# VistaMart FINANCIAL ANALYSIS REPORT

### **Key Performance Indicators**

Sales | current Vs prior year

9,23,11,095

Last Year: 2,64,15,256

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%!

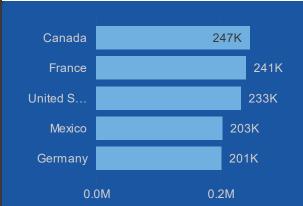
Last Year: 14.7% (-3.97%)

Discount | current Vs prior year

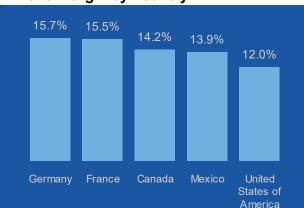
70,59,717~

Last Year: 21,45,531 (+229.04%)

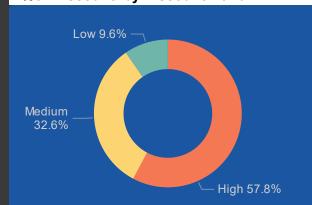
## Orders by Country







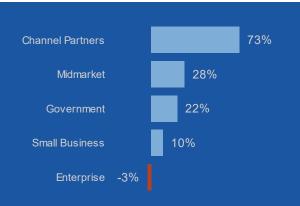
% of Discount by Discount Band



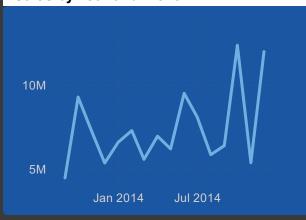
#### **Profit Margin By Products and Segment**

Segment	Profi	Profit Margine	
Small Business		8.92%	
VTT	<b>*</b>	10.16%	
Velo	•	5.08%	
Paseo	-	11.97%	
Montana	14	11.62%	
Carretera	*	15.57%	
Midmarket		27.78%	
VTT	*	29.10%	
Velo	14	24.24%	
Paseo	*	28.85%	
Carretera	14	25.09%	
Amarilla	*	24.73%	
Government		22.06%	
VTT	*	22.66%	
Velo	14	24.74%	
Paseo	*	19.04%	
Montana	- 1	25.27%	
Carretera	**	30.58%	
Amarilla	14	22.32%	
Enterprise		-4.78%	
∨⊤⊤ Total	**	12 04% <b>14.68</b> %	
	Small Business VTT Velo Paseo Montana Carretera Midmarket VTT Velo Paseo Carretera Amarilla Government VTT Velo Paseo Montana Carretera Amarilla Carretera Amarilla Carretera	Small Business  VTT  Velo  Paseo  Montana  Carretera  Midmarket  VTT  Velo  Paseo  Carretera  Amarilla  Government  VTT  Velo  Paseo  Carretera  Amarilla  Government  VTT  Velo  Paseo  Montana  Carretera  Amarilla  Carretera  Amarilla	

### Profit Margin by Segment



Sales by Year and Month



**Top 3 Products by Sales Amount** 

