

Performance Tracking

2013 - 2014

118.73M

Total Sales

1.13M

Total Unit Sold

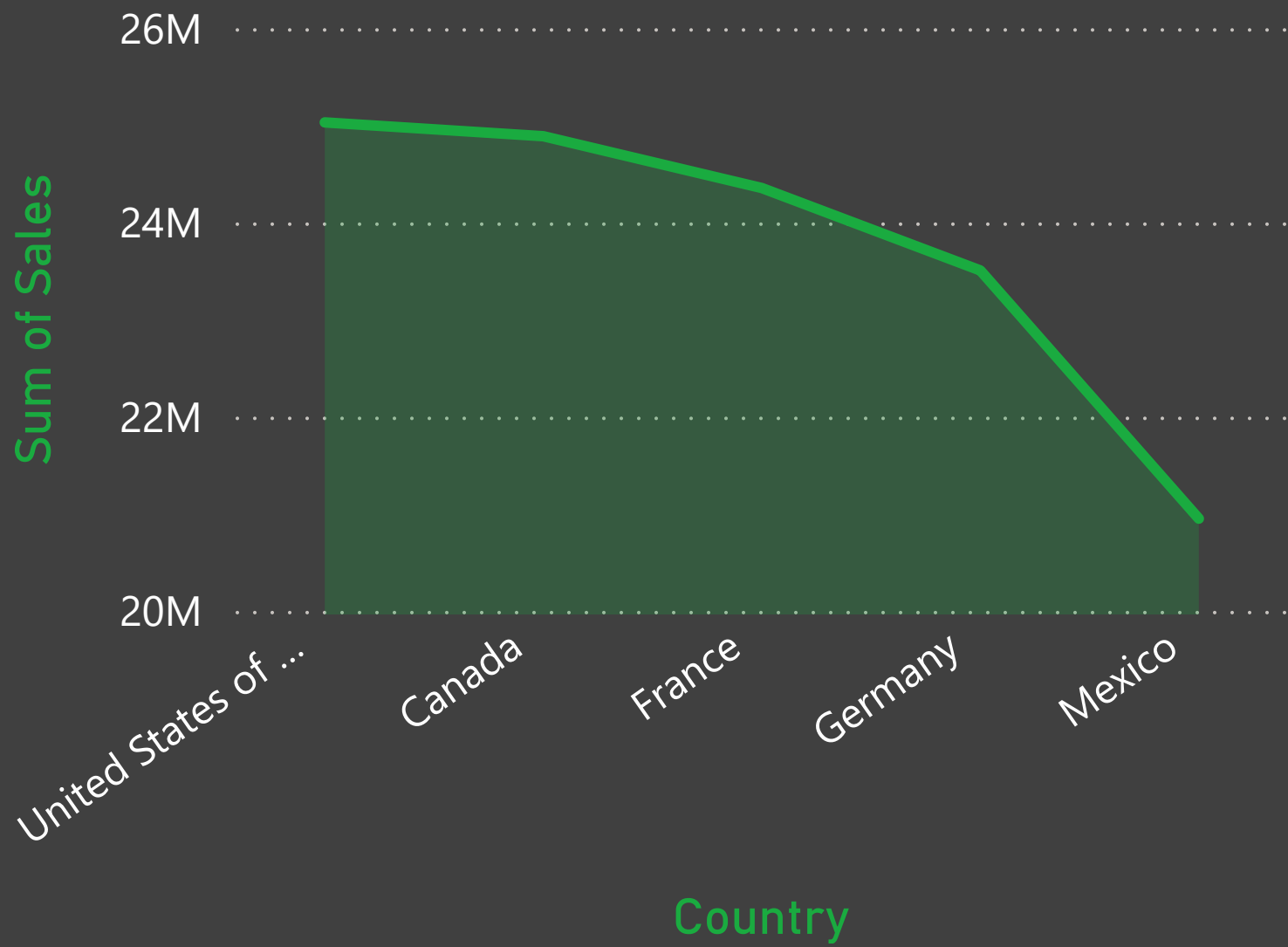
101.83M

Total COGS

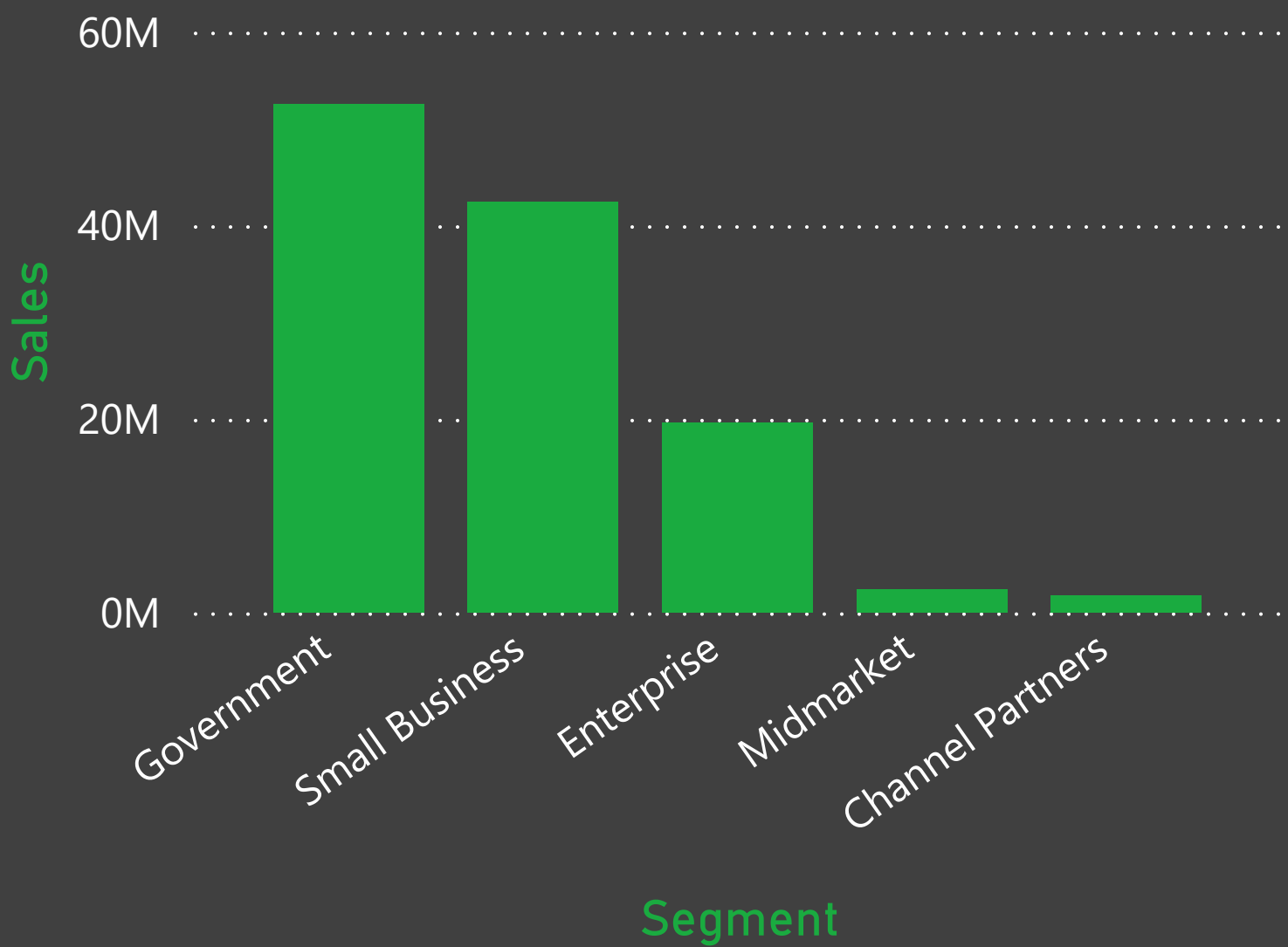
