

Main Dashboard (Sales Analysis Report)

Clear All Filters

Total Sales by Country (Quarter)

Year

- ☐ 2013
- ☐ 2014
- ☐ 2015
- ☐ 2016

41.32M

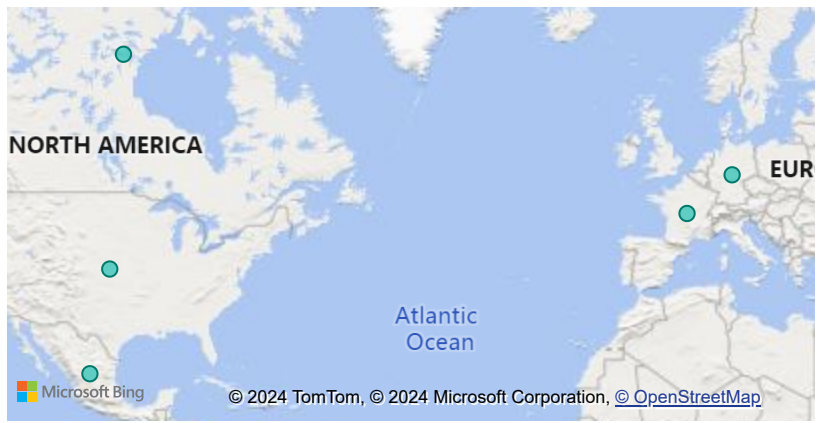
Total Profit

293.46M

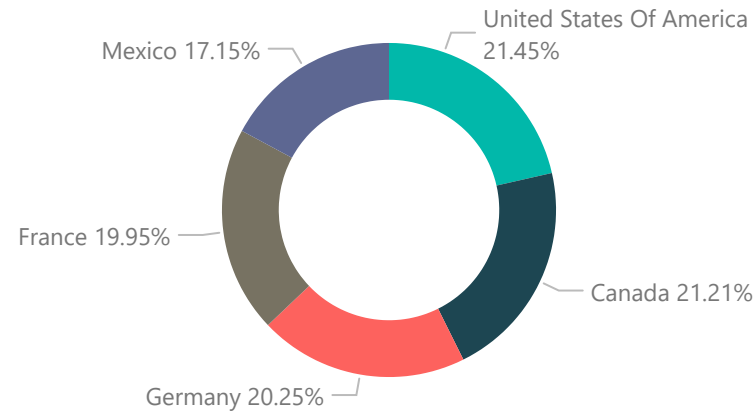
Total Sales

Month - Total Sale and Total Profits

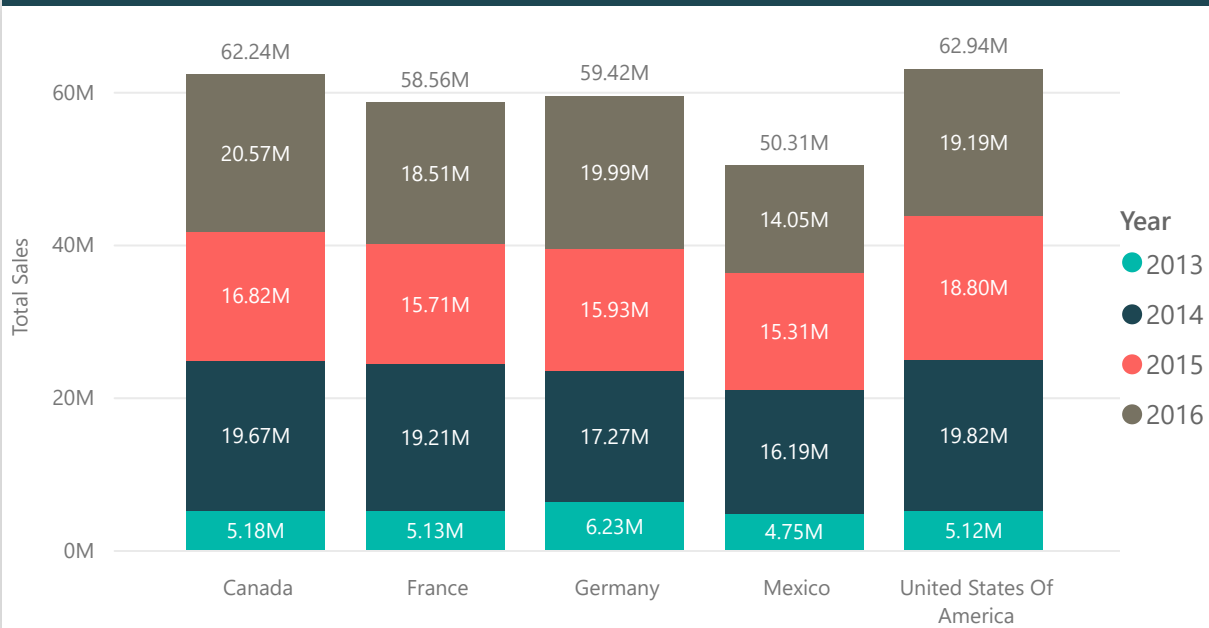
Month	Total Profit	Total Sales	Profit Margin (%)
March	2,009,600.61	16,760,579.61	24.24
August	2,373,199.26	17,593,867.26	22.36
May	2,485,920.18	18,630,633.18	22.36
January	2,442,086.04	19,823,285.04	24.81
April	2,788,168.71	20,887,440.21	21.57
September	3,573,470.54	21,765,394.54	22.91
February	3,432,682.17	21,809,434.17	22.48
July	2,740,677.36	24,265,762.86	22.62
November	2,740,205.00	25,302,835.00	23.60
June	4,418,667.26	28,542,187.26	23.20
December	5,434,659.96	34,734,457.96	24.24
October	6,879,562.04	43,342,862.04	23.69
Total	41,318,899.13	293,458,739.13	23.37



Market Share by Sales



Total Sales by Country (Year)



