

# Financial Analysis Dashboard

Overview

Detail

Actual vs. Target

Year

All



Linh Nguyen

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

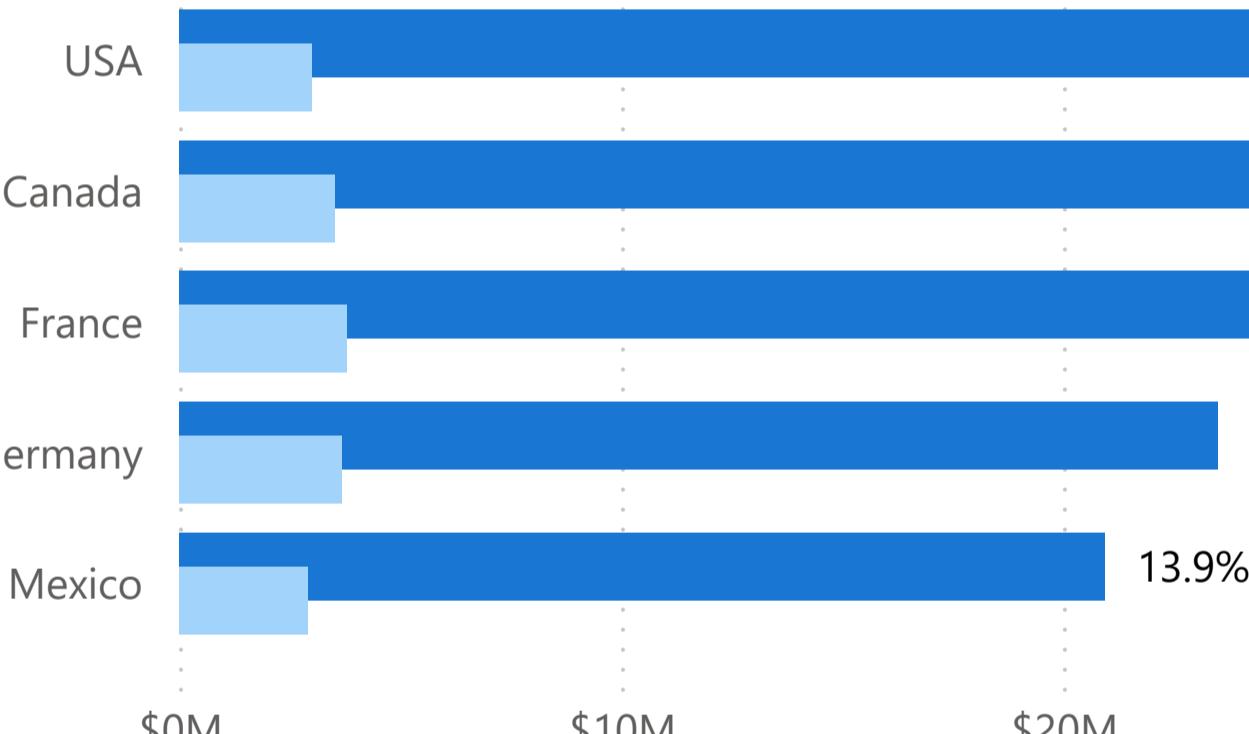
Previous Year: \$118.73M  
\$ MoM: \$5.37M  
% Change MoM ▲ +4.74%