16.89M

Sum of Profit

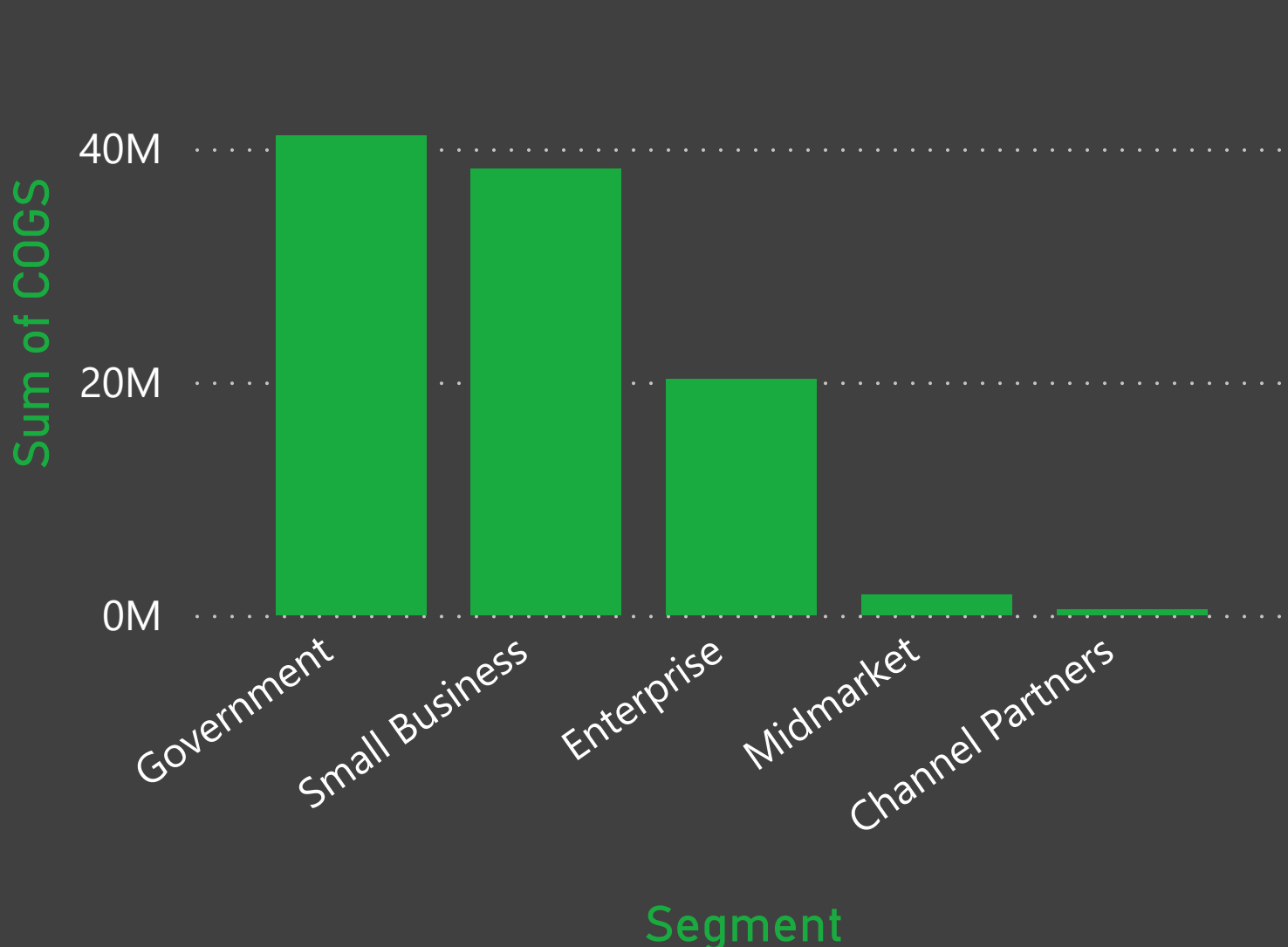
Total Sales by Country



Total Sales by Segment



Total COGS by Segment



Monthly Sales Trends:
