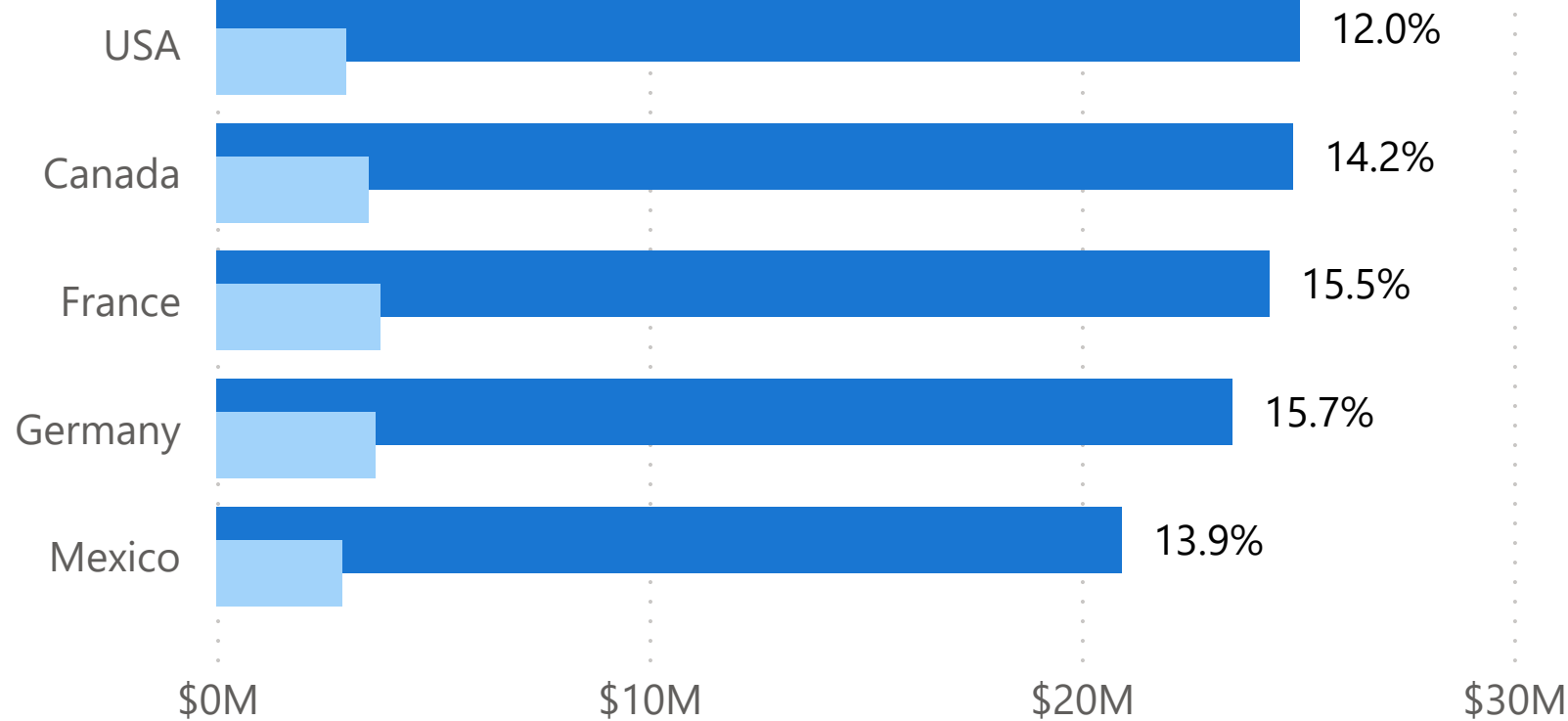
Previous Year: \$118.73M
\$ MoM: \$5.37M
% Change MoM ▲ +4.74%

