



Global Profitability Overview

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec

Total Profit  
**\$16.89M**

MoM Profit % : ▲ +13.6%

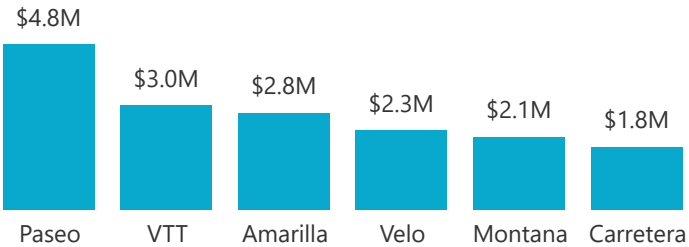


Total Sales  
**\$118.73M**

MoM Sales % : ▲ +11.2%



Total Profit by Product



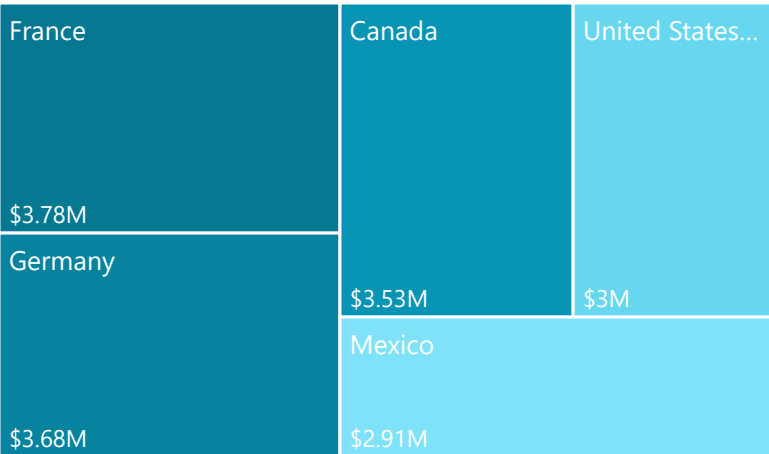
Total COGS

**\$101.83M**

Profit Margin

**14.23%**

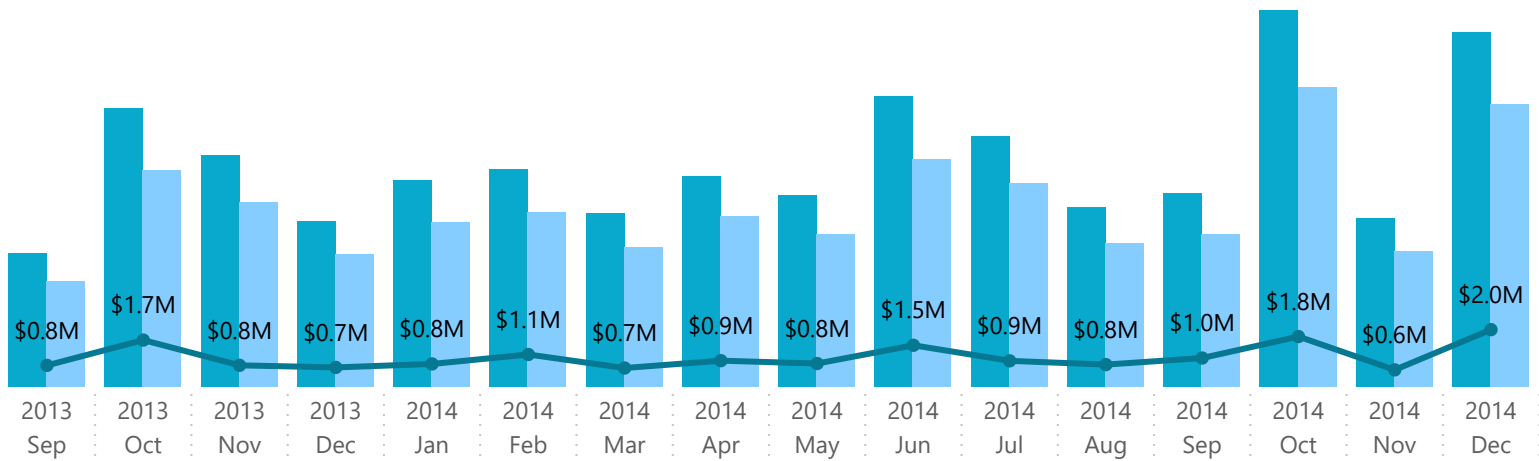
Profit by Country



2013 | 2014

Gross Sales, COGS & Profit Over Time

Sum of Gross Sales | Sum of COGS | Total Profit





Segment Analysis

2013

2014

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Total Profit  
\$16.89M

MoM Profit % : ▲ +13.6%