Uncovering Cyclical
Patterns
2013 - 2014

118.73M

Total Sales

101.83M

Total COGS

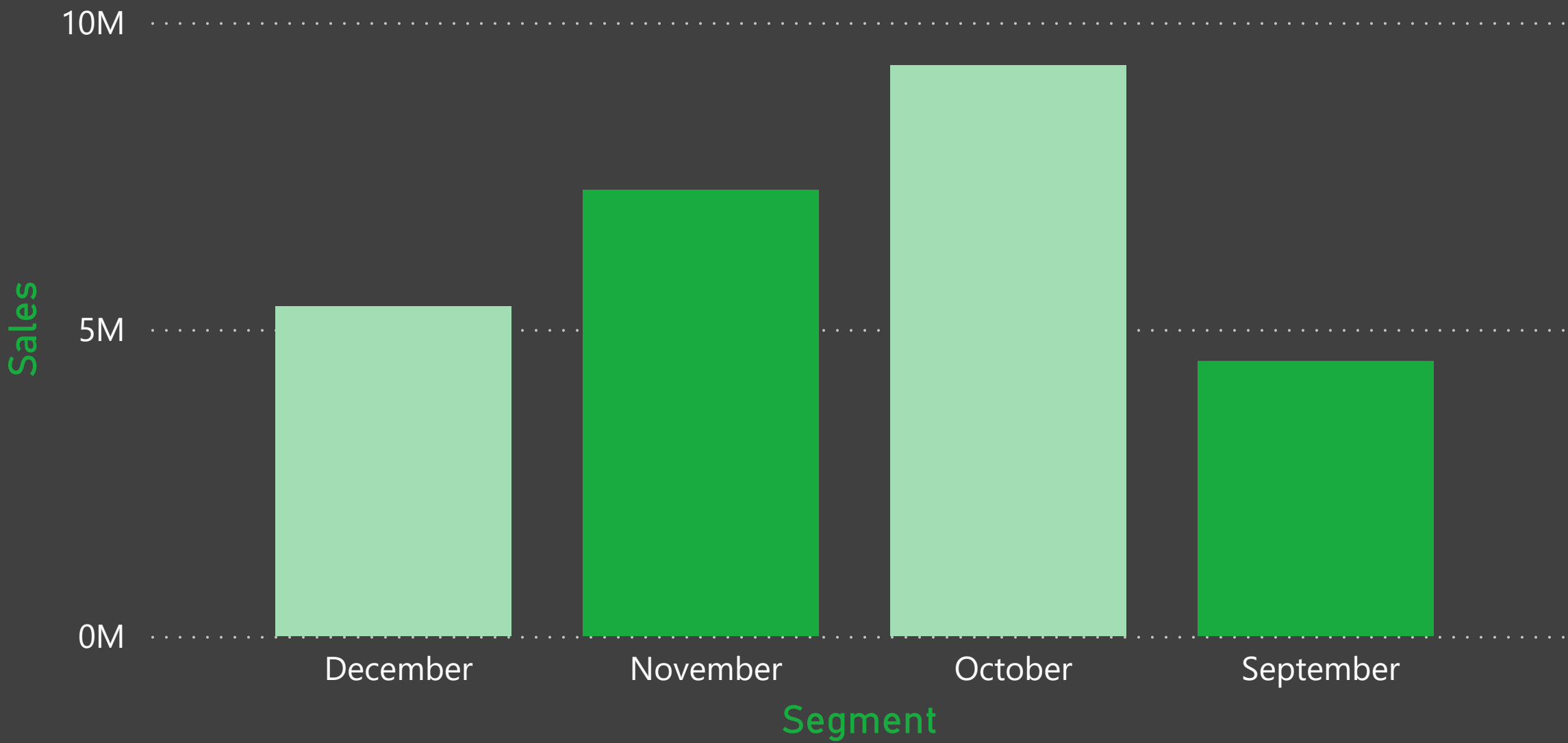
16.89M

Total Profit

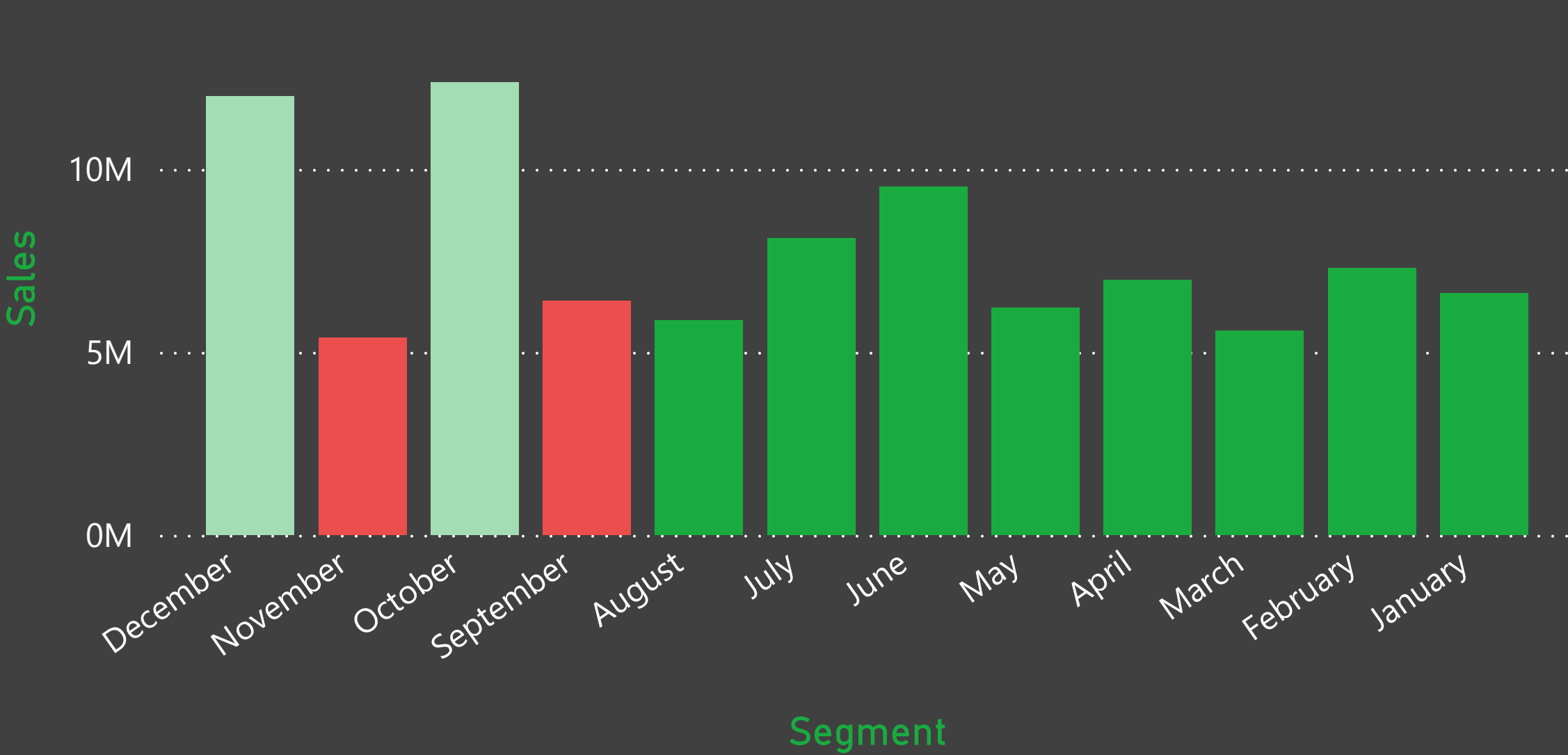
9.21M

Total Discounts

Total Sales 2013



Total Sales 2014



Comparative Analysis
2013 - 2014

26.42M

Total Sales (2013)

3.88M

Total Profit (2013)