Net Sales
\$26.42M



Total Sales, Profit and % Margin by Country

● Total Sales ● Profit

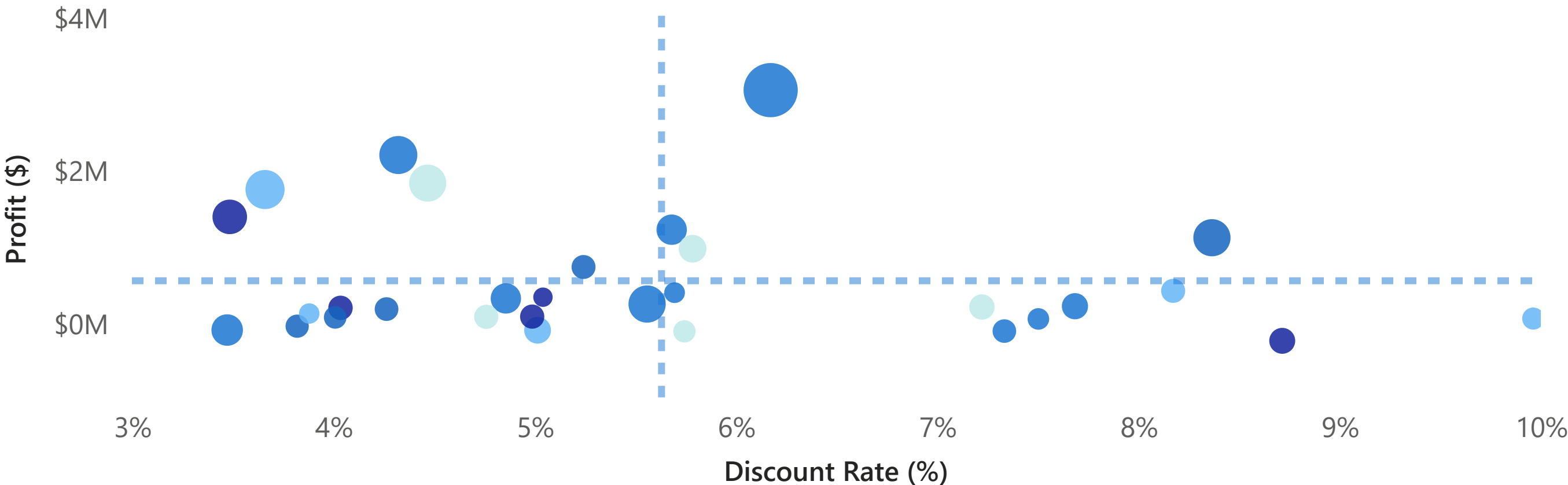


Country

- Canada
- France
- Germany
- Mexico
- USA

Impact of Discounts on Units Sold and Profit by Product

Product ● Amarilla ● Carretera ● Montana ● Paseo ● Velo ● VTT

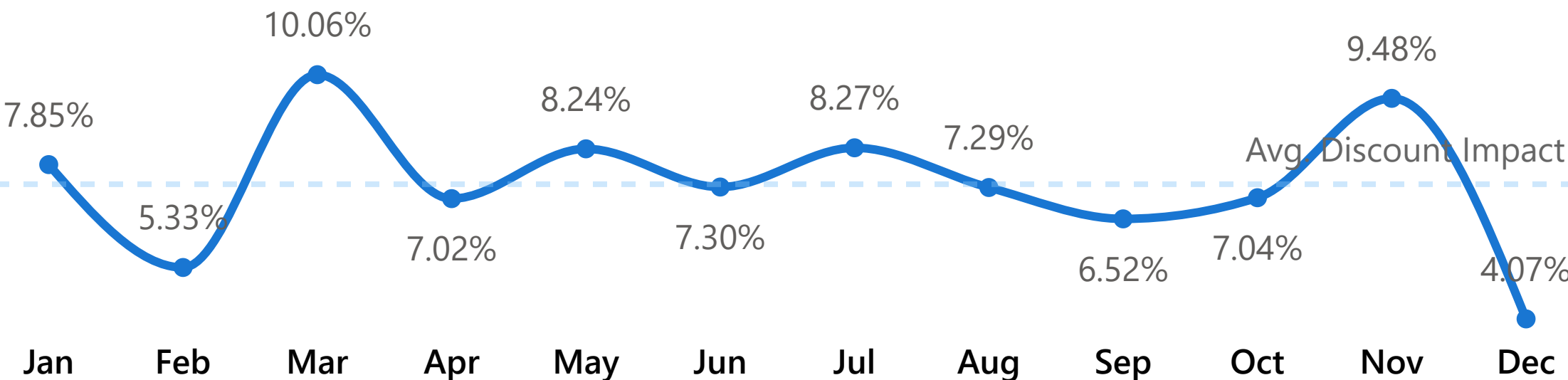


Financial Performance Breakdown

Country	Units Sold	Total Sales	% Total Sales	COGS	Discount Rate	Profit	Profit Margin
USA	232.6K	\$25.05M	21.10%	\$22.03M	8.21%	\$3.00M	27.85%
Small Business	41.5K	\$11.46M	9.65%	\$10.38M	8.06%	\$1.07M	8.99%
Government	86.7K	\$8.39M	7.07%	\$6.69M	8.72%	\$1.70M	29.23%
Enterprise	37.7K	\$4.35M	3.66%	\$4.53M	7.71%	(\$0.18M)	-2.93%
Midmarket	33.8K	\$0.47M	0.39%	\$0.34M	8.27%	\$0.13M	28.12%
Channel Partners	32.8K	\$0.39M	0.33%	\$0.10M	6.66%	\$0.27M	73.04%
Canada	247.4K	\$24.91M	20.98%	\$21.36M	7.59%	\$3.53M	27.58%
Total	1125.8K	\$118.73M	100.00%	\$101.83M	7.20%	\$16.89M	27.90%

