

# Financial Report: Profit Margin Analysis

## Executive Summary:

This report analyzes the profit margins of different product lines across various discount bands, highlighting trends and areas for improvement.

## Introduction:

This report aims to provide insights into the profit margins of our product lines, exploring the impact of discount bands on profitability.

## Findings/Results:

1. The profit margins for different discount bands vary significantly across product lines.
2. The highest profit margin is seen in the Low discount band for Amarilla (147186.00).
3. The highest profit margin for Velo is in the Medium discount band (170170.00).
4. The High discount band for Amarilla and VTT results in zero profit margin.
5. Montana and Carretera's profit margins tend to decrease as the discount band increases.
6. There is no trend of units sold for the Paseo product in the Channel Partners segment over the last two years.
7. There is no data available to compare the cost of goods sold (COGS) for the Velo product to its manufacturing price across different countries.

## Conclusion/Recommendations:

Based on these findings, we recommend reviewing our sales strategies and profit margins to identify areas for improvement. Additionally, we should prioritize collecting data on the Montana product to inform future business decisions.