

Sporting Goods Central

Financial Analysis Report

Key Performance Indicators

Sales | Current vs Prior Year

92311095✓

Last Year: 26415256 (+249.46%)

Orders | Current vs Prior Year

861132✓

Last Year: 264674 (+225.36%)

Profit | Current vs Prior Year

13,015,238✓

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

Profit margin | Current vs Prior Year

14.1%!

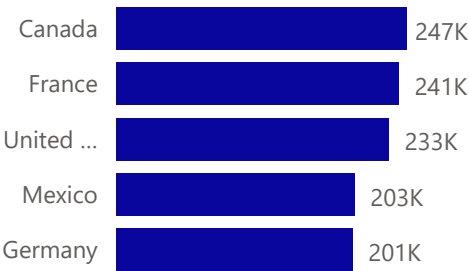
Last Year: 0.1 (-3.97%)

Discount | Current vs Prior Year

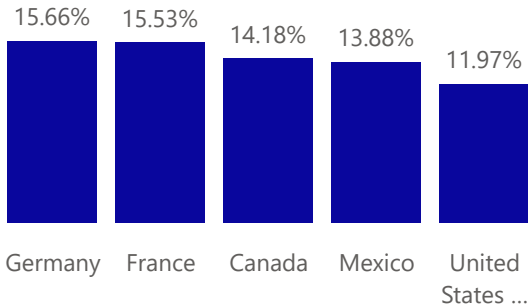
7,059,717✓

Last Year: 2145531 (+229.04%)

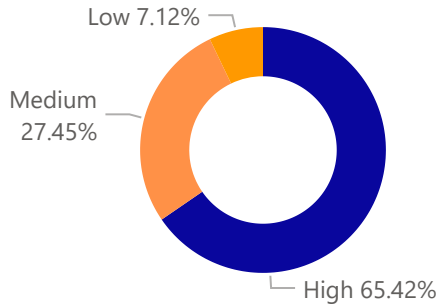
Orders by Country



Profit margin by Country



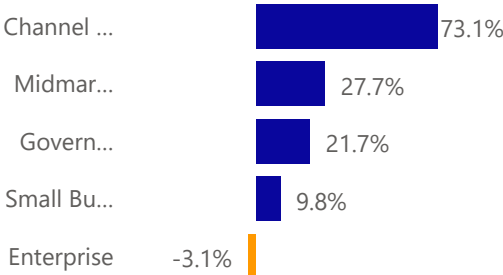
% of Discount offered by Discount Band



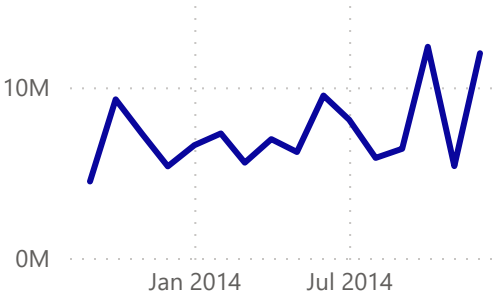
Profit Margin by Segment and Products

Segment	Profit margin
Small Business	9.77%
VTT	10.51%
Velo	6.73%
Paseo	10.71%
Montana	11.14%
Carretera	8.90%
Amarilla	8.86%
Midmarket	27.71%
VTT	27.33%
Velo	25.96%
Paseo	28.50%
Montana	28.90%
Carretera	27.90%
Amarilla	25.58%
Government	21.69%
Enterprise	-3.13%
VTT	-1.31%
Total	14.23%

Profit Margin by Segment



Sales Amount by Year and Month



Top 3 Products by Sales

