

# FINANCIAL HEALTH DASHBOARD

Total sales

**118.73M**

Total Profit

**16.89M**

Profit Margin

**0.14**

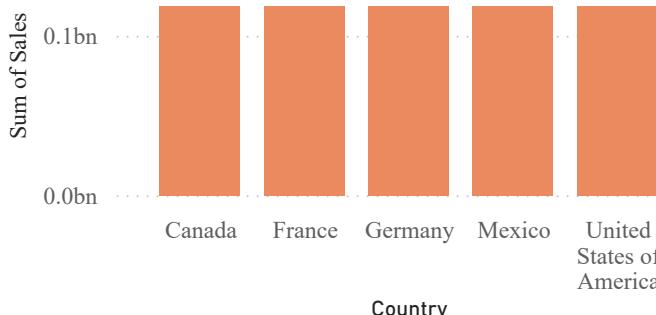
Total COGS

**101.83M**

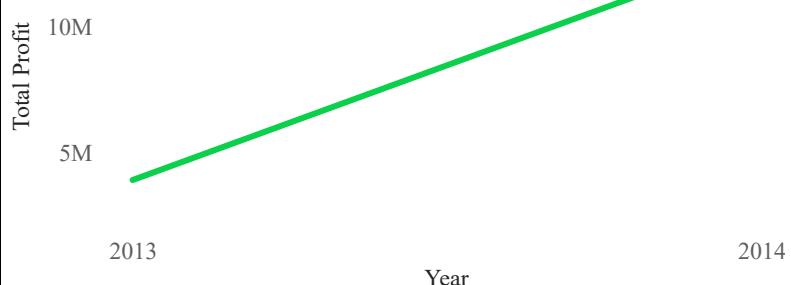
YTD Sales

**92.31M**

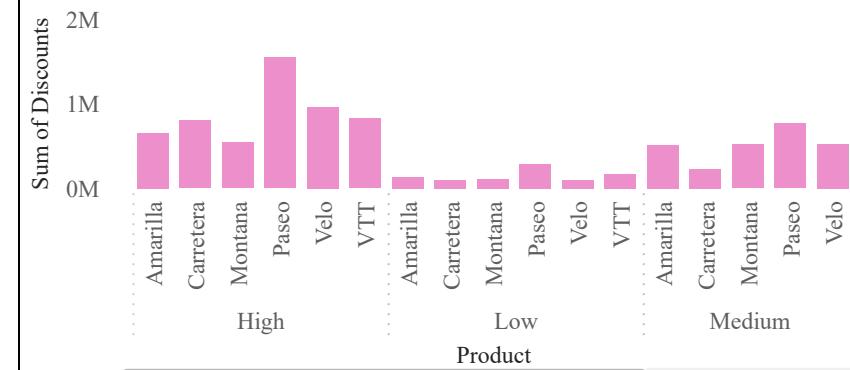
## Sales by country



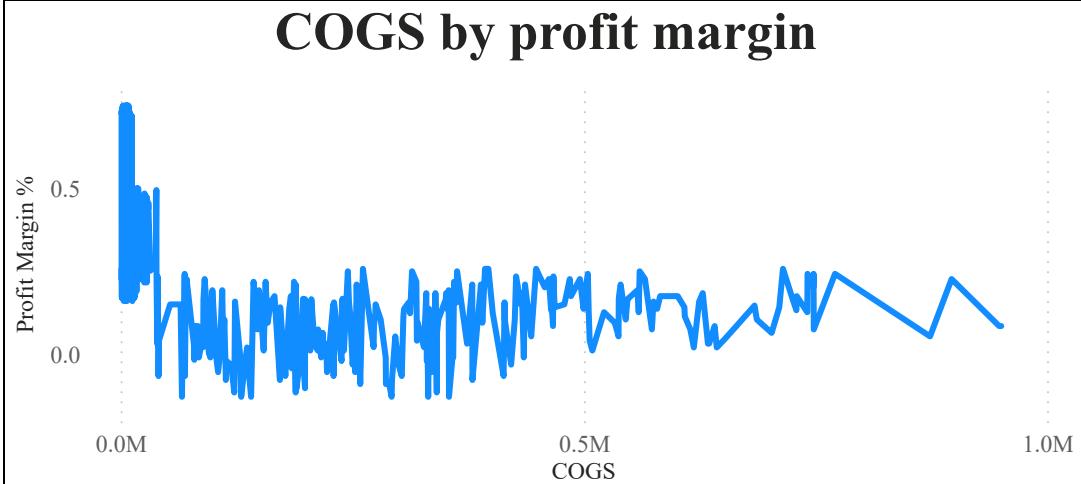
## Monthly Profitability Trends



## Discount Price by Product



## COGS by profit margin



### Year, Month

- 2013
- January
- February

### Segment

- Channel Partners
- Enterprise
- Government
- Midmarket
- Small Business

### Product

- Amarilla
- Carretera
- Montana
- Paseo
- Velo
- VTT

# FINANCIAL HEALTH DASHBOARD

Total sales

**118.73M**

Total Profit

**16.89M**

Profit Margin

**0.14**

Total COGS

**101.83M**

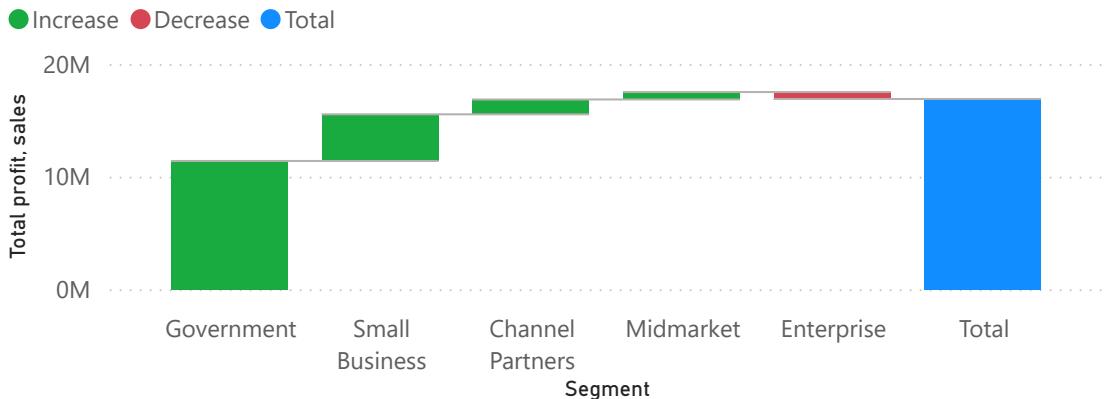
YTD Sales

**92.31M**

## Financial Statement Structure

Month Name	April	August			December			February			Ja		
Segment	Total COGS	Total Profit	Total Sales	Total COGS	Total Profit	Total Sales	Total COGS	Total Profit	Total Sales	Total COGS	Total Profit	Total Sales	Total
Channel Partners	35,898.00	101,319.30	137,217.30	30,591.00	82,269.84	112,860.84	58,104.00	155,793.36	213,897.36	22,509.00	62,347.92	84,856.92	
