

2014 Financial Report

\$92.31M

Total Sales

\$13.02M

Total Profit

14.10%

Average Profit Margin

861.13K

Total Units Sold

\$7.06M

Total Discounts

7.10%

Average Discount Percentage

Country

☐ Canada

☐ France

☐ Germany

☐ Mexico

Segment

☐ Channel Partners

☐ Enterprise

☐ Government

☐ Midmarket

☐ Small Business

Product

☐ Amarilla

☐ Carretera

☐ Montana

☐ Paseo

☐ Velo

☐ VTT

Discount Band

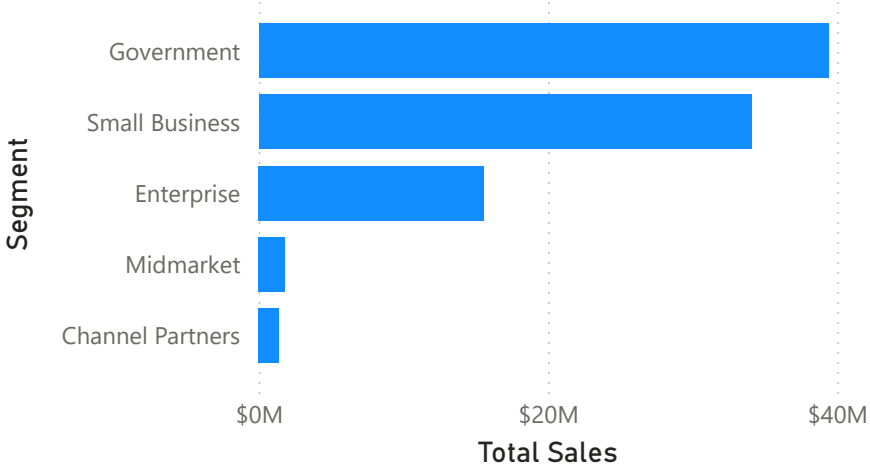
☐ High

☐ Low

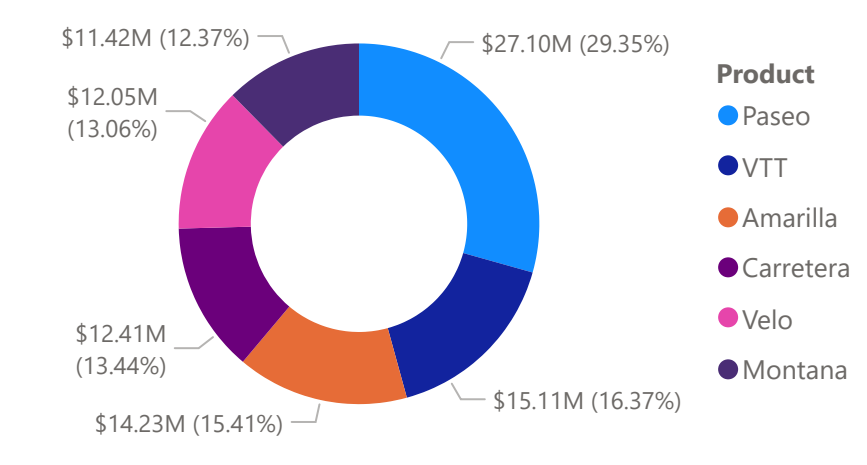
☐ Medium

☐ None

Total Sales by Segment



