

FestMan Stores

Analysis Report

Key Performance Indicators

Sales | Current vs Prior Year

9,23,11,095✓
Last Year: 2,64,15,256 (+249.46%)

Orders | Current vs Prior Year

8,61,132✓
Last Year: 2,64,674 (+225.36%)

Profit | Current vs Prior Year

1,30,15,238✓
Last Year: 38,78,465 (+235.58%)

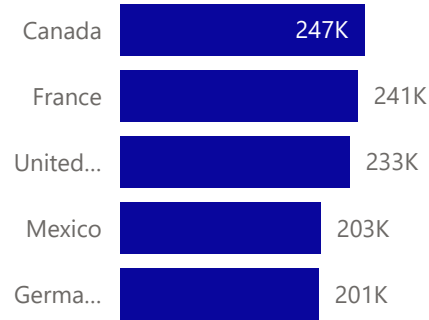
Profit Margin | Current vs Prior Year

14.1%!
Last Year: 14.7% (-3.97%)

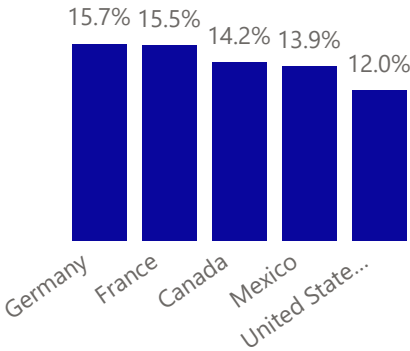
Discount| Current vs Prior Year

70,59,717•
Last Year: 21,45,531, 2,64,15,256

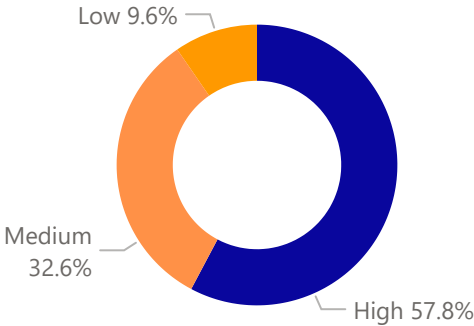
Orders by Country



Profit Margin by Country



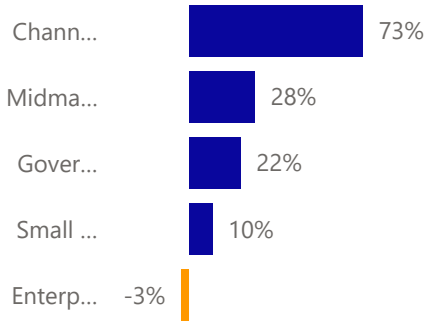
% Discount Offered by Discount band



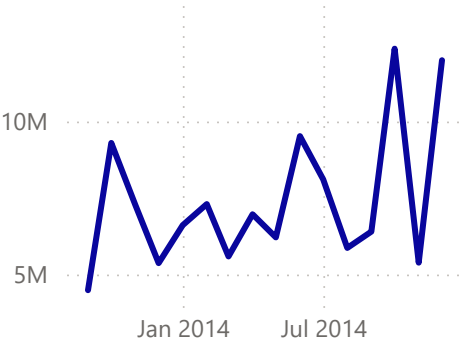
Profit Margin by Segment and Product

Segment	Profit margin
Small Business	9.77%
VTT	10.51%
Velo	6.73%
Paseo	10.71%
Montana	11.14%
Carretera	8.90%
Amarilla	8.86%
Midmarket	27.71%
VTT	27.33%
Velo	25.96%
Paseo	28.50%
Montana	28.90%
Carretera	27.90%
Amarilla	25.58%
Government	21.69%
VTT	22.35%
Velo	22.48%
Paseo	20.54%
Montana	20.30%
Total	14.23%

Profit Margin by Segment



Sales Analysis by Year and Month



Top 3 Products by sales