Enterprise	1,647,000.00	2,416.88	1,649,416.88	1,107,000.00	-44,322.50	1,062,677.50	3,462,960.00	-110,322.50	3,352,637.50	947,160.00	-20,943.75	926,216.25	
Government	1,505,112.50	451,012.35	1,956,124.85	1,631,615.00	458,662.38	2,090,277.38	6,404,395.00	2,013,474.72	8,417,869.72	2,302,565.00	686,597.42	2,989,162.42	
Midmarket	122,280.00	44,813.55	167,093.55	105,850.00	38,140.70	143,990.70	245,440.00	93,814.40	339,254.40	74,250.00	35,260.80	109,510.80	
Small Business	2,724,500.00	330,422.50	3,054,922.50	2,198,500.00	256,316.00	2,454,816.00	4,479,000.00	564,570.00	5,043,570.00	2,802,500.00	385,285.00	3,187,785.00	
<b>Total</b>	<b>6,034,790.50</b>	<b>929,984.57</b>	<b>6,964,775.07</b>	<b>5,073,556.00</b>	<b>791,066.42</b>	<b>5,864,622.42</b>	<b>14,649,899.00</b>	<b>2,717,329.98</b>	<b>17,367,228.98</b>	<b>6,148,984.00</b>	<b>1,148,547.39</b>	<b>7,297,531.39</b>	<b>5</b>

## Profit and Sales by Segment



Year, Month

- ^  2013
- January
- February

Segment

- Channel Partners
- Enterprise
- Government
- Midmarket
- Small Business

Product

- Amarilla
- Carretera
- Montana
- Paseo
- Velo
- VTT