Region

- ☐ Europe
- ☐ North America

Country

- ☐ Canada
- ☐ France
- ☐ Germany
- ☐ Mexico
- ☐ United States Of America

Product Filter

- ☐ Amarilla
- ☐ Carretera
- ☐ Montana
- ☐ Paseo
- ☐ Velo
- ☐ Vtt

Year

- ▼

☐ 2013
- ▼

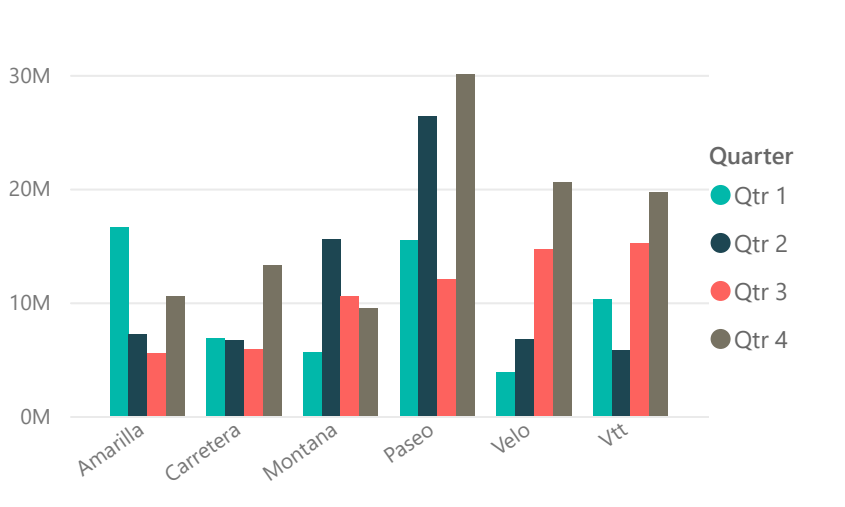
☐ 2014
- ▼

☐ 2015
- ▼

☐ 2016

 Clear All Filters

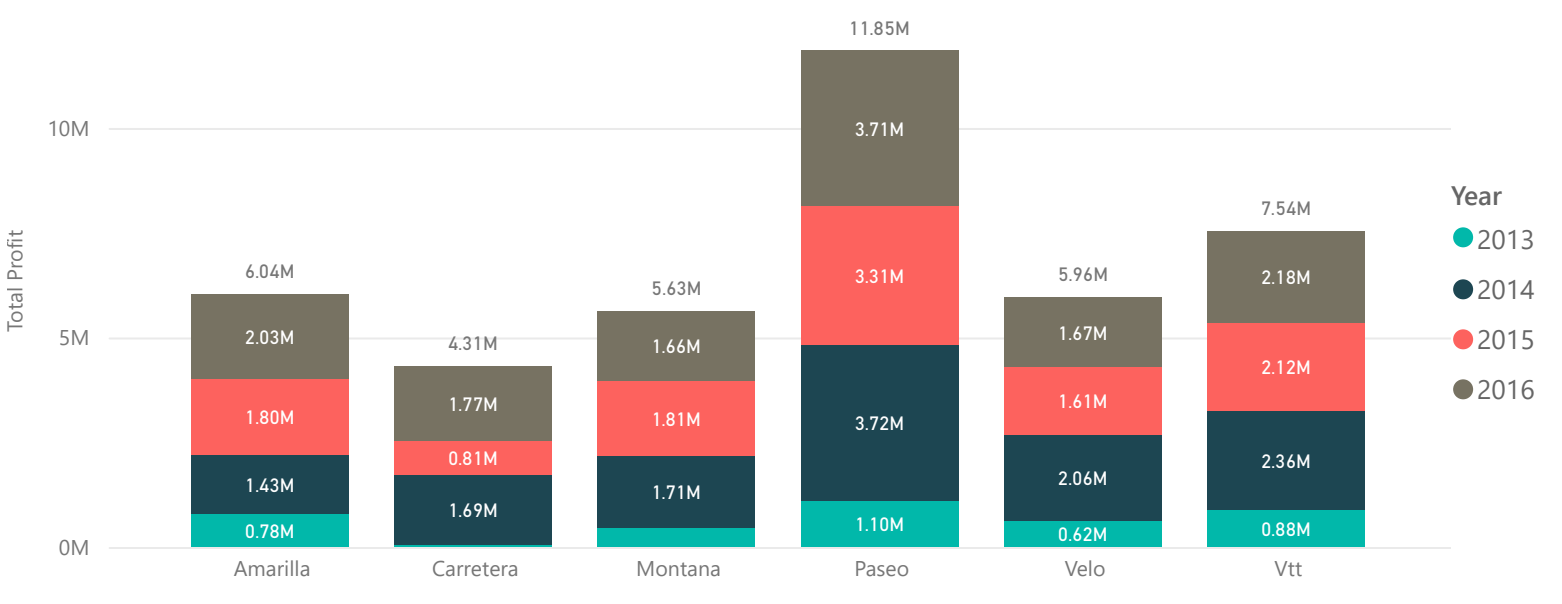
Total Sales of Products by Quarter



Product Performance Summary

Product	Total Sales	Total COGS	Total Profit
Amarilla	39,825,244.74	33,786,809.00	6,038,435.74
Carretera	32,475,420.13	28,167,210.00	4,308,210.13
Montana	41,054,990.69	35,421,411.00	5,633,579.70
Paseo	83,750,885.68	71,905,481.00	11,845,404.68
Velo	45,619,748.61	39,661,666.00	5,958,082.62
Vtt	50,732,449.28	43,197,263.00	7,535,186.27
Total	293,458,739.13	252,139,840.00	41,318,899.13