Seasonal Trend by Discount Impact

Discount Impact Profit Margin Forecast Accuracy

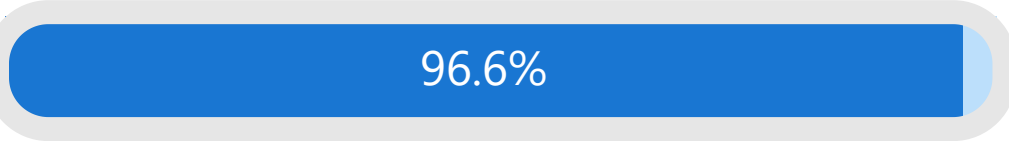


Actual Sales

\$118.73M

Target Sales

\$122.91M



Previous Year: 14.23%

MoM: -0.06%

% Change MoM ▼ -0.45%

Return on Revenue

14.68%



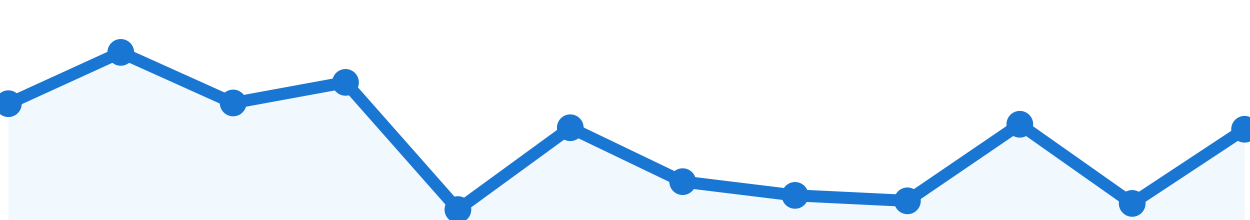
Previous Year: 1.126M

MoM: 52.97K

% Change MoM ▲ +4.94%

Sales Volume

264.67K



Previous Year: \$13.02M

\$ MoM: \$0.69M

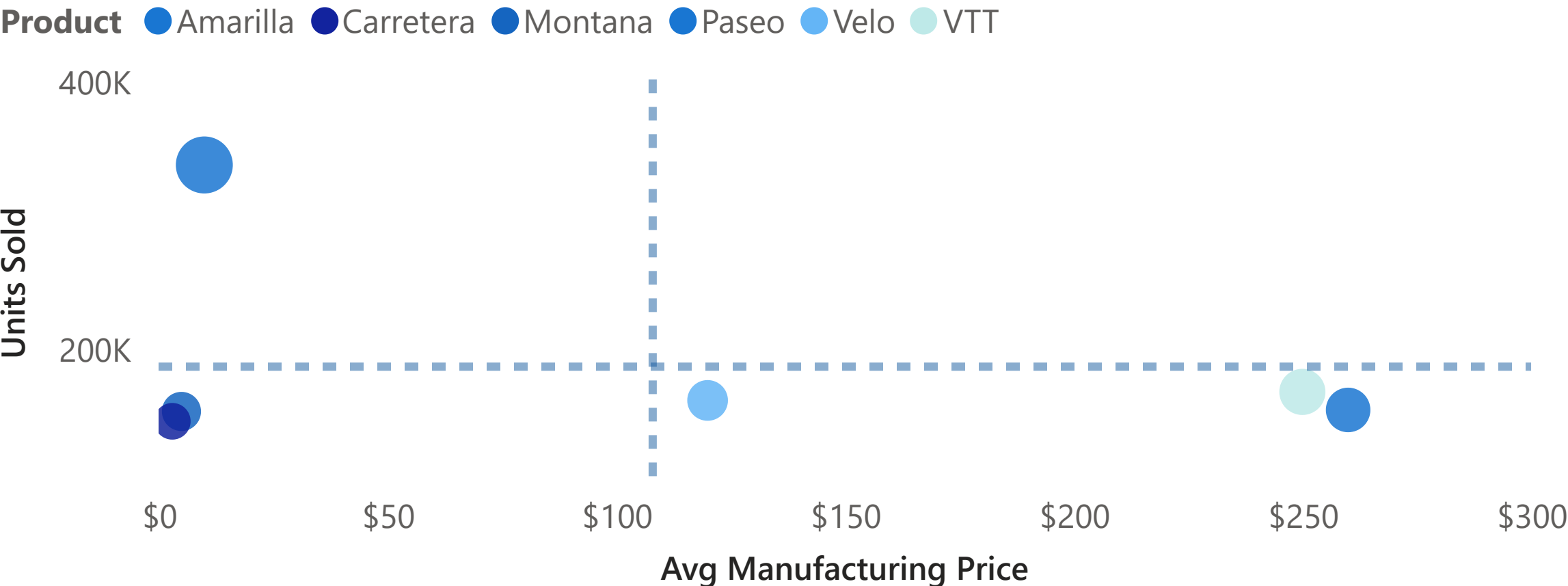
% Change MoM ▲ +4.27%

Gross Profit