Net Sales  
\$26.42M

## Total Sales, Profit and % Margin by Country

Country    Product    Segment

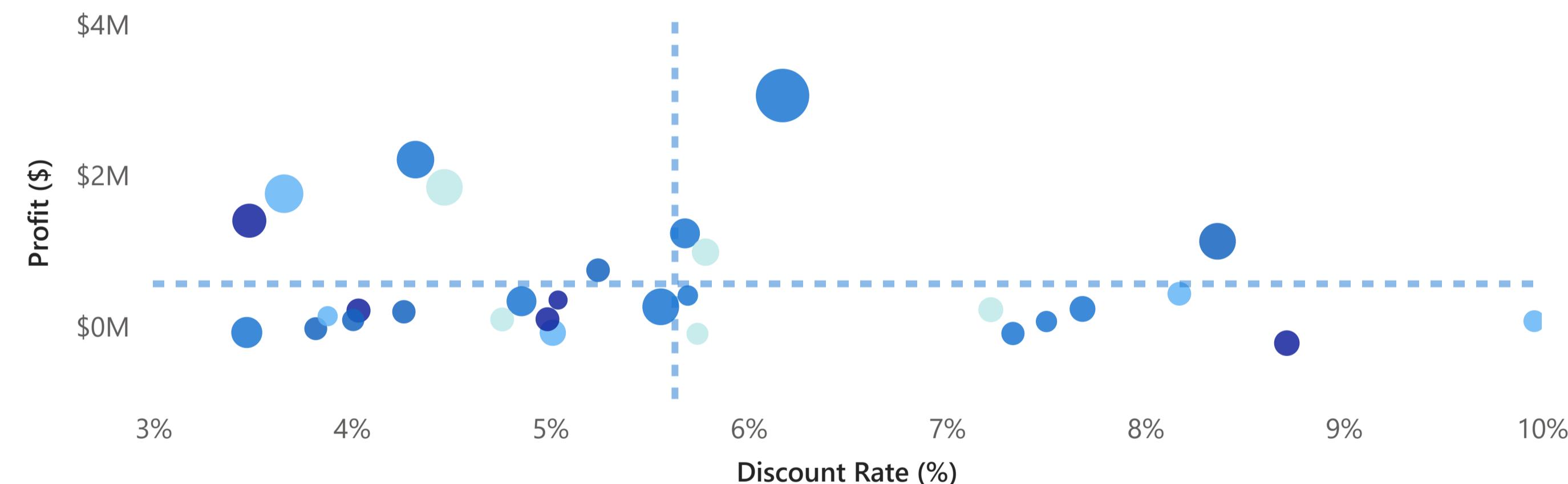
● Total Sales    ● Profit



Country  
□ Canada  
□ France  
□ Germany  
□ Mexico  
□ USA

## Impact of Discounts on Units Sold and Profit by Product

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



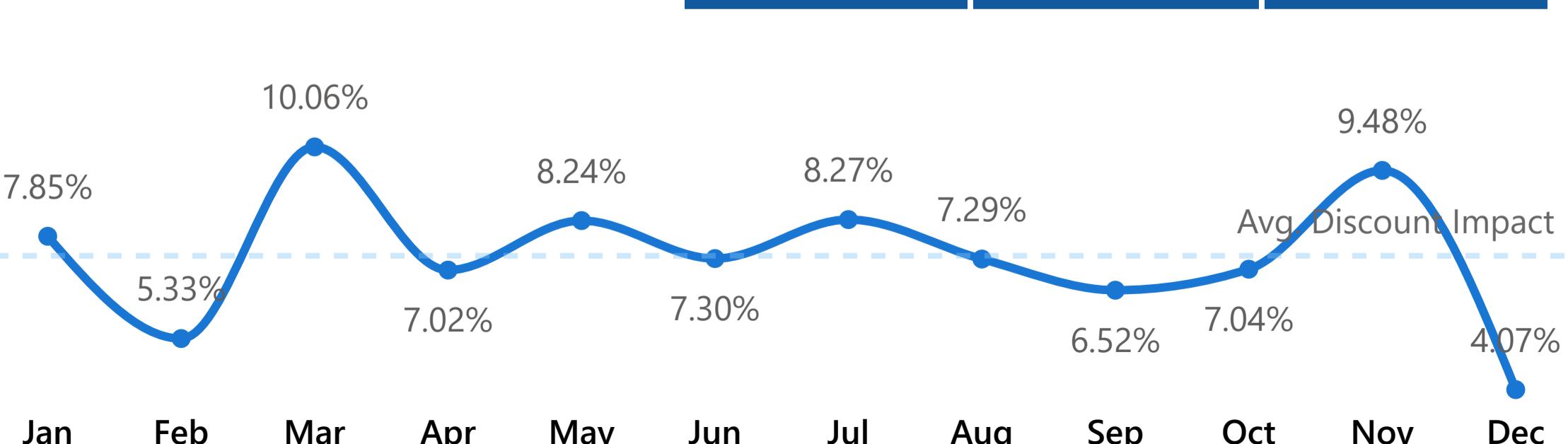
## Financial Performance Breakdown

Country    Units Sold    Total Sales    % Total Sales    COGS    Discount Rate    Profit    Profit Margin

