

Financial Performance Dashboard

Canada

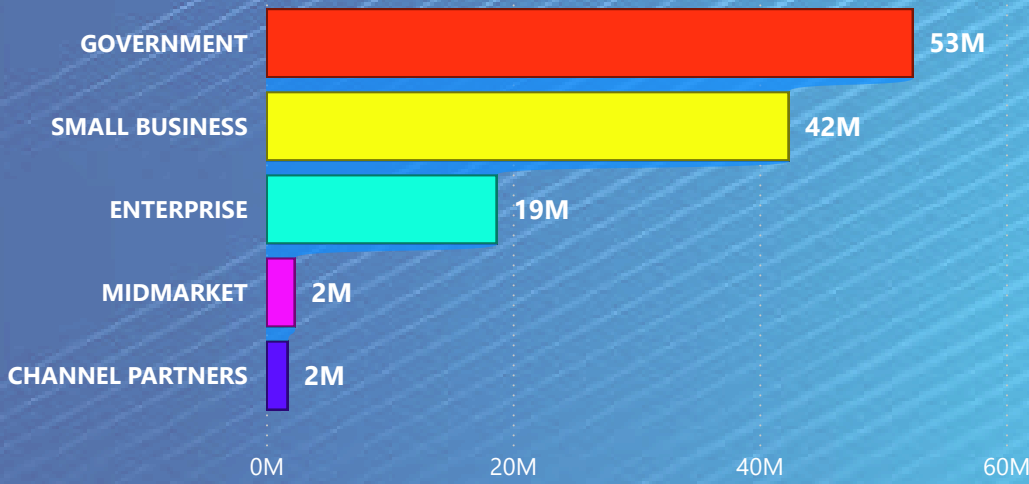
United States of A...

France

Germany

Mexico

Sales by Segment and Country



4,412K

QTD Profit

100K

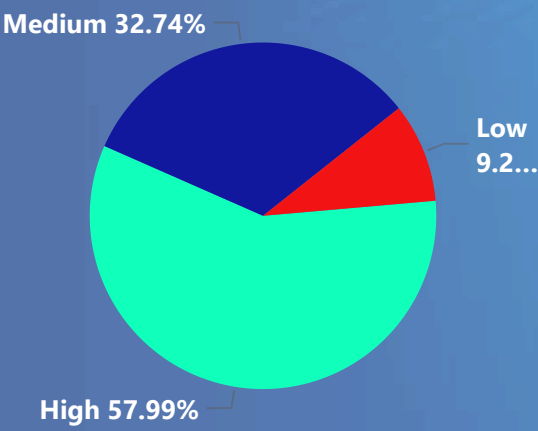
MTD Units Sold

91,455K

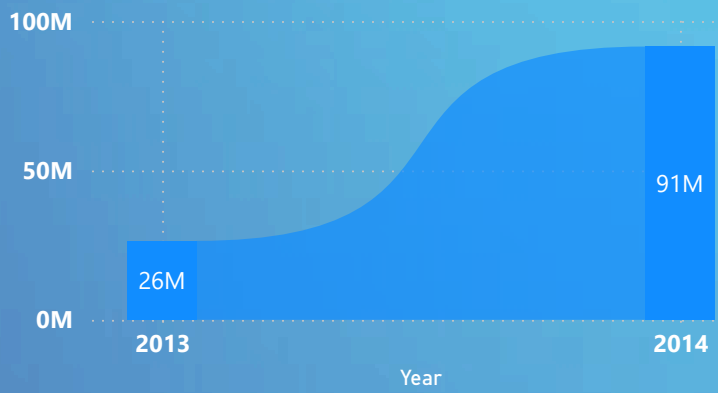
YTD Sales

Product	Total unit sold	Total Sales	Total Profit	Profit Margin
Carretera	146847	13.8M	1.8M	0.13
Montana	153060	15.3M	2.1M	0.14
Amarilla	154242	17.6M	2.8M	0.16
Velo	162425	18.3M	2.3M	0.13
VTT	168782	20.5M	3.0M	0.15
Paseo	333317	32.4M	4.8M	0.15
Total	1118673	117.9M	16.9M	0.14

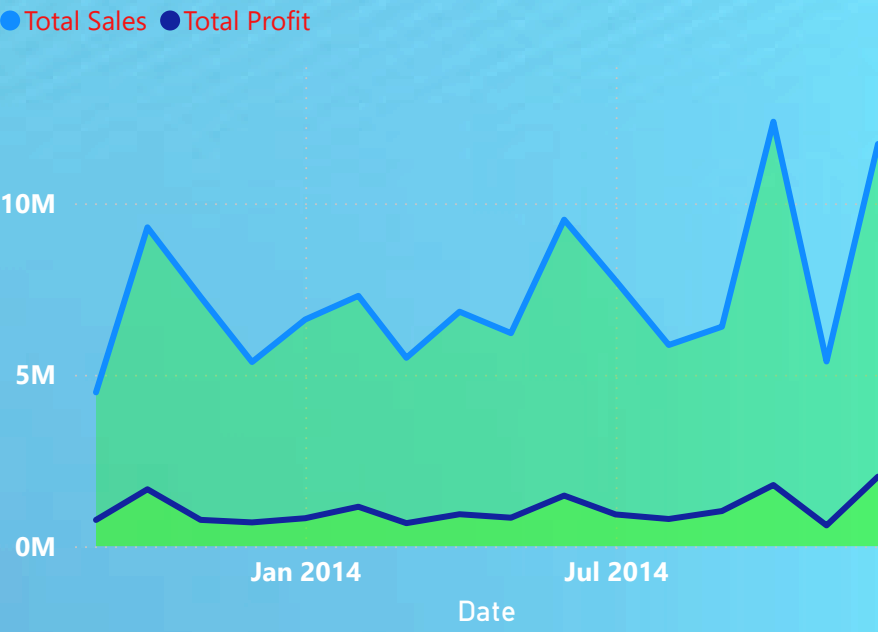
Total Discounts by Discount Band



Time Based Perform



Sales And Profit Overview



insights

- Government and Small Business segments are the top contributors to sales, Countries like Canada, United States of America, and France show high sales volumes.
- Quarter-to-date profit provides a quick view of profitability within the current quarter. The QTD profit trends can help identify peak periods and strategize accordingly.
- Month-to-date units sold metric allows tracking of sales progress within the current month.
- Useful for short-term sales planning and inventory management.
- Year-to-date sales metric shows cumulative sales from the start of the year to the current date.
- Helps in annual performance tracking and goal setting.
- Visualizing discounts by discount band highlights the impact of various discount strategies.
- Assists in evaluating the effectiveness of discount offers.
- A line chart comparing sales and profit trends from 2013 to 2014.
- Identifies growth patterns, seasonal effects, and other time-based insights.
- A table summarizing total units sold, total sales, total profit, and profit margin.
- Provides a quick overview of key metrics in a consolidated format.
- A combo chart showing sales (columns) and profit (line) over time.
- Illustrates the relationship between sales and profit, helping to understand profitability trends.