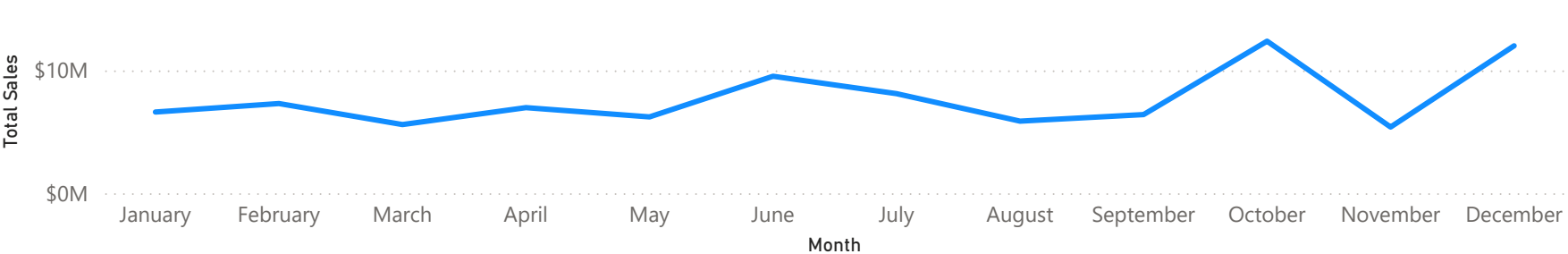
Total Sales by Product



Total Sales by Country

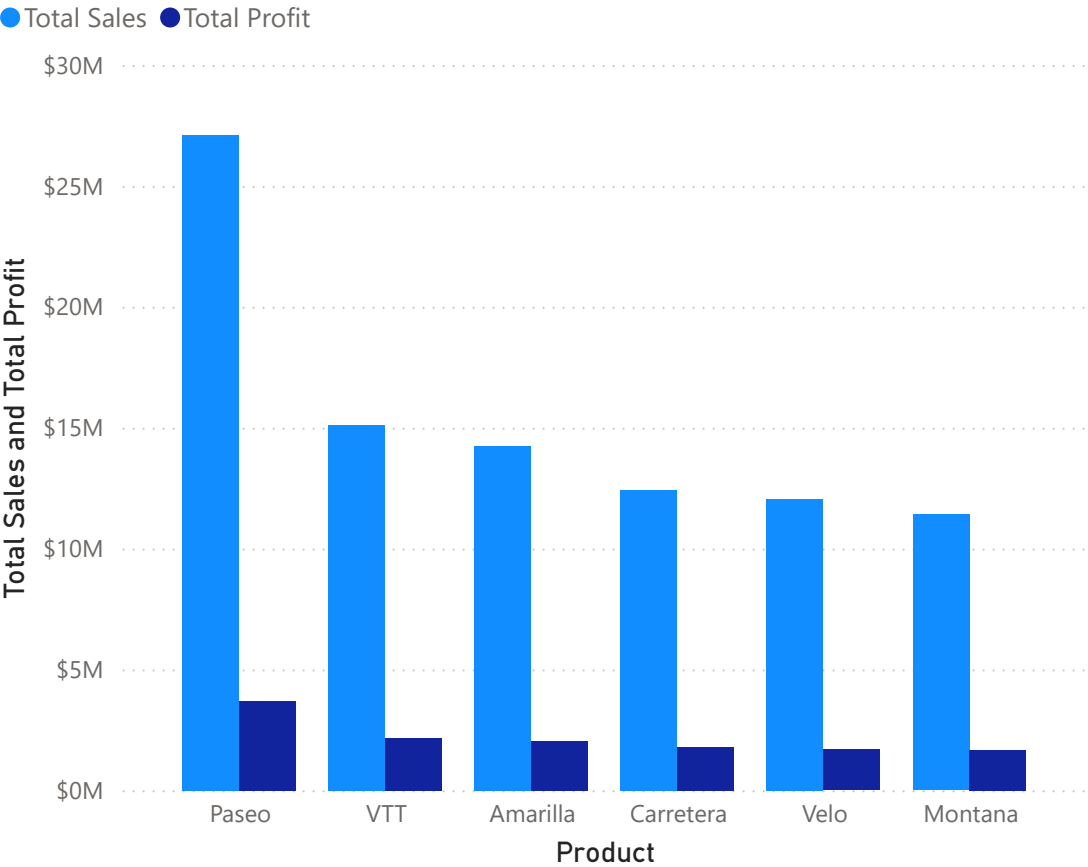


Total Sales by Month



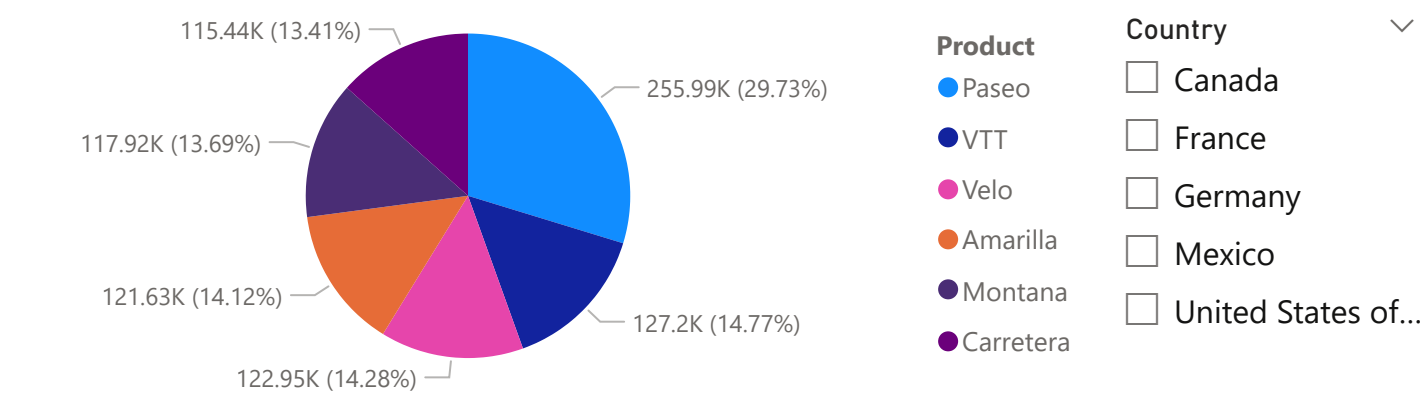
2014 Report - Product Analysis

Total Sales, Total Profit, Total Discounts and Total COGS by Product

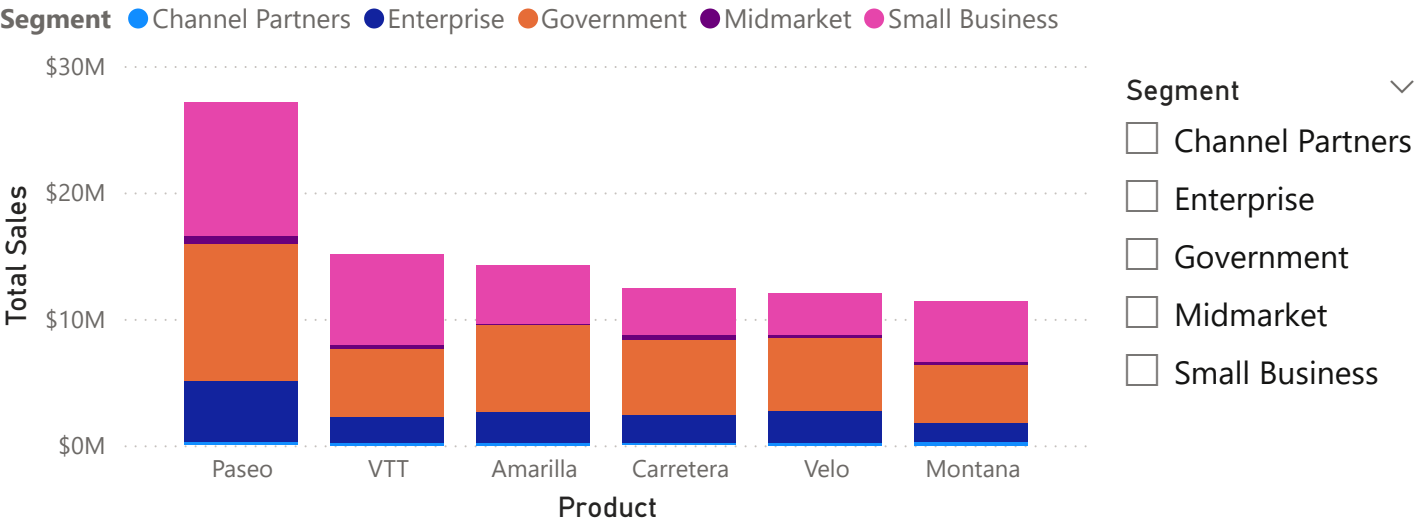


Product	Total Units Sold	Total Sales	Total Profit	Average Profit Margin	Average Sale Price	Average Manufacturing Price	Price Markup	Average Discount Percentage
Paseo	255,992.50	\$27,096,396.86	\$3,697,584.86	13.65%	\$116.75	\$10.00	1067.48%	7.09%
VTT	127,199.00	\$15,110,493.79	\$2,156,422.79	14.27%	\$126.05	\$250.00	-49.58%	6.38%
Velo	122,953.50	\$12,052,759.71	\$1,684,042.71	13.97%	\$101.94	\$120.00	-15.05%	7.42%
Amarilla	121,627.00	\$14,227,983.53	\$2,032,154.53	14.28%	\$134.69	\$260.00	-48.20%	7.18%
Montana	117,918.00	\$11,415,018.84	\$1,656,996.84	14.52%	\$107.69	\$5.00	2053.71%	7.47%
Carretera	115,442.00	\$12,408,442.03	\$1,788,036.03	14.41%	\$126.80	\$3.00	4126.67%	7.27%
Total	861,132.00	\$92,311,094.75	\$13,015,237.75	14.10%	\$118.43	\$96.42	22.83%	7.10%

