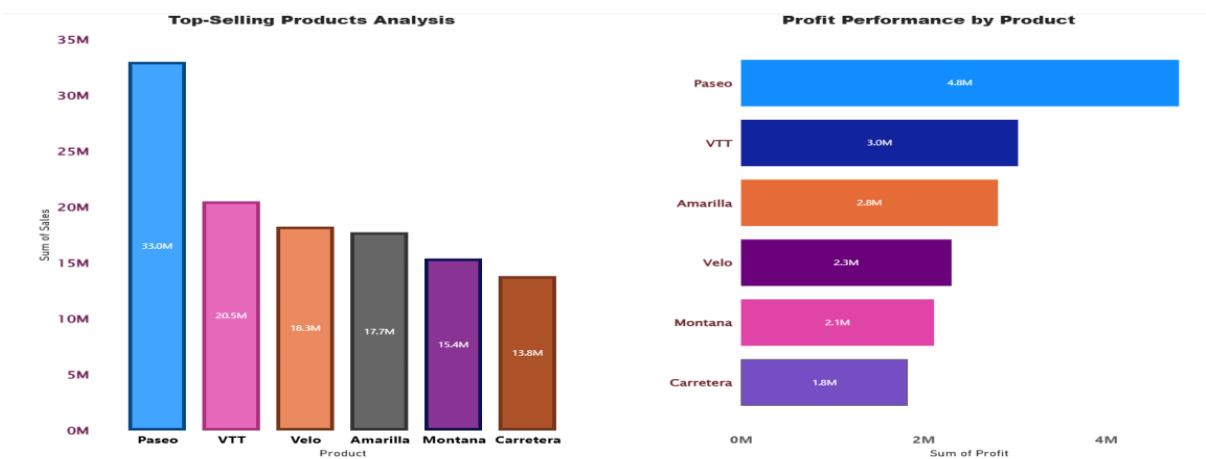


# Product Sales & Profit Performance Analysis

[02/09/2025]



## Product Sales & Profit Analysis – Insights

### 1. Sales Performance by Product (Left Chart)

- **Paseo** leads significantly with **33.0M in sales**, outperforming all other products by a large margin.
- **VTT (20.5M)**, **Velo (18.3M)**, and **Amarilla (17.7M)** form the mid-performing group with relatively balanced contributions.
- **Montana (15.4M)** and **Carretera (13.8M)** remain the lowest contributors to overall revenue.
- The sales gap between Paseo and Carretera is nearly **20M**, highlighting a high dependency on a single product.

### 2. Profit Performance by Product (Right Chart)

- **Paseo** again dominates with the highest profit of **4.8M**, confirming its overall profitability strength.
- **VTT (3.0M)** and **Amarilla (2.8M)** deliver healthy profit margins relative to their sales volume.
- **Velo (2.3M)** and **Montana (2.1M)** generate moderate profits but underperform compared to peers with similar sales levels.
- **Carretera** is the weakest performer with only **1.8M in profit**, mirroring its low sales contribution.

### 3. Comparative Insights

- **Market Leader:** Paseo is the undisputed leader in both sales and profit, driving the largest share of business performance.
- **Profitability Efficiency:** VTT demonstrates stronger profitability than Velo despite similar sales, suggesting better cost management or pricing strategy.
- **Lagging Products:** Montana and Carretera consistently rank lowest in both metrics, indicating low demand and reduced profitability potential.
- **Business Implications:**
  - Prioritize **scaling Paseo** further to capitalize on its dominance.
  - Conduct a **margin analysis for Velo** to identify profit leakage.
  - Reevaluate **Montana and Carretera's viability** options may include repositioning, promotional support or discontinuation.