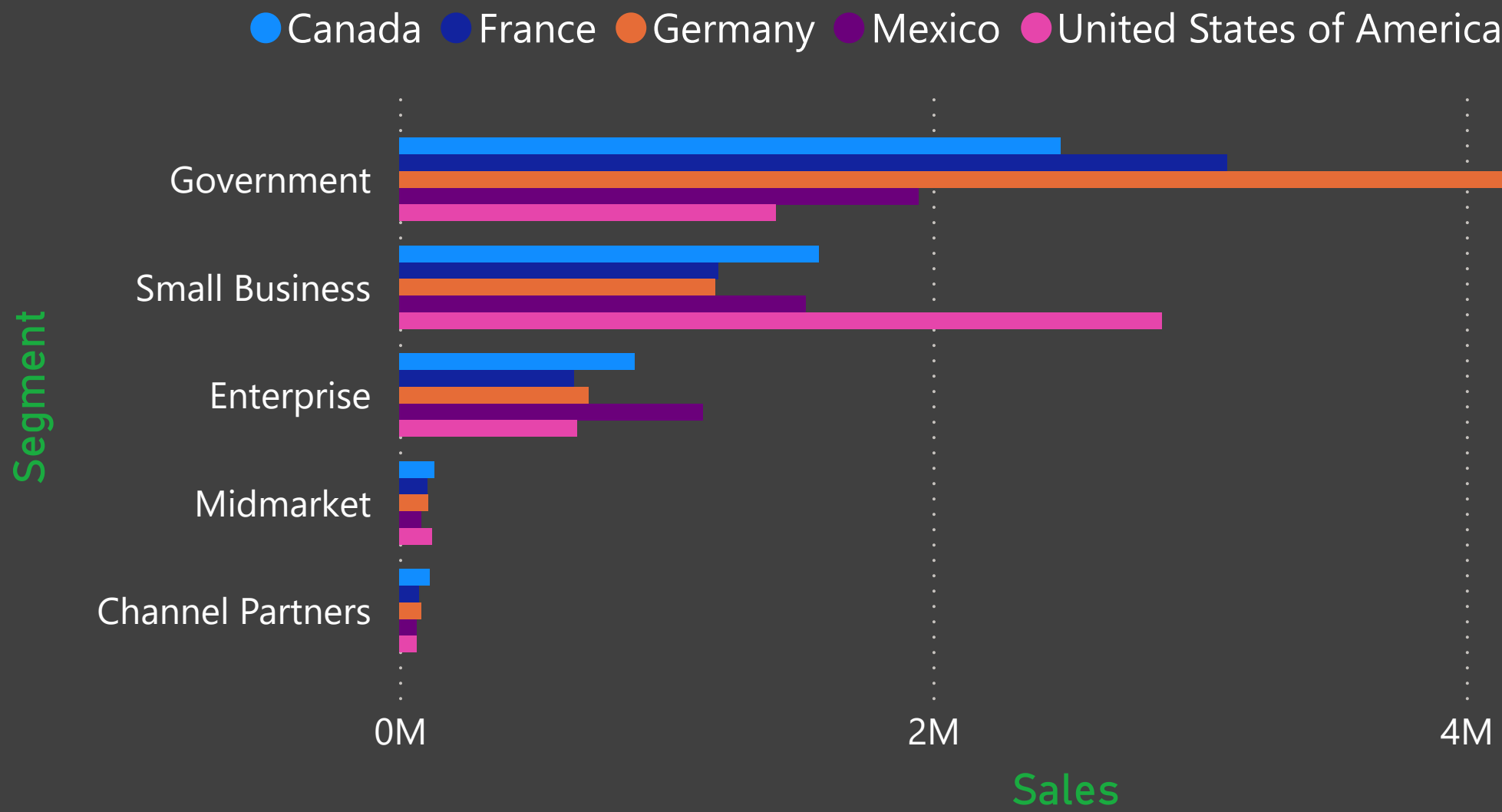
92.31M

Total Sales (2014)

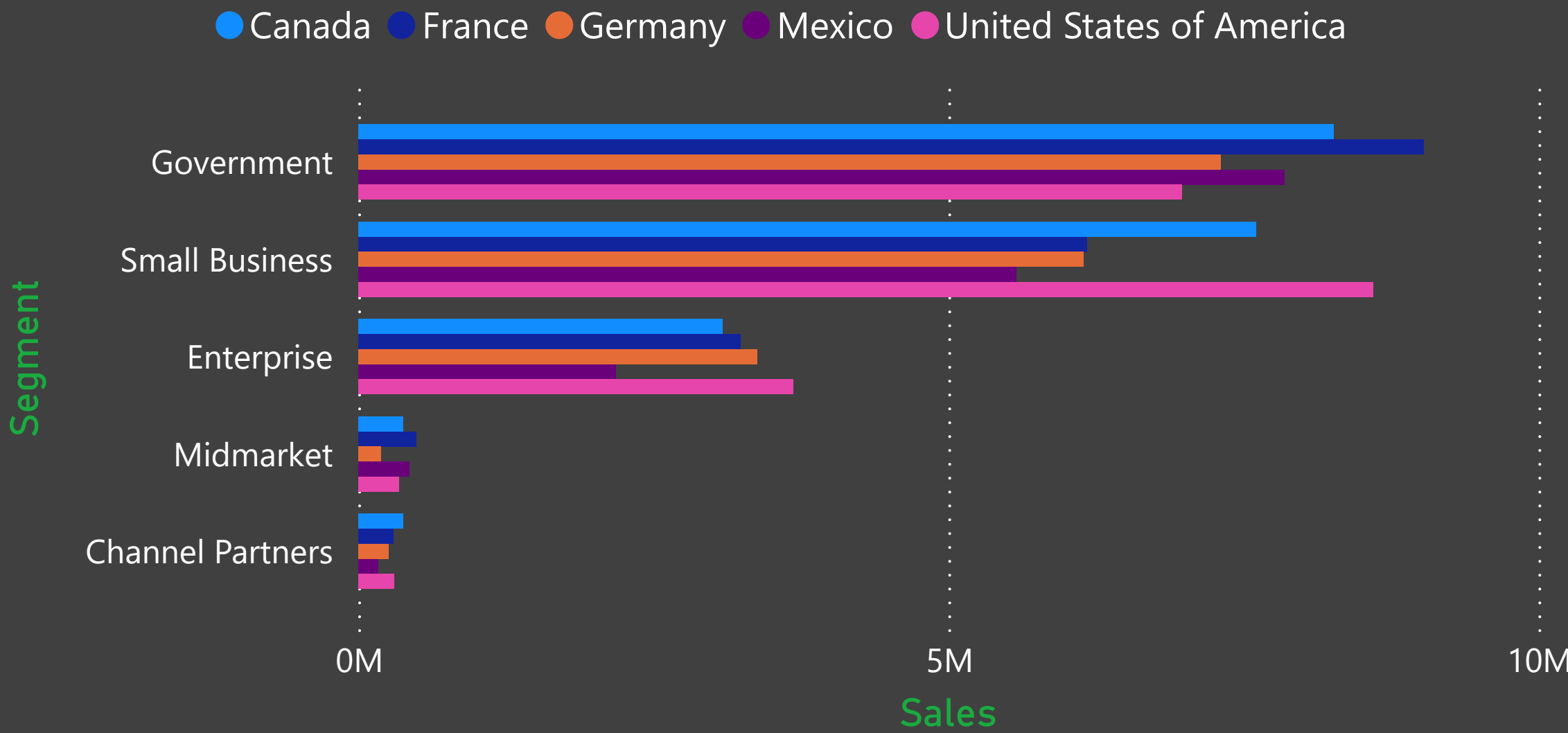
13.02M

Total Profit (2014)