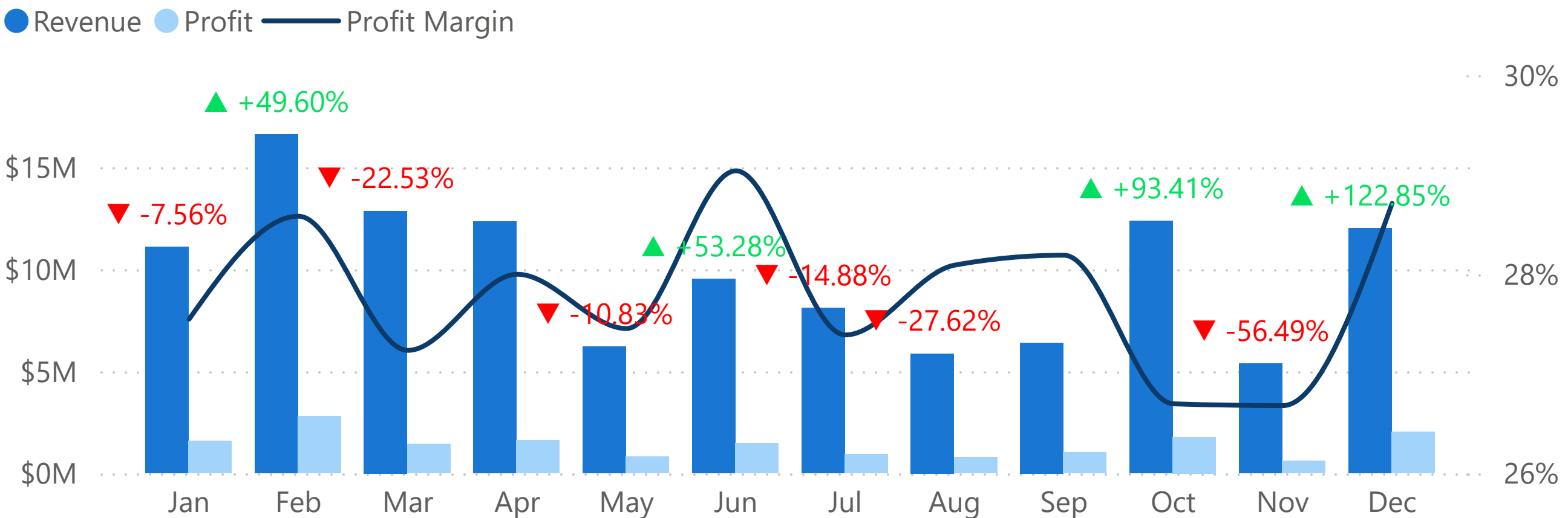
\$3.88M



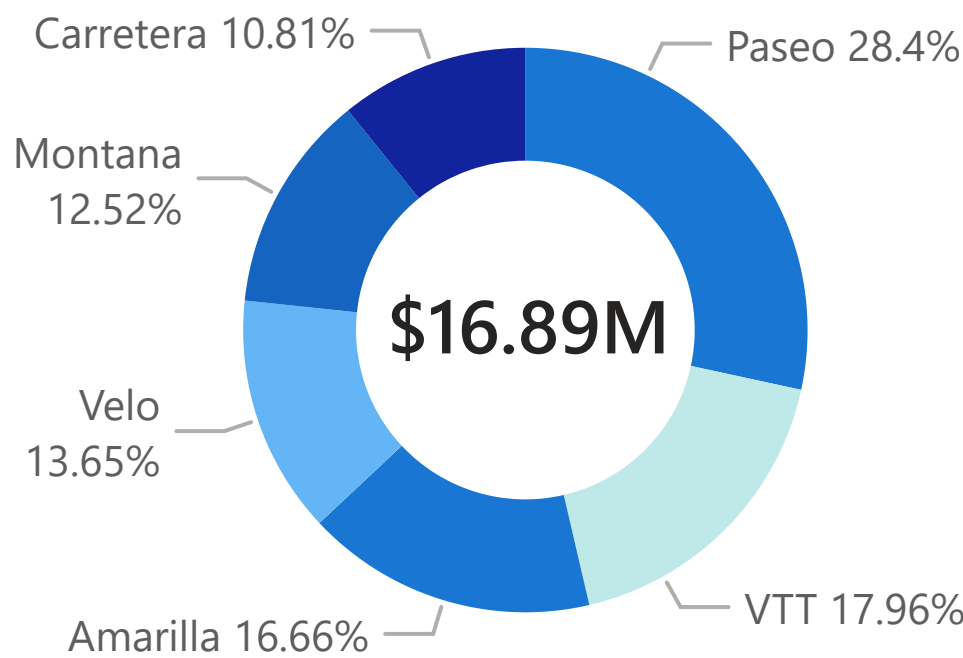
Does the Higher Manufacturing Price Reduce Quantity Sold?



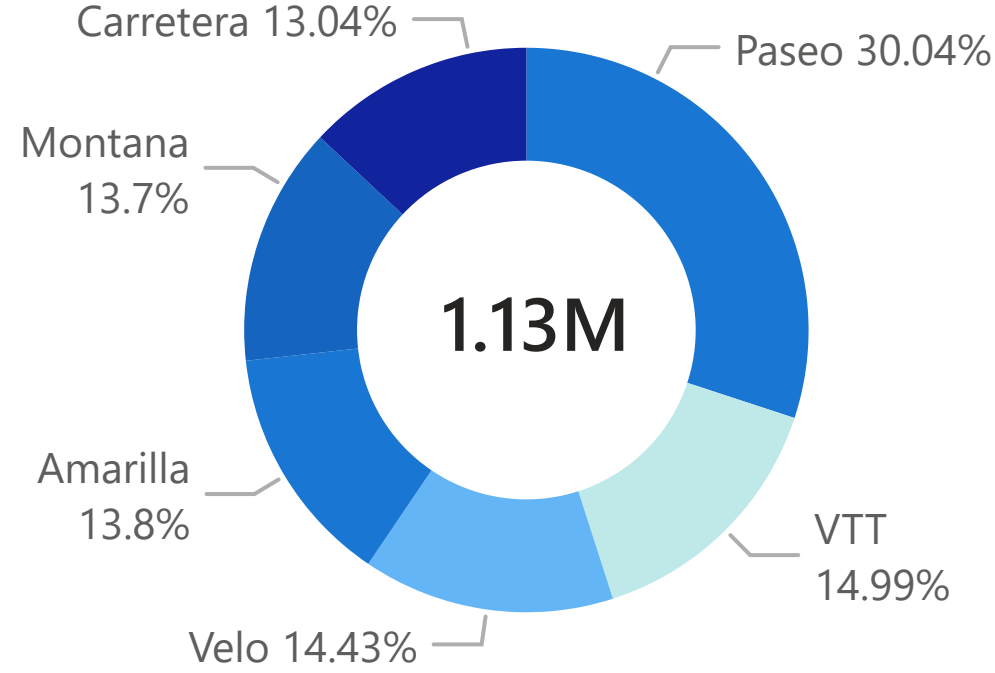
Financial KPIs Performance with % Monthly Change