Total Units Sold, Total Discounts and Total COGS by Product



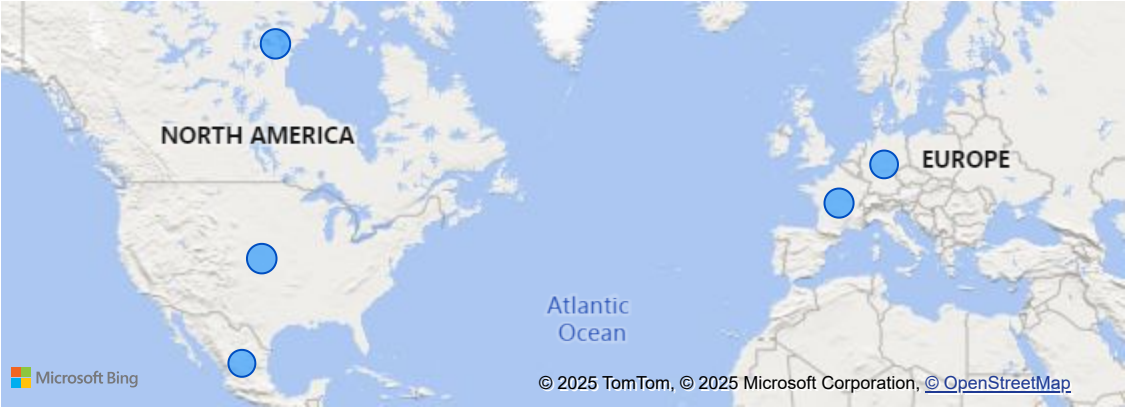
Total Sales, Total Discounts and Total COGS by Product and Segment



- Discount Band
- High
 - Low
 - Medium
 - None

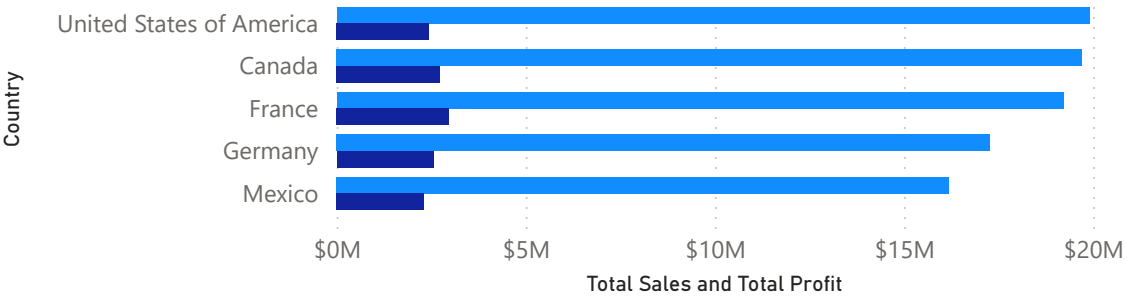
2014 Report - Regional Analysis

Total Sales, Total Profit, Total Units Sold, Average Profit Margin and Average Discount Percentage by Country