Total Sales 2013



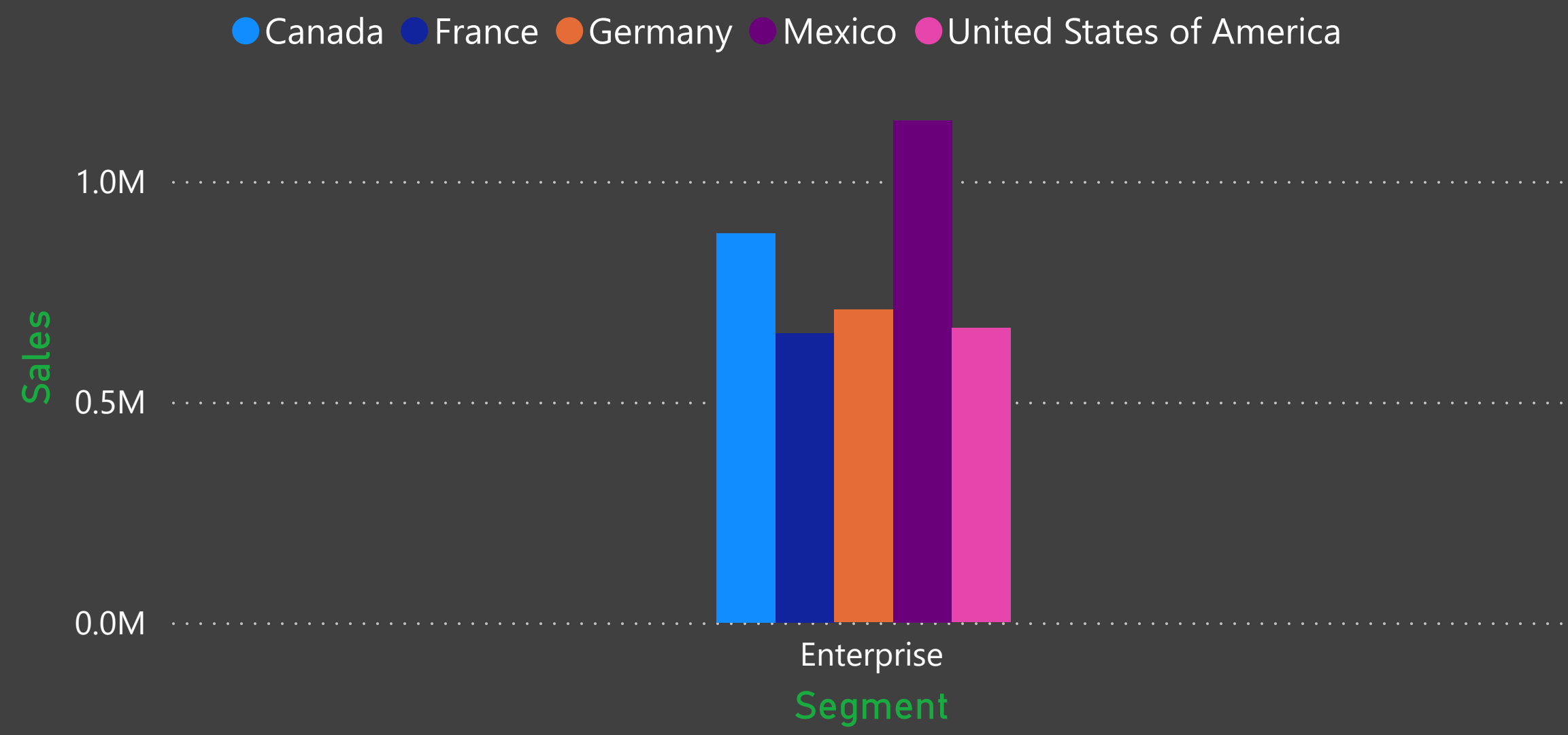
Total Sales 2014



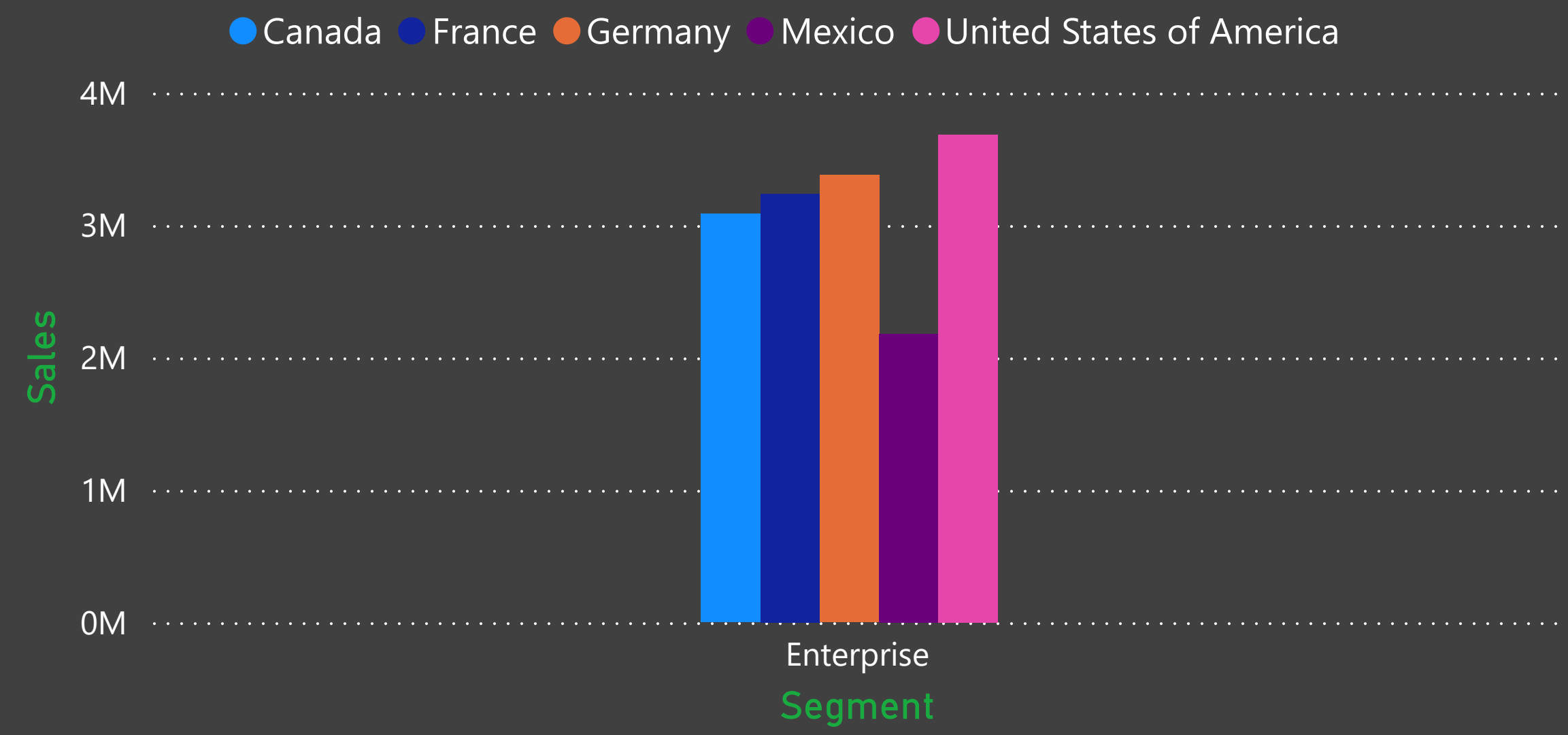
Risk and Mitigation
Strategies
2013 - 2014

19.61M	20.23M	-0.61M	1.46M
Enterprise Segment Sales	Enterprise Segment COGS	Enterprise Segment Profit	Enterprise Discounts