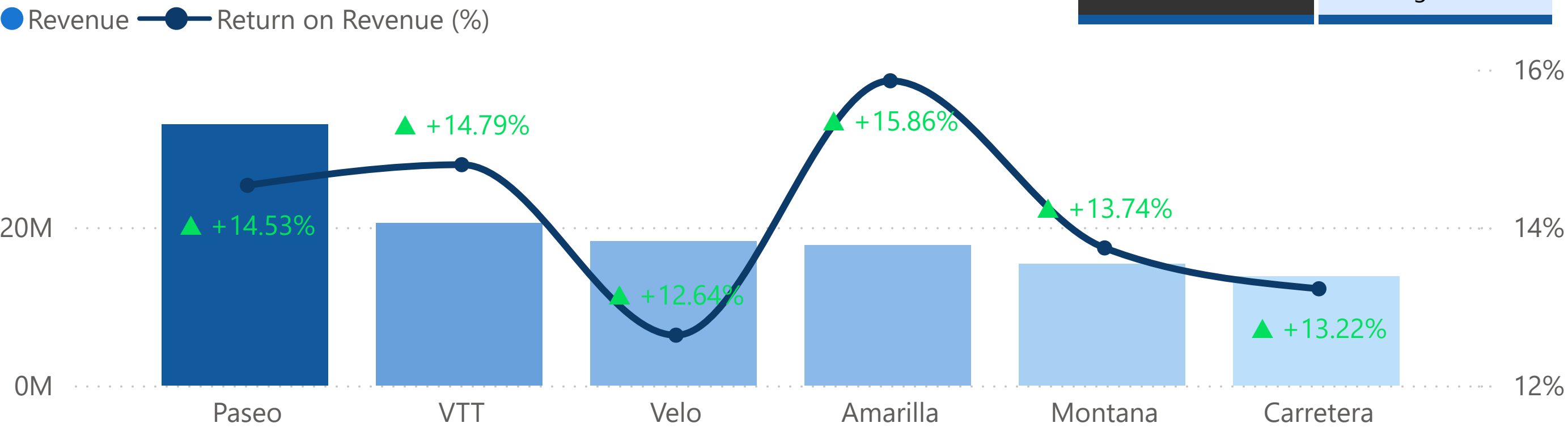
Which Products generated Profit?



Which Product drives Sales Volume?