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	9.65%	\$10.38M	8.06%	\$1.07M	8.99%
	Government	86.7K	7.07%	\$6.69M	8.72%	\$1.70M	29.23%
	Enterprise	37.7K	3.66%	\$4.53M	7.71%	(\$0.18M)	-2.93%
	Midmarket	33.8K	0.39%	\$0.34M	8.27%	\$0.13M	28.12%
	Channel Partners	32.8K	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	100.00%	\$101.83M	7.20%	\$16.89M	27.90%

## Seasonal Trend by Discount Impact

Discount Impact    Profit Margin    Forecast Accuracy



# Financial Analysis Dashboard

Overview

Detail

Actual vs. Target

Year

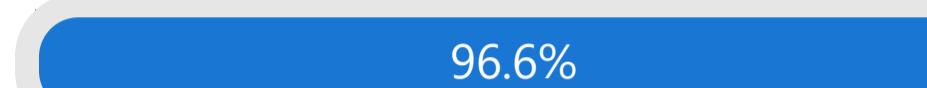
All



Linh Nguyen

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**



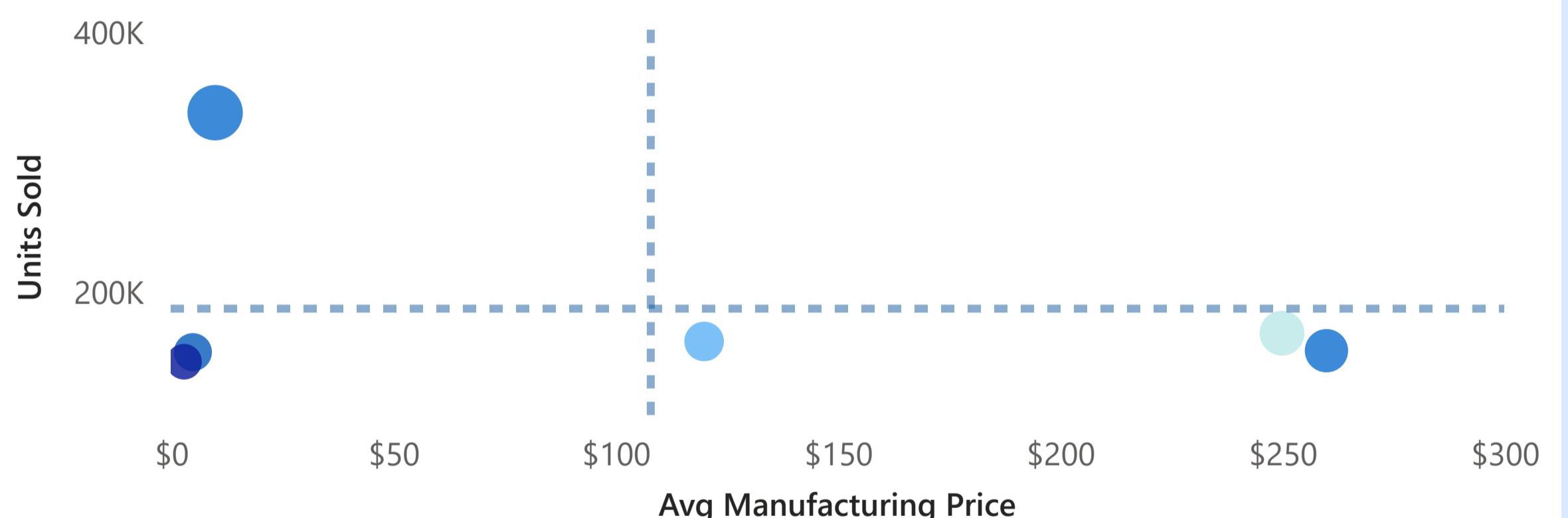
Previous Year: \$13.02M  
MoM: \$0.69M  
% Change MoM ▲ +4.27%