Total Profit by Product and Year



Country

- ☐ Canada
- ☐ France
- ☐ Germany
- ☐ Mexico
- ☐ United States Of America

41.32M

Total Profit

Region

- ☐ Europe
- ☐ North America

293.46M

Total Sales

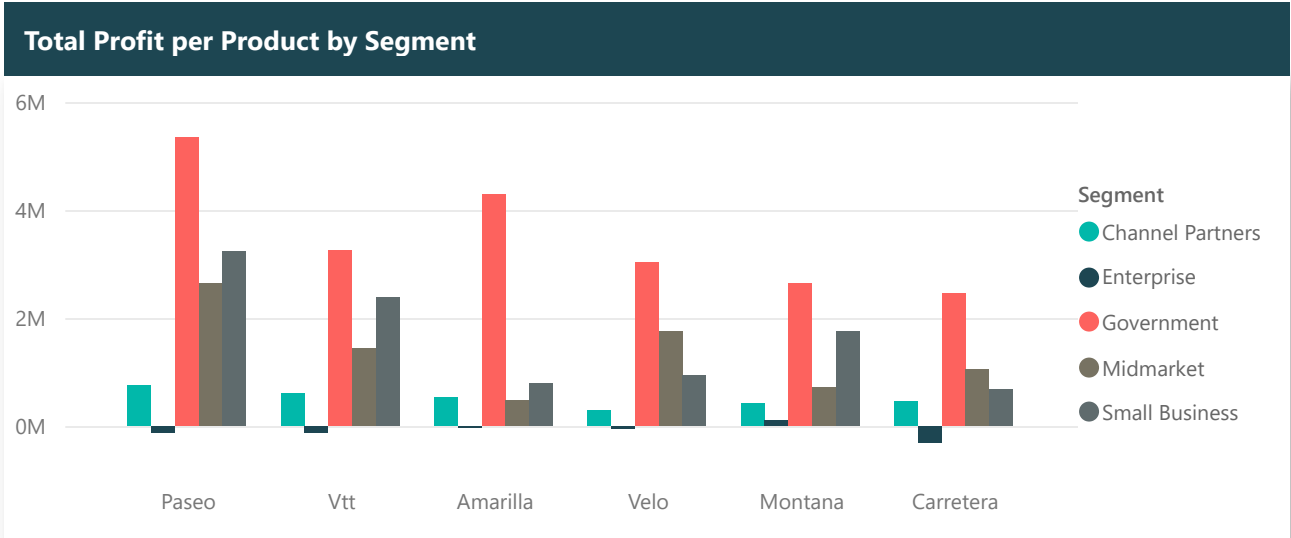
2.78M

Total Units Sold

Segment Profitability Table

Clear All Filters

Segment	Total Profit	Avg of Profit Margin (%)	Min of Profit	Max of Profit
Channel Partners	3,037,674.06	73.02	2,423.52	30,919.68