Total Sales 2013



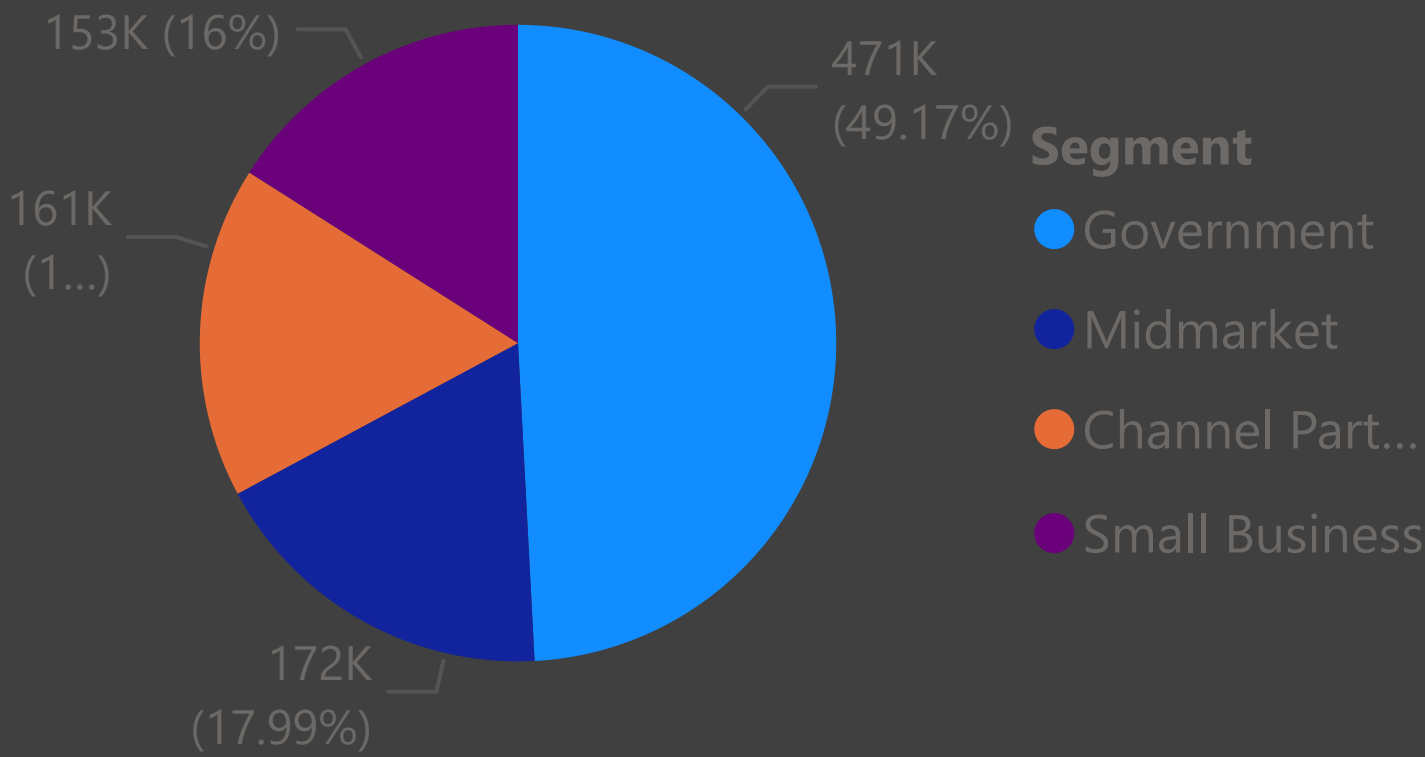
Total Sales 2014



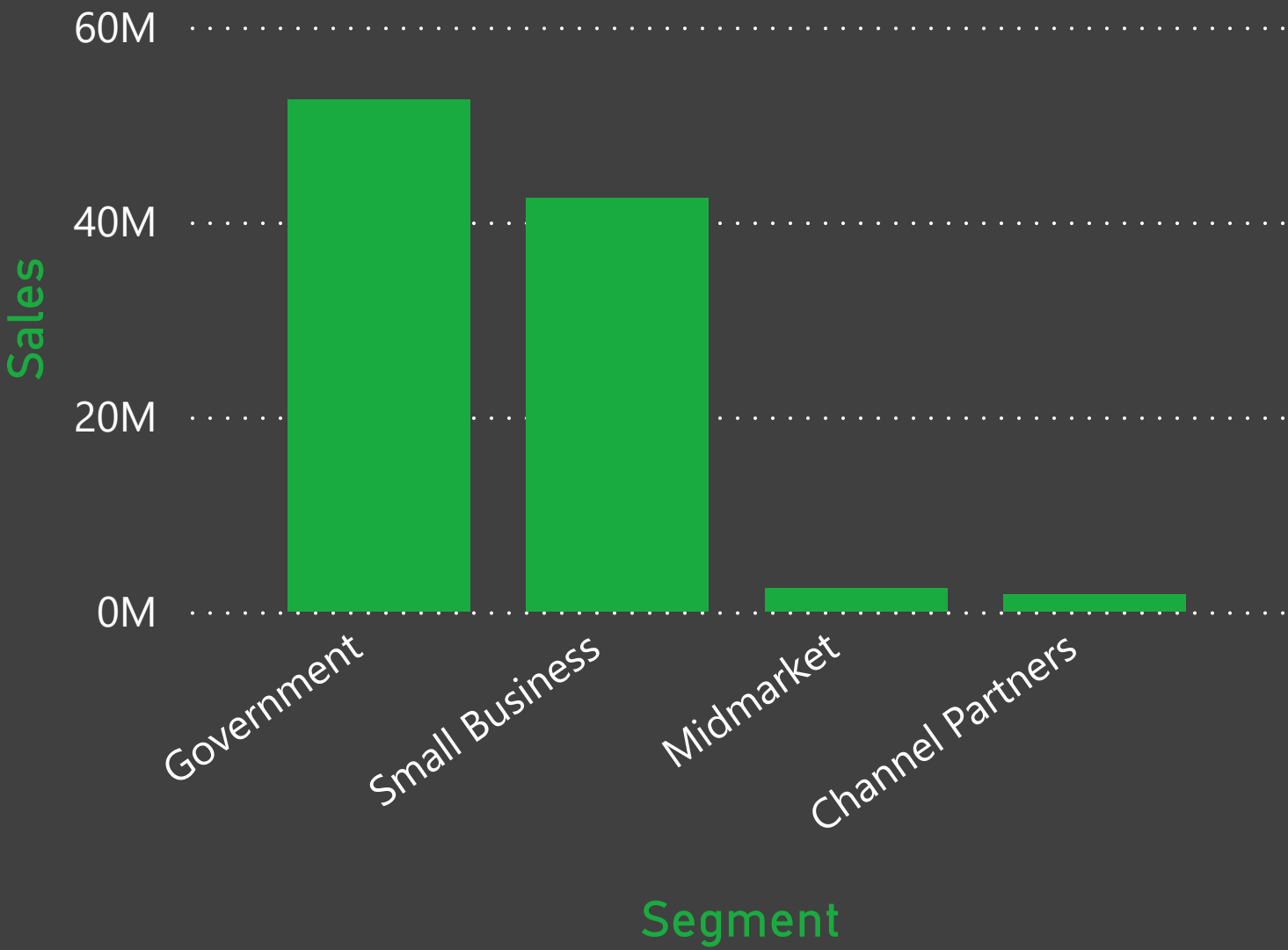
Recommendations for
Improvement -
Dispensing of Enterprise
Segment
2014 - 2015

(19,611,697.37) 16.51%	(168,555) 14.97%	(20,226,240) 19.86%	614,542.63 %3.51
99.11M	0.96M	81.61M	17.51M
Total Sales	Total Unit Sold	Total COGS	Sum of Profit

Total Sales by Country



Total Sales by Segment



Total COGS by Segment