Gross Profit  
**\$3.88M**



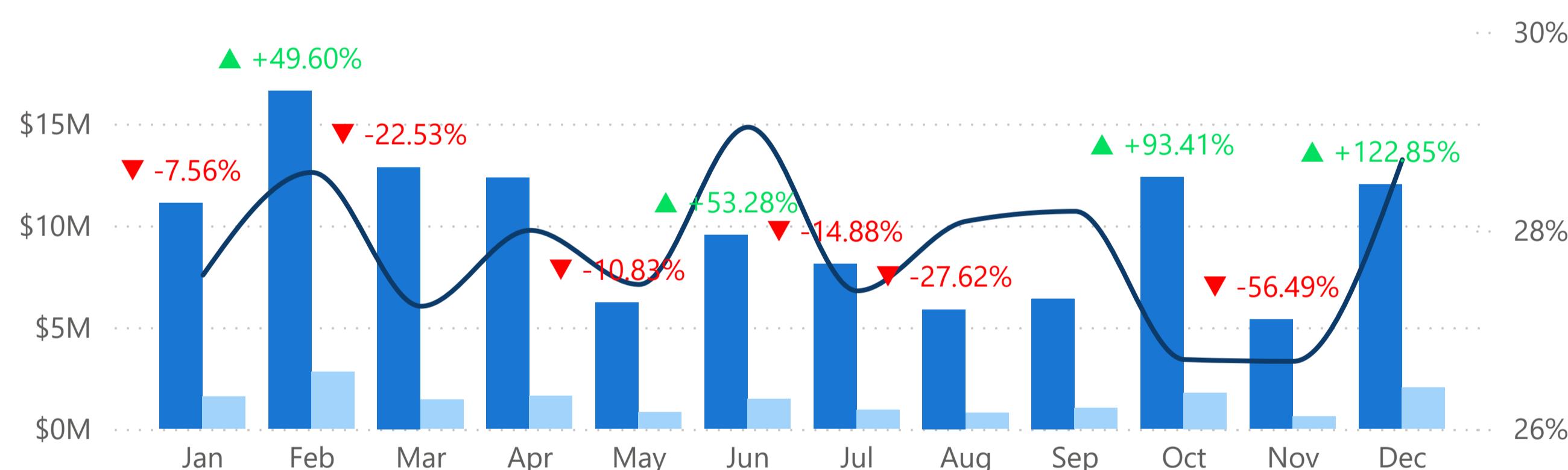
## Does the Higher Manufacturing Price Reduce Quantity Sold?