Government	20,975,036.36	29.25	285.60	262,200.00
Midmarket	8,047,614.21	28.49	285.60	262,200.00
Small Business	9,774,740.50	6.76	-38,046.25	136,535.00
Enterprise	-516,166.00	3.52	-40,617.50	108,147.00
Total	41,318,899.13	27.92	-40,617.50	262,200.00



Year

2013

2014

2015

2016

Country

Canada

France

Germany

Mexico

United States Of America

Region

Europe

North America

Discount Band

High

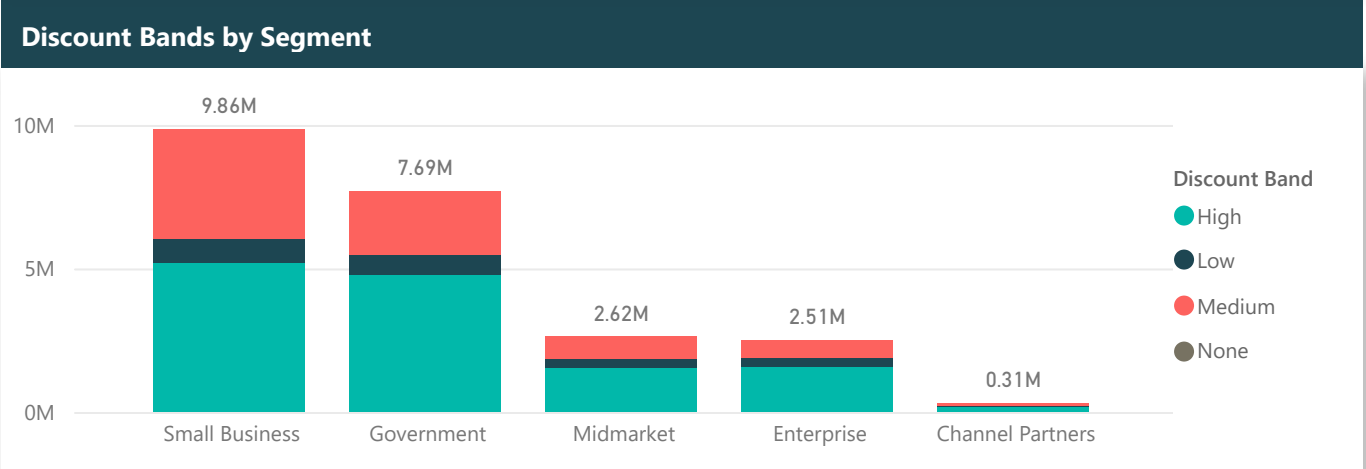
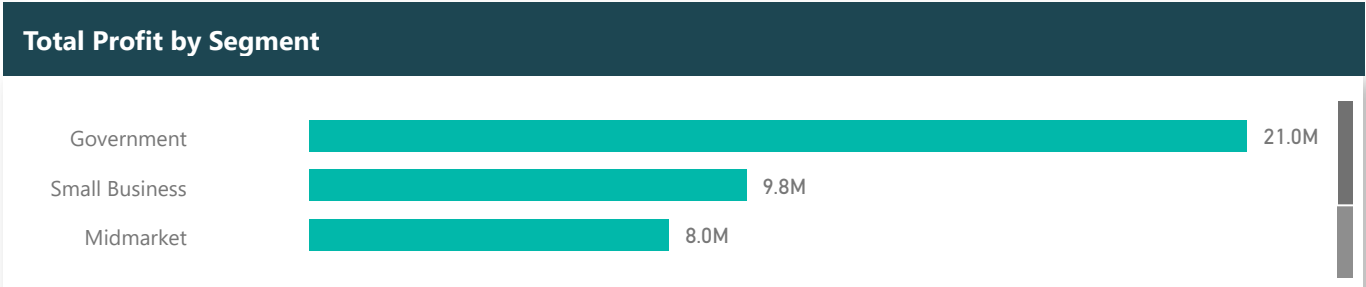
Low