How Much Profit Earned per \$1 Revenue by Product



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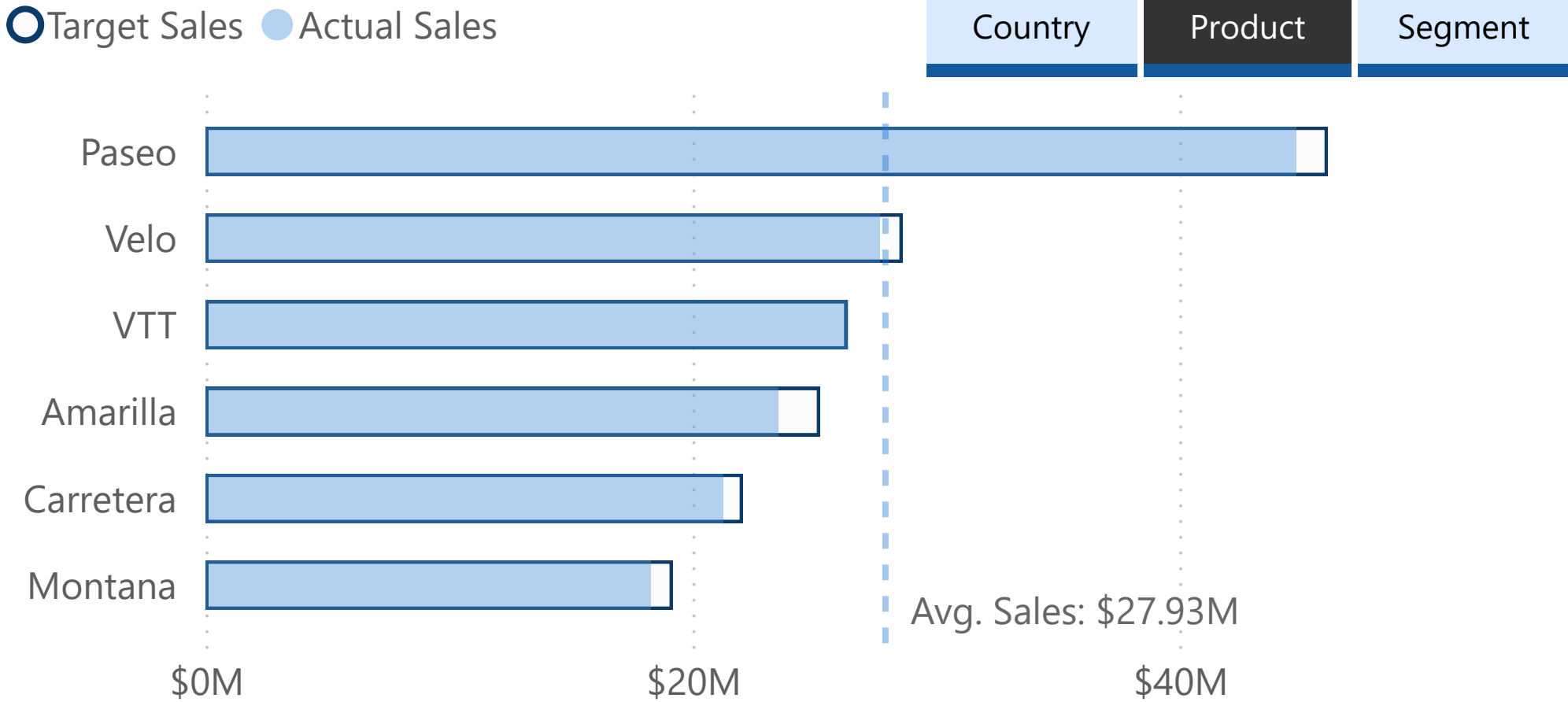
Target vs. Actual Sales