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

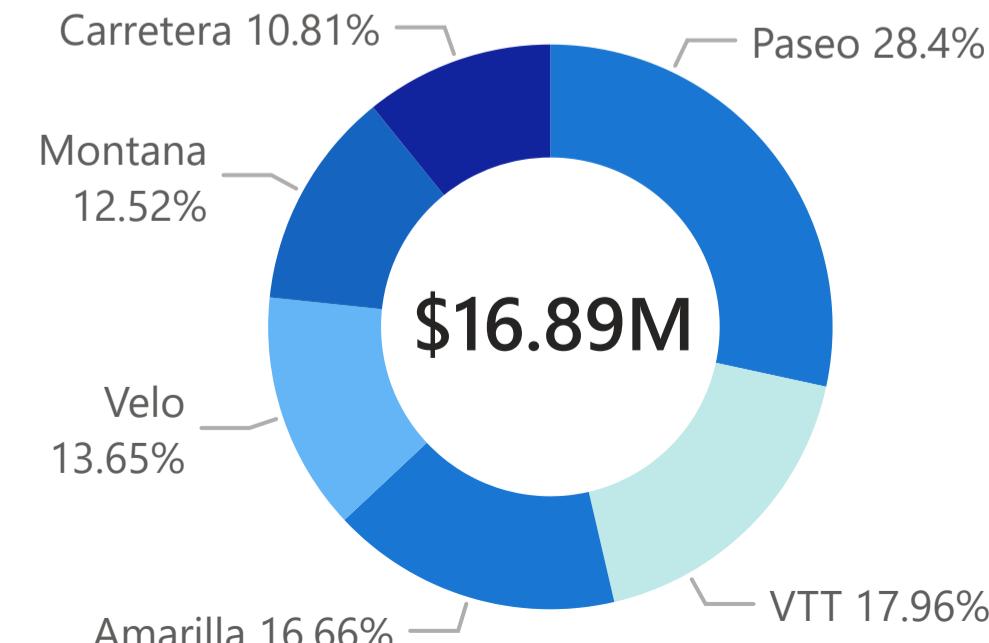


## Financial KPIs Performance with % Monthly Change

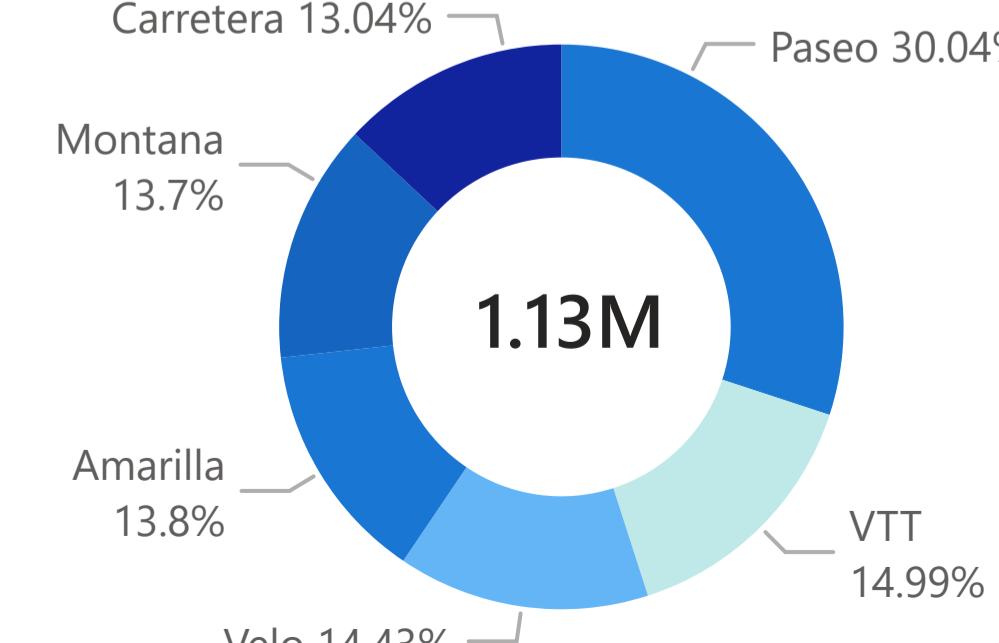
● Revenue ● Profit — Profit Margin



## Which Products generated Profit?

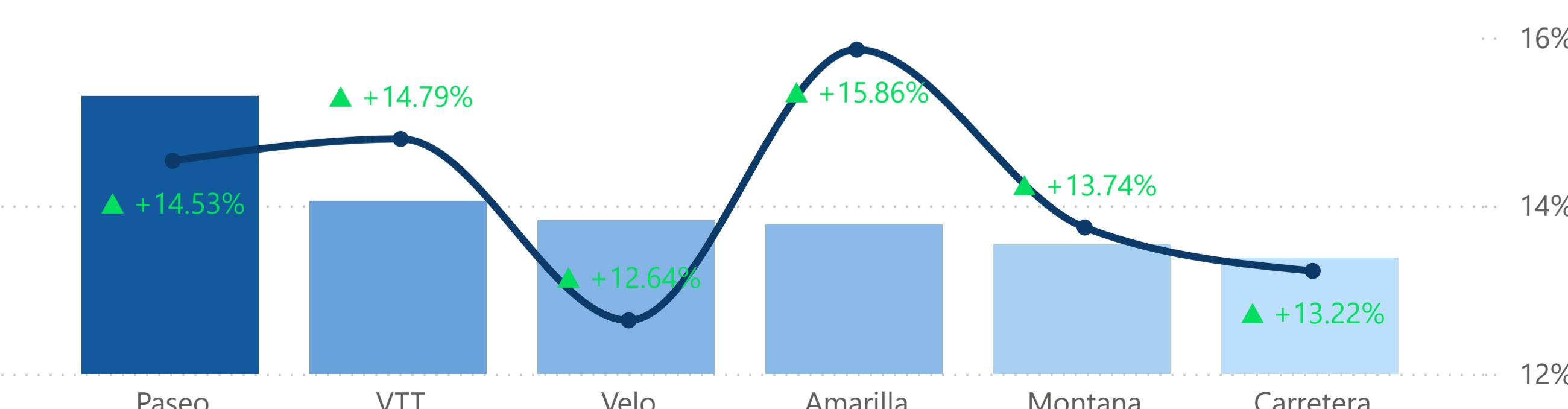


## Which Product drives Sales Volume?



## How Much Profit Earned per \$1 Revenue by Product

● Revenue — Return on Revenue (%)