Medium

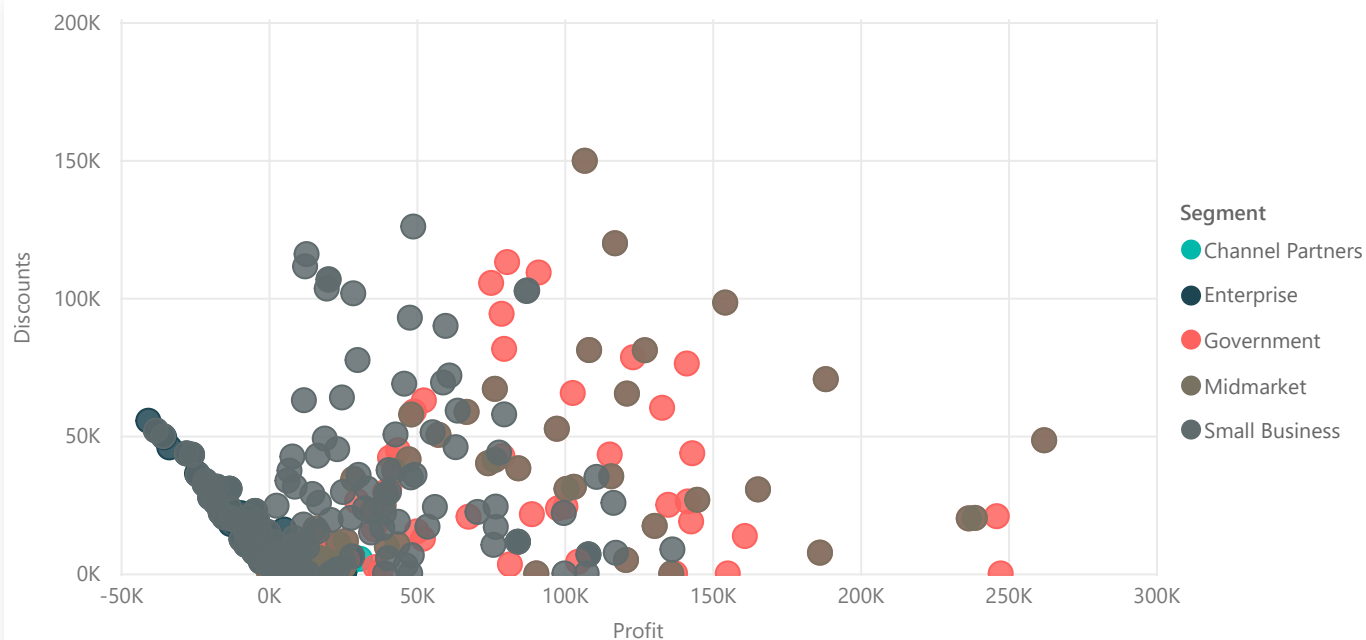
None

41.32M

Total Profit



## Impact of Discounts on Profitability



## Year

- ☐ 2013
- ☐ 2014
- ☐ 2015
- ☐ 2016

## Country

- ☐ Canada
- ☐ France
- ☐ Germany
- ☐ Mexico
- ☐ United States Of America

## Region

- ☐ Europe
- ☐ North America

## Discount Band

- ☐ High
- ☐ Low
- ☐ Medium
- ☐ None