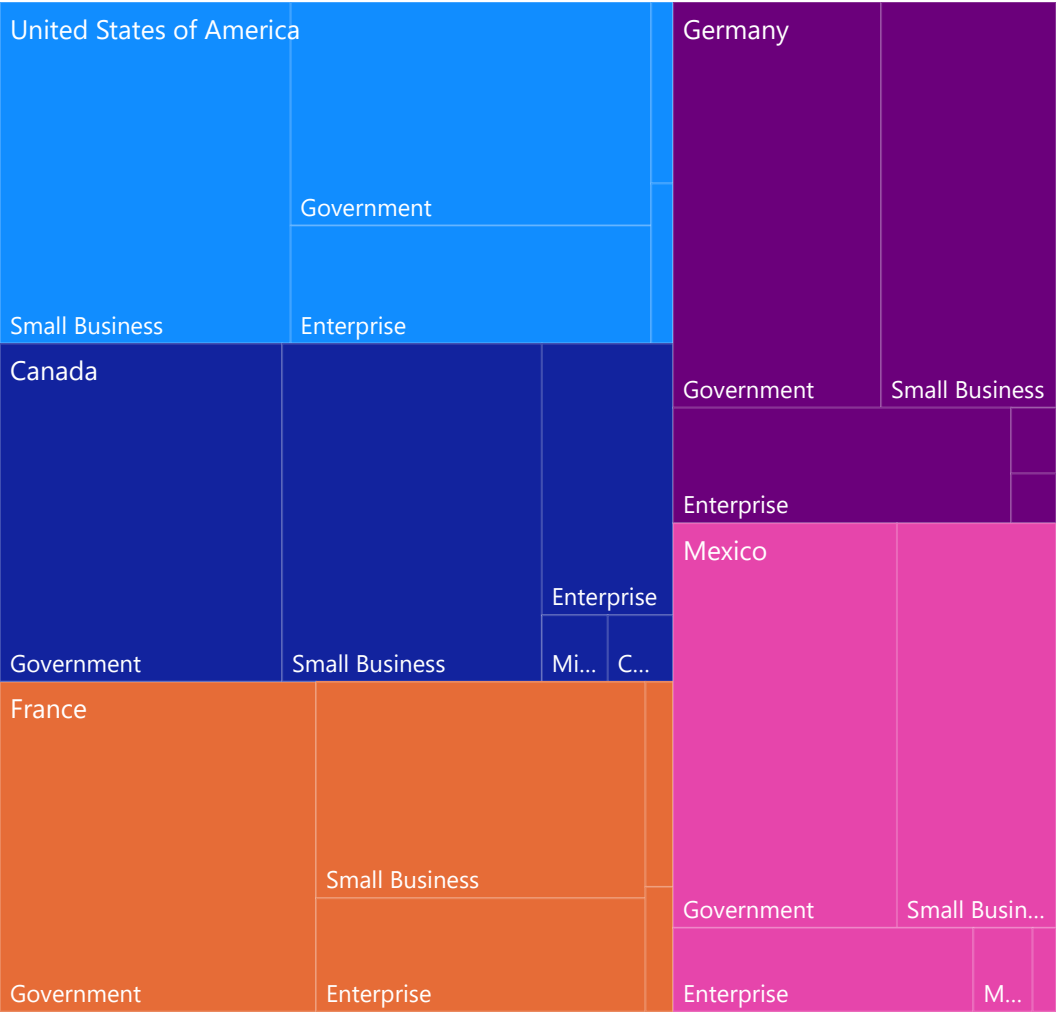
Total Sales and Total Profit by Country

● Total Sales ● Total Profit



Country	Total Sales	Total Profit	Average Profit Margin	Total Units Sold	Total Discounts	Average Discount Percentage	Sales Contribution %
France	\$19,221,377.11	\$2,969,688.61	15.45%	189,605.00	\$1,279,414.39	6.24%	20.82%
United States of America	\$19,905,415.34	\$2,442,969.84	12.27%	185,147.50	\$1,720,590.67	7.96%	21.56%
Canada	\$19,711,766.10	\$2,725,557.11	13.83%	185,137.50	\$1,665,011.40	7.79%	21.35%
Mexico	\$16,194,930.85	\$2,314,852.85	14.29%	154,020.00	\$1,381,103.15	7.86%	17.54%
Germany	\$17,277,605.35	\$2,562,169.35	14.83%	147,222.00	\$1,013,597.15	5.54%	18.72%
Total	\$92,311,094.75	\$13,015,237.75	14.10%	861,132.00	\$7,059,716.75	7.10%	100.00%