Product Segment

# Financial Analysis Dashboard

Overview

Detail

Actual vs. Target

Year

All

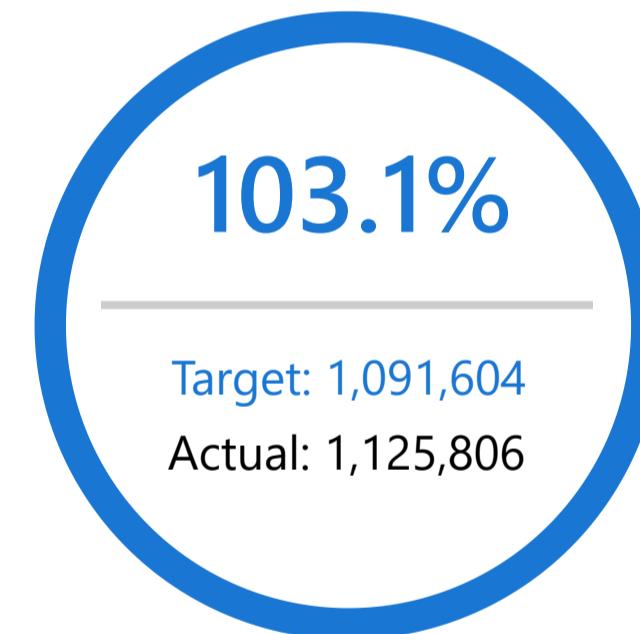


Linh Nguyen

## Target vs. Actual Sales



## Target vs. Actual Quantity Sold

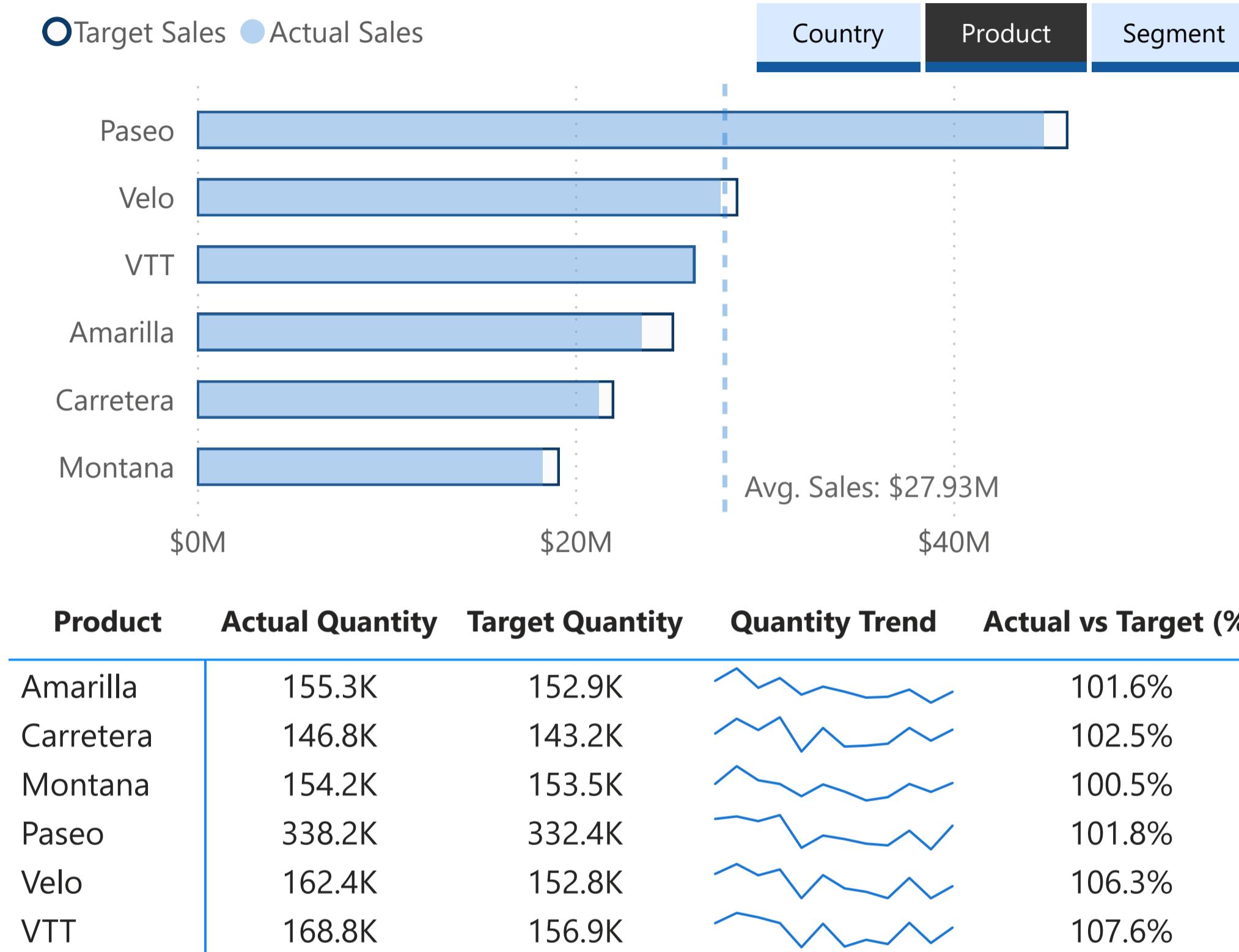


## Sales Forecast Error Frequency by Product and Country

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