Total Sales  
\$118.73M

MoM Sales % : ▲ +11.2%



Insights

Profit Growth Outpaces Sales:

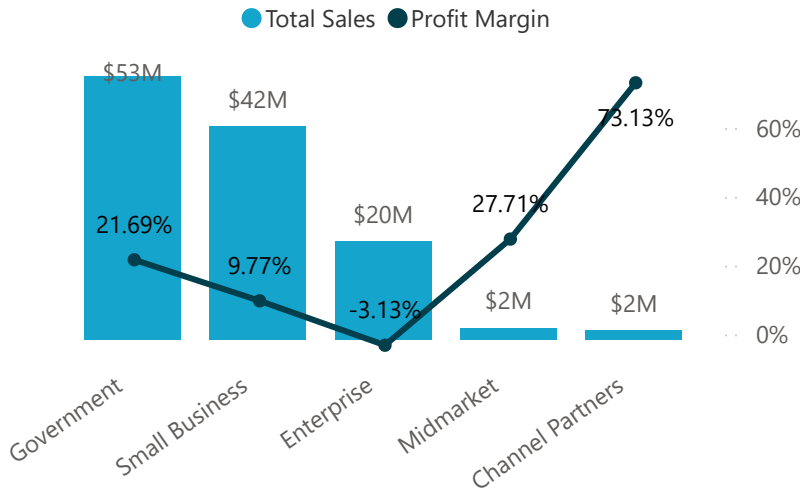
- Total profit increased to **\$16.89M**, with a strong Month-over-Month growth of **13.6%**.
- Profit is growing faster than sales (**11.2%**), indicating improved margins or enhanced cost efficiency.

Segment Insights: Top Performer vs. Underperformer

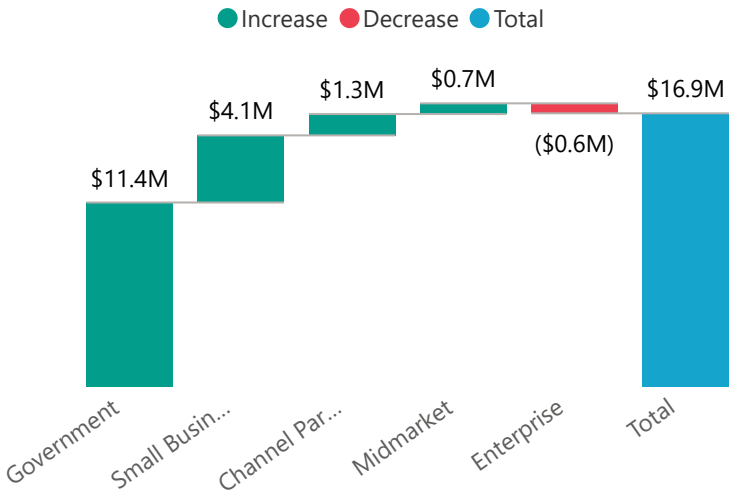
• **Government Segment Leads Performance:** The **Government segment** is the top contributor with **\$53M in sales**, **21.69% margin**, and **\$11.4M profit**, making it the most profitable and strategically valuable segment.