Total Sales and Average Profit Margin by Country and Segment

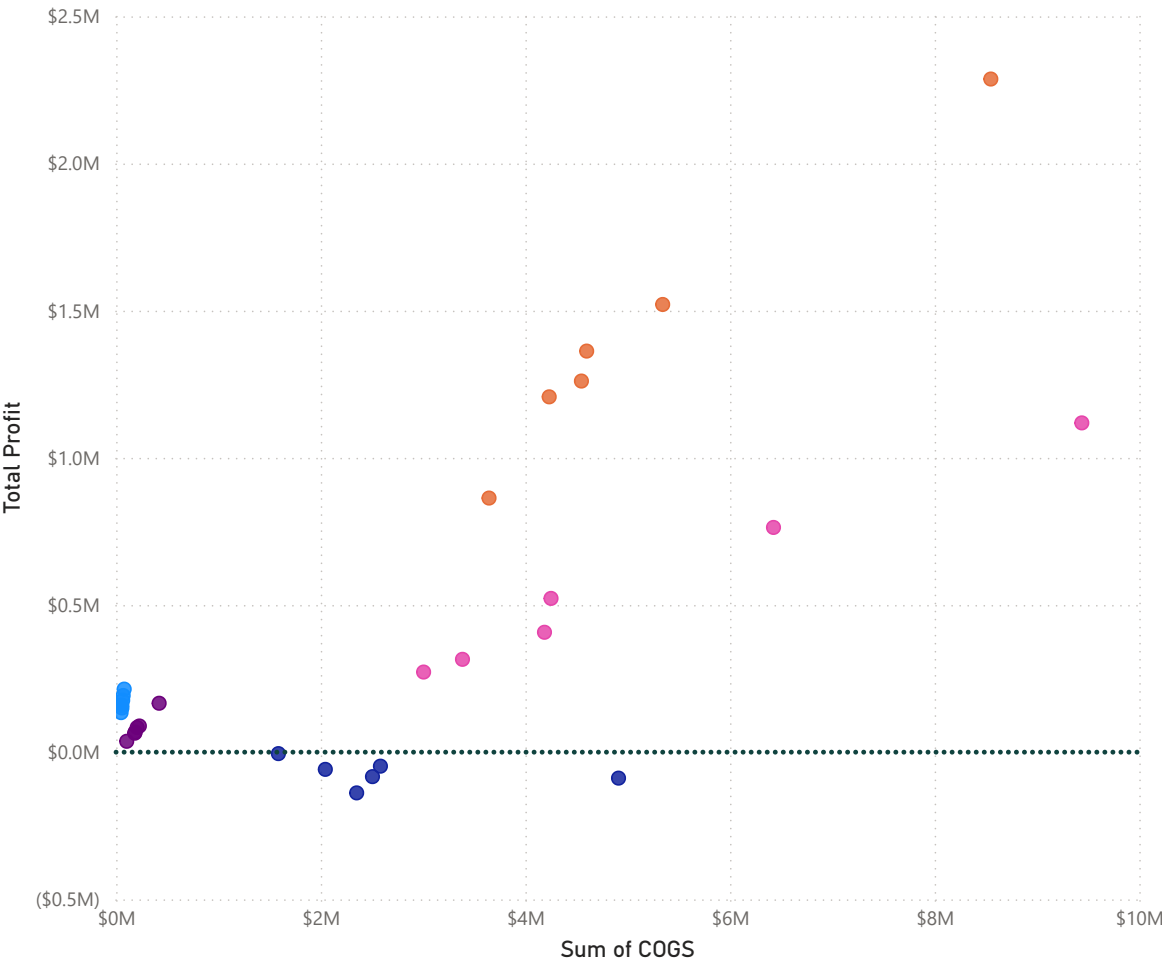


- Product
- ☐ Amarilla
- ☐ Carretera
- ☐ Montana
- ☐ Paseo
- ☐ Velo
- ☐ VTT
- Segment
- ☐ Channel Partners
- ☐ Enterprise
- ☐ Government
- ☐ Midmarket
- ☐ Small Business
- Discount Band
- ☐ High
- ☐ Low
- ☐ Medium
- ☐ None

2014 Report - Segment Analysis

Sum of COGS, Total Profit and Gross Profit Margin by Product and Segment

Segment Channel Partners Enterprise Government Midmarket Small Business

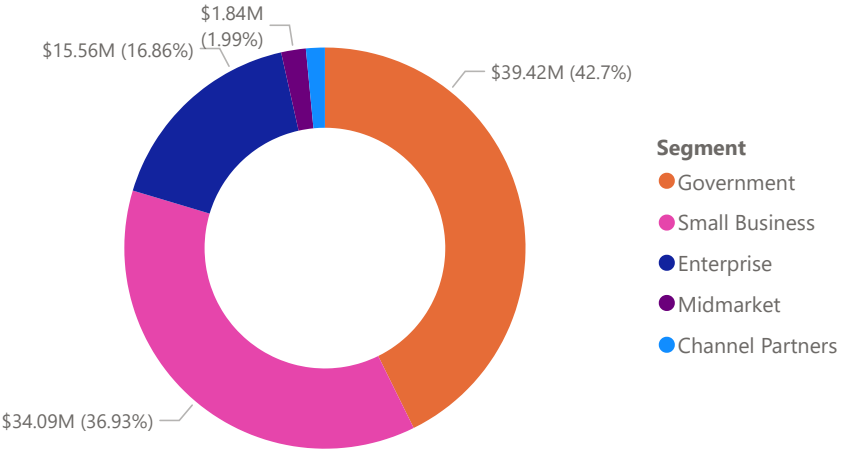


- Country
- ☐ Canada
- ☐ France
- ☐ Germany
- ☐ Mexico
- ☐ United States of America
- Product
- ☐ Amarilla
- ☐ Carretera
- ☐ Montana
- ☐ Paseo
- ☐ Velo
- ☐ VTT
- Segment
- ☐ Channel Partners
- ☐ Enterprise
- ☐ Government
- ☐ Midmarket
- ☐ Small Business