## Which Product Hit Their Sales Targets Most Accurately?

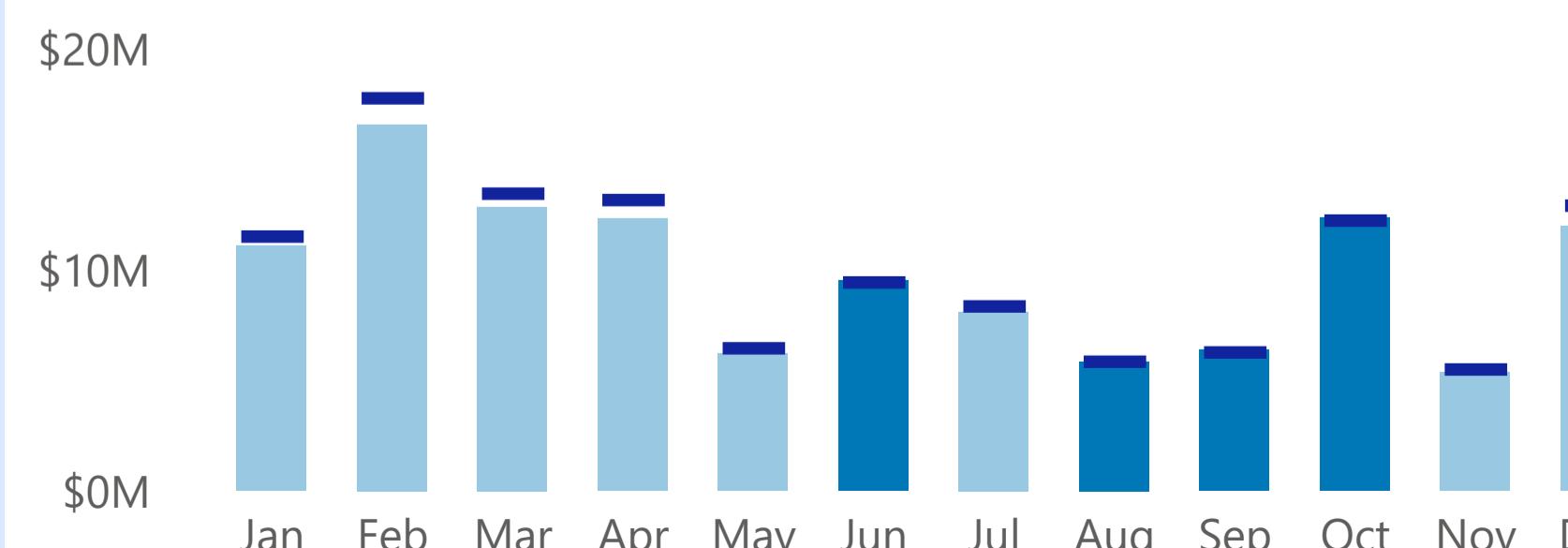
○ Target Sales ● Actual Sales



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

● Actual Sales ■ Target Sales



## 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	\$0.21M	\$0.21M	(\$10.70K)		81.96%