Sales Forecast Error Frequency by Product and Country

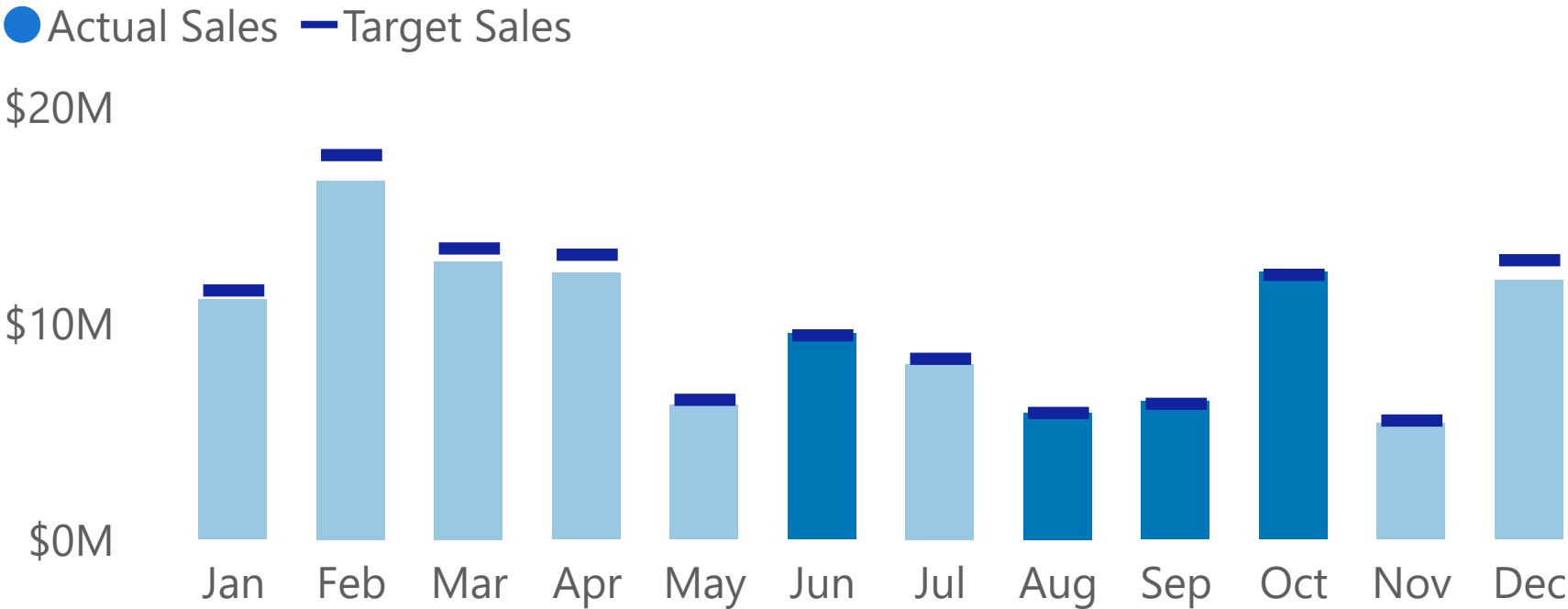
Product	Canada	France	Germany	Mexico	USA
Amarilla					
Channel Partners	-17.2%	-4.8%	-4.6%	+7.6%	-3.0%
Enterprise	-4.3%	-7.4%	-10.7%	-6.2%	-17.2%
Government	-3.6%	-10.3%	-16.7%	+6.7%	+4.5%
Midmarket	+12.0%	-5.9%	-1.9%	-8.8%	-11.4%
Small Business	-2.3%	-2.5%	-6.1%	-2.7%	-11.6%
Carretera					
Channel Partners	-4.2%	-13.5%	-11.1%	-5.9%	+12.0%
Enterprise	+12.0%	-17.2%	+12.0%	-9.7%	+8.4%
Government	-3.3%	-16.9%	-2.7%	-4.0%	+5.8%
Midmarket	-9.9%	-17.2%	-17.2%	-17.2%	-0.3%
Small Business	+12.0%	+8.8%	-8.3%	+1.5%	+12.0%
Montana					
Channel Partners	-8.8%	-8.3%	-10.4%	-3.5%	-3.8%
Enterprise	-14.9%	-7.4%	+1.5%	-2.6%	-7.0%
Government	-14.4%	-6.7%	-5.8%	-1.9%	+10.3%
Midmarket	-17.2%	-9.9%	-2.2%	-10.7%	+0.1%
Small Business	+2.8%	-0.5%	-1.1%	-5.2%	-17.2%

Which Product Hit Their Sales Targets Most Accurately?



Product	Actual Quantity	Target Quantity	Quantity Trend	Actual vs Target (%)
Amarilla	155.3K	152.9K		101.6%
Carretera	146.8K	143.2K		102.5%
Montana	154.2K	153.5K		100.5%
Paseo	338.2K	332.4K		101.8%
Velo	162.4K	152.8K		106.3%
VTT	168.8K	156.9K		107.6%

Monthly Sales Forecast Accuracy



Top 3 Products by Segment: % Variance from Target Sales

Segment	Product	Gross Sales	Actual Sales	Target Sales	Variance	Actual vs. Target	Actual vs. Target Sales (%)
Enterprise	Paseo	\$5.57M	\$8.47M	\$9.26M	(\$792.10K)		82.33%
	Velo	\$3.82M	\$4.50M	\$4.60M	(\$99.79K)		84.01%
	VTT	\$2.50M	\$3.27M	\$3.38M	(\$111.63K)		87.11%
Midmarket	Paseo	\$0.97M	\$1.12M	\$1.17M	(\$54.44K)		83.42%
	VTT	\$0.36M	\$0.60M	\$0.65M	(\$44.58K)		84.96%
	Velo	\$0.29M	\$0.26M	\$0.26M	\$6.52K		86.39%
Channel Partners	Paseo	\$0.49M	\$0.71M	\$0.75M	(\$41.78K)		84.63%
	Velo	\$0.10M	\$0.20M	\$0.21M	(\$20.70K)		84.96%