• **Enterprise Segment is Unprofitable:** Despite generating **\$20M in sales**, the **Enterprise segment** posted a **-3.13% margin** and a **\$0.6M loss**, highlighting a critical area for cost or strategy review.

Total Sales & Profit Margin by Segment



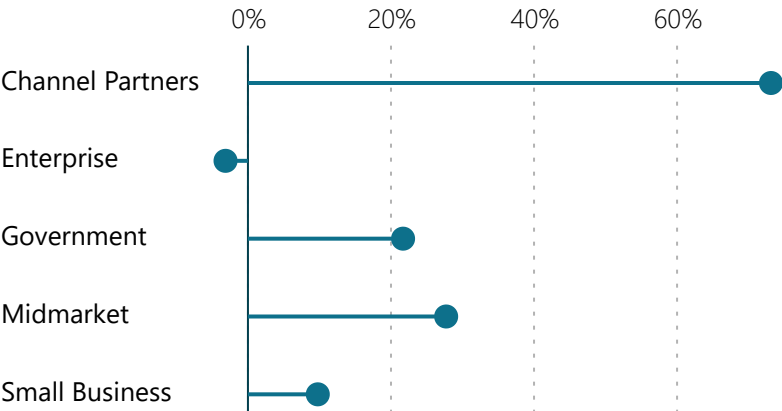
Total Profit by Segment



Profit Margin for Segment



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





Country-Level Insights

2013

2014

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Total Profit

\$16.89M

MoM Profit % : ▲ +13.6%



Total Sales

\$118.73M

MoM Sales % : ▲ +11.2%



Discount Band

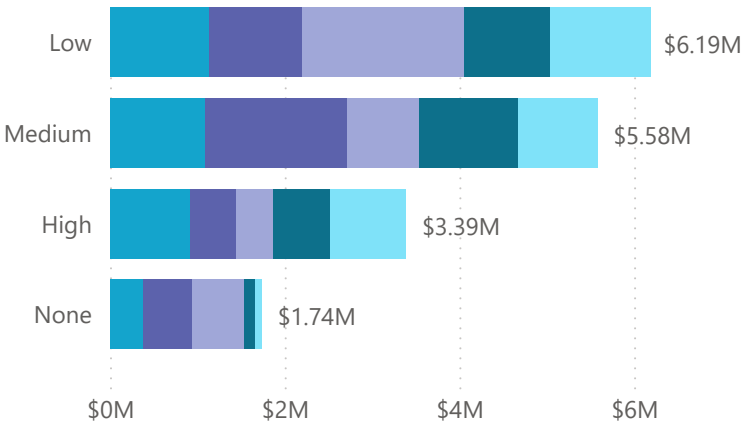
- ☐ High
- ☐ Low
- ☐ Medium
- ☐ None

Key Insights

**Profit is growing faster than sales (+13.6% vs. +11.2% MoM)**, driven by high-margin countries like **Canada** and **low discount strategies**, signaling improved cost efficiency and smarter pricing execution across regions.

Total Profit by Discount Band and Country

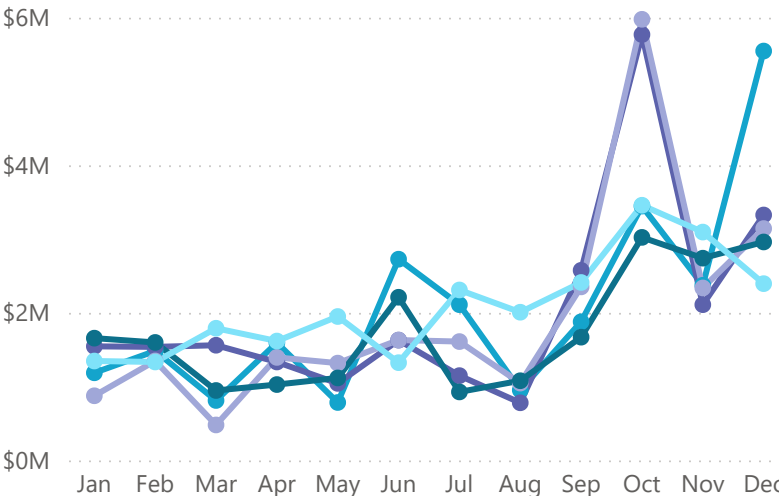
Country ● Canada ● France ● Germany ● Mexico ● United S...



