

RATNA STORES

FINANCIAL ANALYSIS REPORT

Key Performance Indicators

Sales | Current vs Prior Year

92,311,095✓

Last Year: 26,415,256 (+249.46%)

Orders | Current vs Prior Year

861,132✓

Last Year: 264,674 (+225.36%)

Profit | Current vs Prior Year

13,015,238✓

Last Year: 3,878,465 (+235.58%)

Profit Margin | Current vs Prior Year

14.10%!

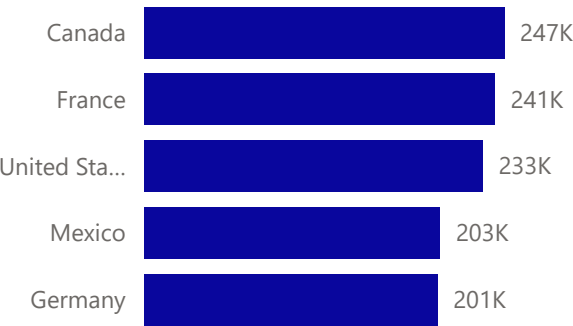
Last Year: 14.68% (-3.97%)

Discount | Current vs Prior Year

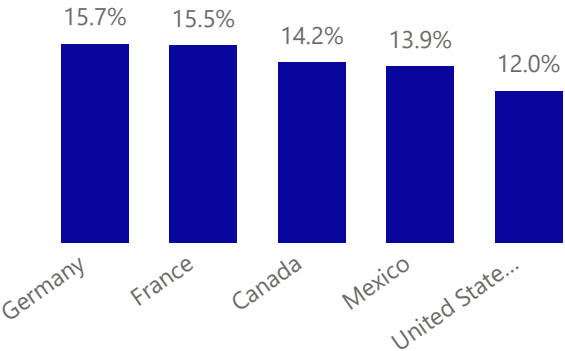
7,059,717✓

Last Year: 2,145,531 (+229.04%)

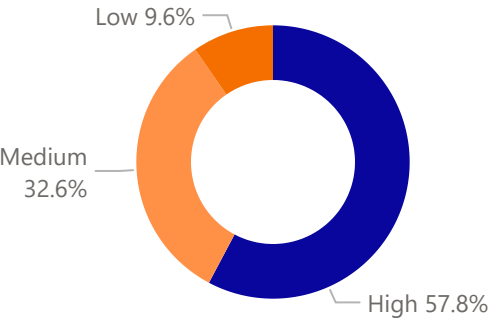
Orders By Country



Profit Margin By Country



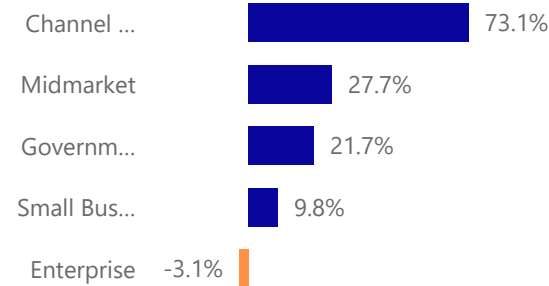
% Of Discount Offered By Discount Band



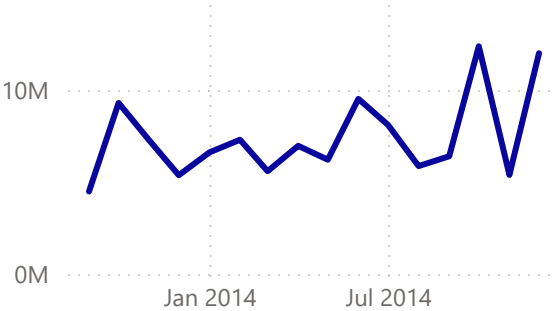
Profit Margin By Segments & Product

Segment	Profit Margin
Channel Partners	73.13%
Amarilla	72.43%
Carretera	73.68%
Montana	73.50%
Paseo	73.01%
Velo	73.40%
VTT	73.05%
Enterprise	-3.13%
Amarilla	-3.60%
Carretera	-6.95%
Montana	-1.19%
Paseo	-1.55%
Velo	-2.37%
VTT	-4.31%
Government	21.69%
Amarilla	22.21%
Carretera	23.01%
Montana	20.30%
Paseo	20.54%
Velo	22.48%
Total	14.23%

Profit Margin By Segment



Sales Amount By Year & Month



Top 3 Products By Sales

