

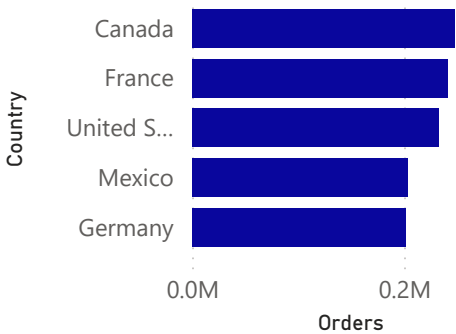
# DIY Stores

## Sales and Financial Analysis Report

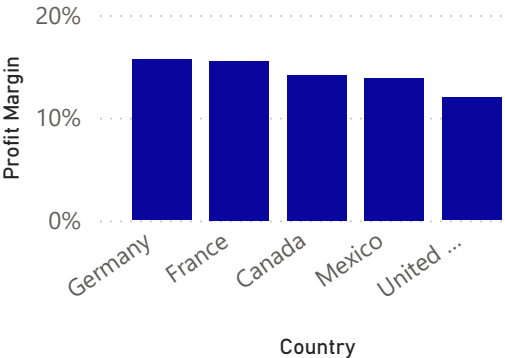
### Key Performance Indicators

Sales  Current Year vs Prior Years	Orders  Current Year vs Prior Year	Profit  Current Year vs Prior Years	Profit Margin  Current Year vs Prior Years	Discount  Current Year vs Prior Years
92,311,095✓ Last Year: 26,415,256 (+249.46%)	861132✓ Last Year: 264674 (+225.36%)	13,015,238✓ Last Year: 3,878,465 (+235.58%)	14%! Last Year: 0 (-3.97%)	7,059,717✓ Last Year: 2,145,531 (+229.04%)

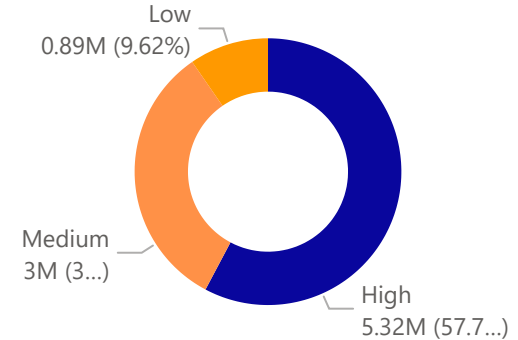
Orders by Country



Profit Margin by Country



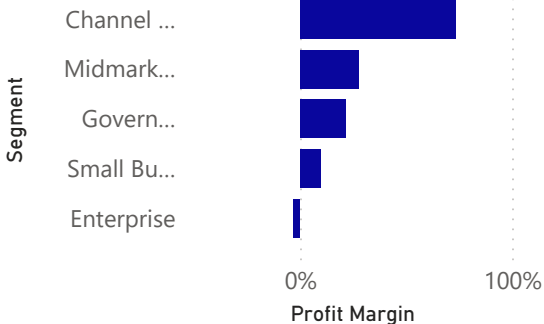
Discount Offered by Discount Band



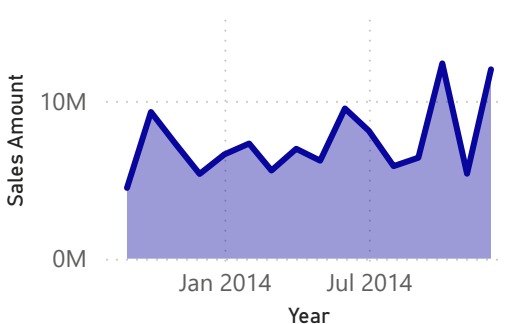
Profit Margin by Segment and Products

Segment	Profit Margin
<input type="checkbox"/> Small Business	9.77%
VTT	10.51%
Velo	6.73%
Paseo	10.71%
Montana	11.14%
Carretera	8.90%
Amarilla	8.86%
<input type="checkbox"/> Midmarket	27.71%
VTT	27.33%
Velo	25.96%
Paseo	28.50%
Montana	28.90%
Carretera	27.90%
Amarilla	25.58%
<input type="checkbox"/> Government	21.69%
VTT	22.35%
Velo	22.48%
Total	14.23%

Profit Margin by Segment



Sales Amount by Year, Quarter, Month and Day



Sales Amount by Product