**Low discount levels generate the highest profit (\$6.19M)**, proving that moderate discounting is more effective than either aggressive or no discounts—striking the optimal balance between volume and margin.

Sales by Month and Country

Country ● Canada ● France ● Germany ● Mexico ● United St...

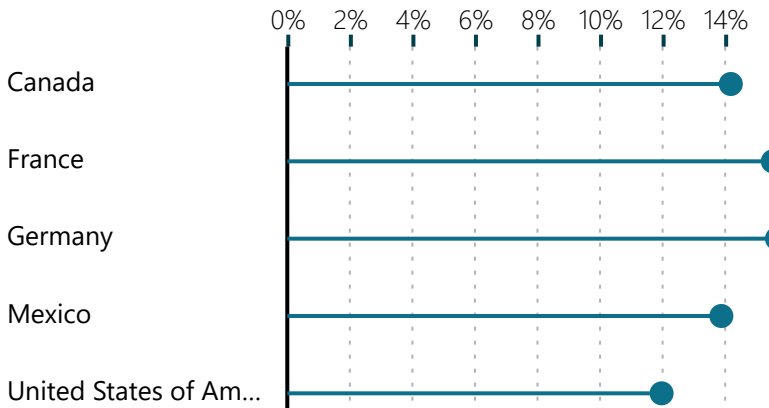


The **United States has strong sales volume** but ranks lowest in profit margin — suggesting **high cost structures, discounting, or margin pressures**.

Profit Margin for Country



- ☐ Canada
- ☐ France
- ☐ Germany
- ☐ Mexico
- ☐ United States of A...





Profitability Drivers & KPI Scorecard

Jan

Feb

Mar

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Total Profit  
\$16.89M

MoM Profit % : ▲  
+13.6%



Total Sales  
\$118.73M

MoM Sales % : ▲  
+11.2%



Insights

Most Profitable Product: Paseo – \$4,797,438

Highest Selling Product: Paseo – 338,238 Units

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

Filters

All

High

Medium

Low

None

All

2013

2014

Profit Margin

14.23%

Profit by Product and Country

Product	Canada	France	Germany	Mexico	United States of America	Total
Amarilla	\$6,46,861.37	\$6,67,867.63	\$6,12,137.26	\$4,98,611.39	\$3,88,626.4	\$28,14,104.05
Carretera	\$4,36,105.34	\$3,88,864.9	\$3,69,674.68	\$3,93,668.42	\$2,38,491.55	\$18,26,804.89
Montana	\$3,21,867.03	\$4,61,238.37	\$5,59,438.37	\$3,37,689.31	\$4,34,521.8	\$21,14,754.88
Paseo	\$12,65,017.99	\$8,38,748.56	\$7,44,416.74	\$9,28,651.39	\$10,20,603.26	\$47,97,437.94
Velo	\$3,70,568.34	\$7,07,930.24	\$7,88,789	\$1,73,303.89	\$2,65,401	\$23,05,992.47
VTT	\$4,88,808.81	\$7,16,371.09	\$6,05,932.77	\$5,75,598.71	\$6,47,896.64	\$30,34,608.02
Total	\$35,29,228.88	\$37,81,020.79	\$36,80,388.82	\$29,07,523.11	\$29,95,540.65	\$1,68,93,702.25

Total Profit by Product and Units Sold