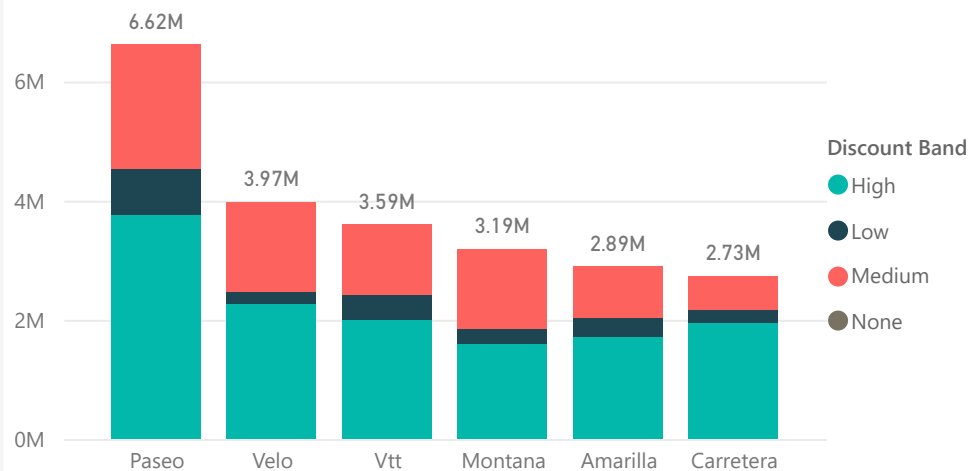
41.32M  
Total Profit

Clear All Filters

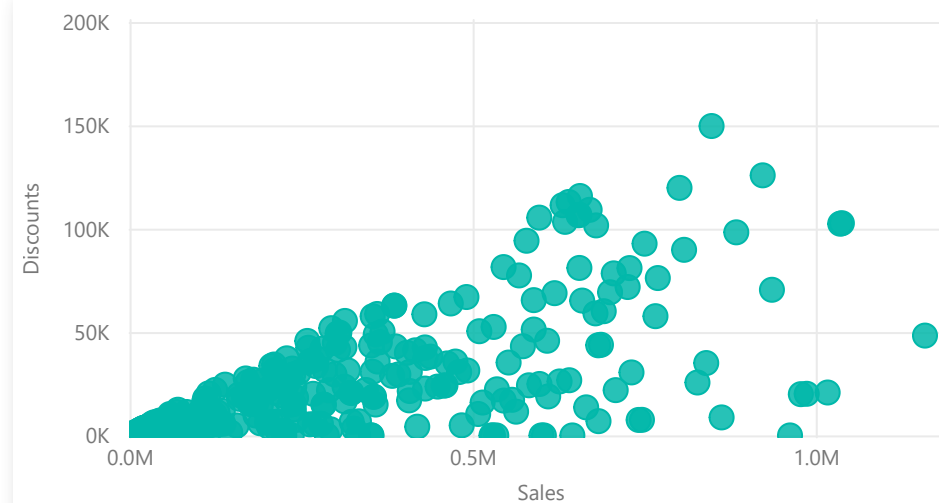
## Product Filter

- ☐ Amarilla
- ☐ Carretera
- ☐ Montana
- ☐ Paseo
- ☐ Velo
- ☐ Vtt

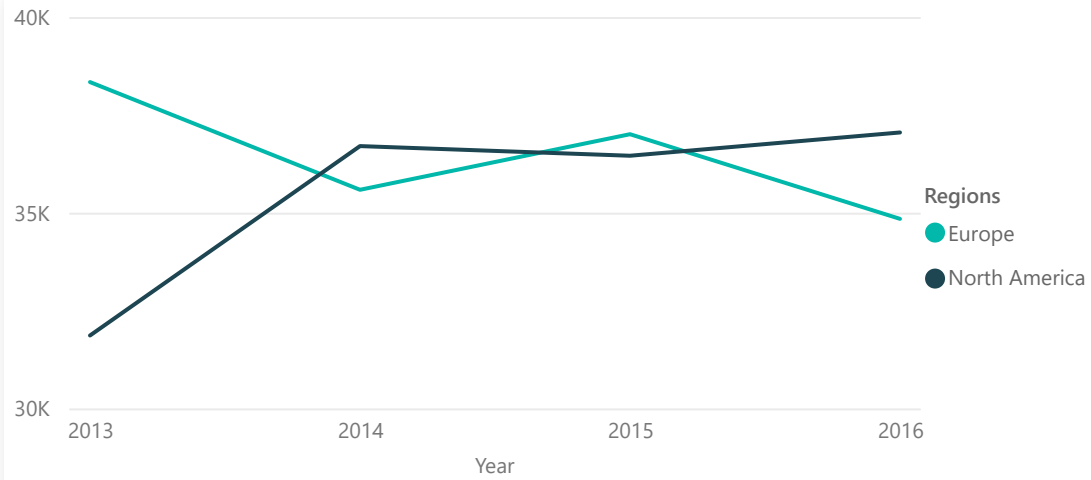
## Discount Bands by Product



## Impact of Discounts on Sales

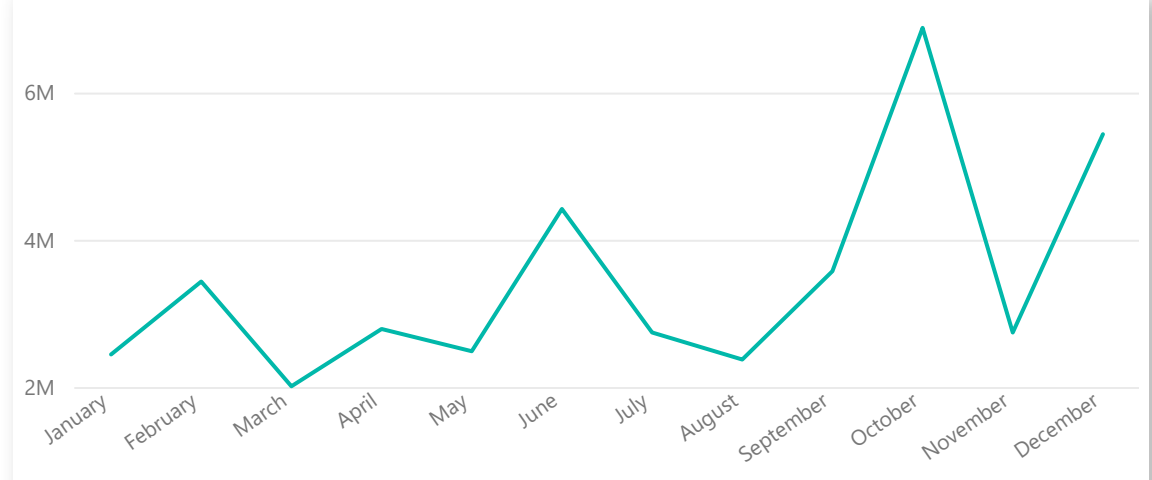


### Average Sales by Year and Regions



### Total Profit by Month

Clear All Filters



#### Year

- ✓ ☐ 2013
- ✓ ☐ 2014
- ✓ ☐ 2015
- ✓ ☐ 2016

#### Country

- ☐ Canada
- ☐ France
- ☐ Germany
- ☐ Mexico
- ☐ United States Of America

#### Region

- ☐ Europe
- ☐ North America

#### Discount Band

- ☐ High
- ☐ Low
- ☐ Medium
- ☐ None

41.32M

Total Profit

### Median of Profit by Year and Country