14.10%

Average Profit Margin

Total Sales by Segment



2014 Report - Discount

Country

Canada

France

Germany

Product

Amarilla

Carretera

Montana

Segment

Channel Partners

Enterprise

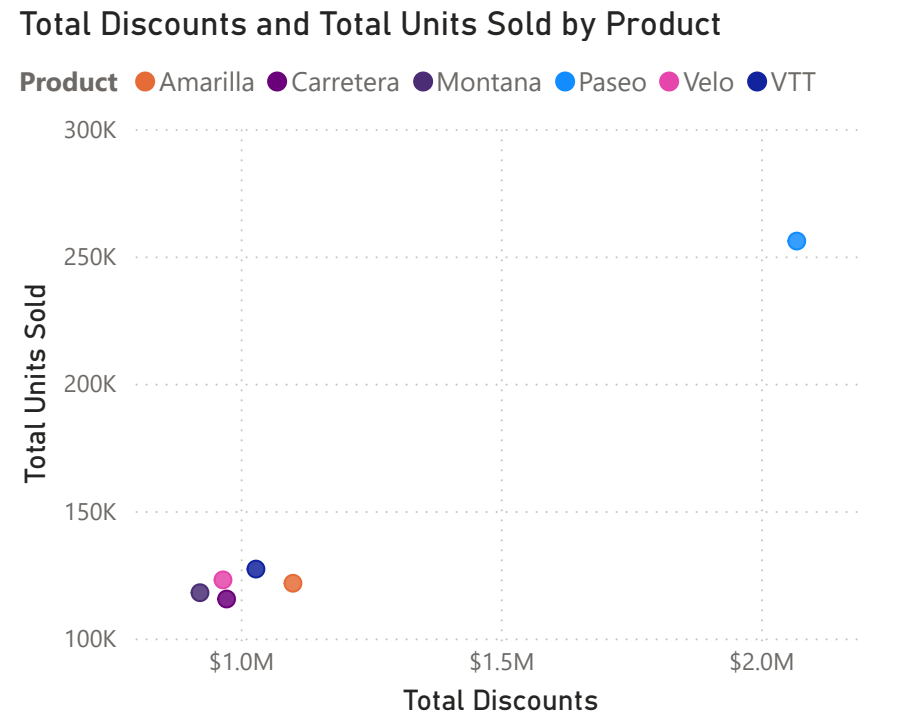
Government

Discount Band

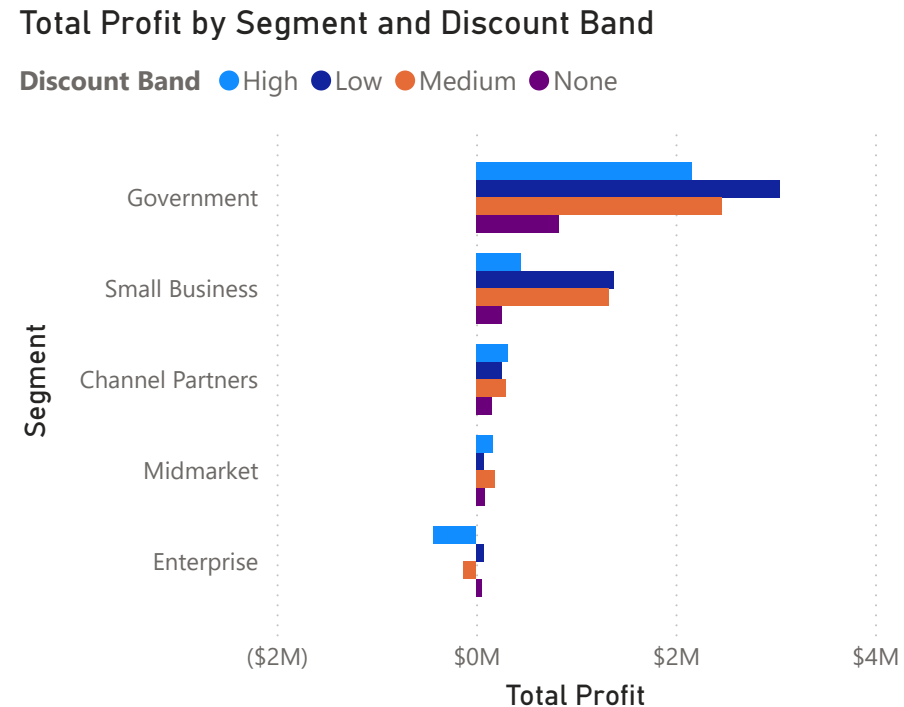
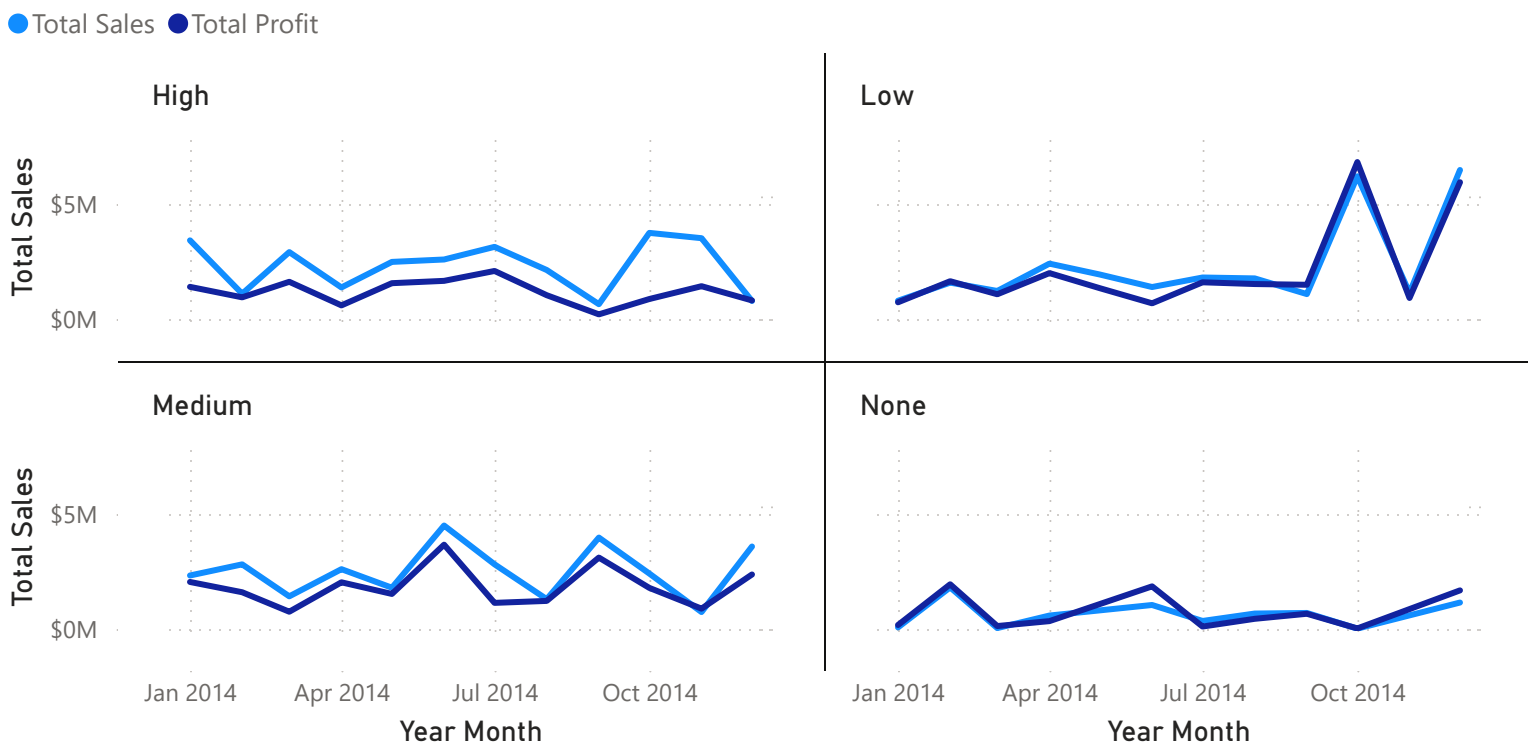
High

Low

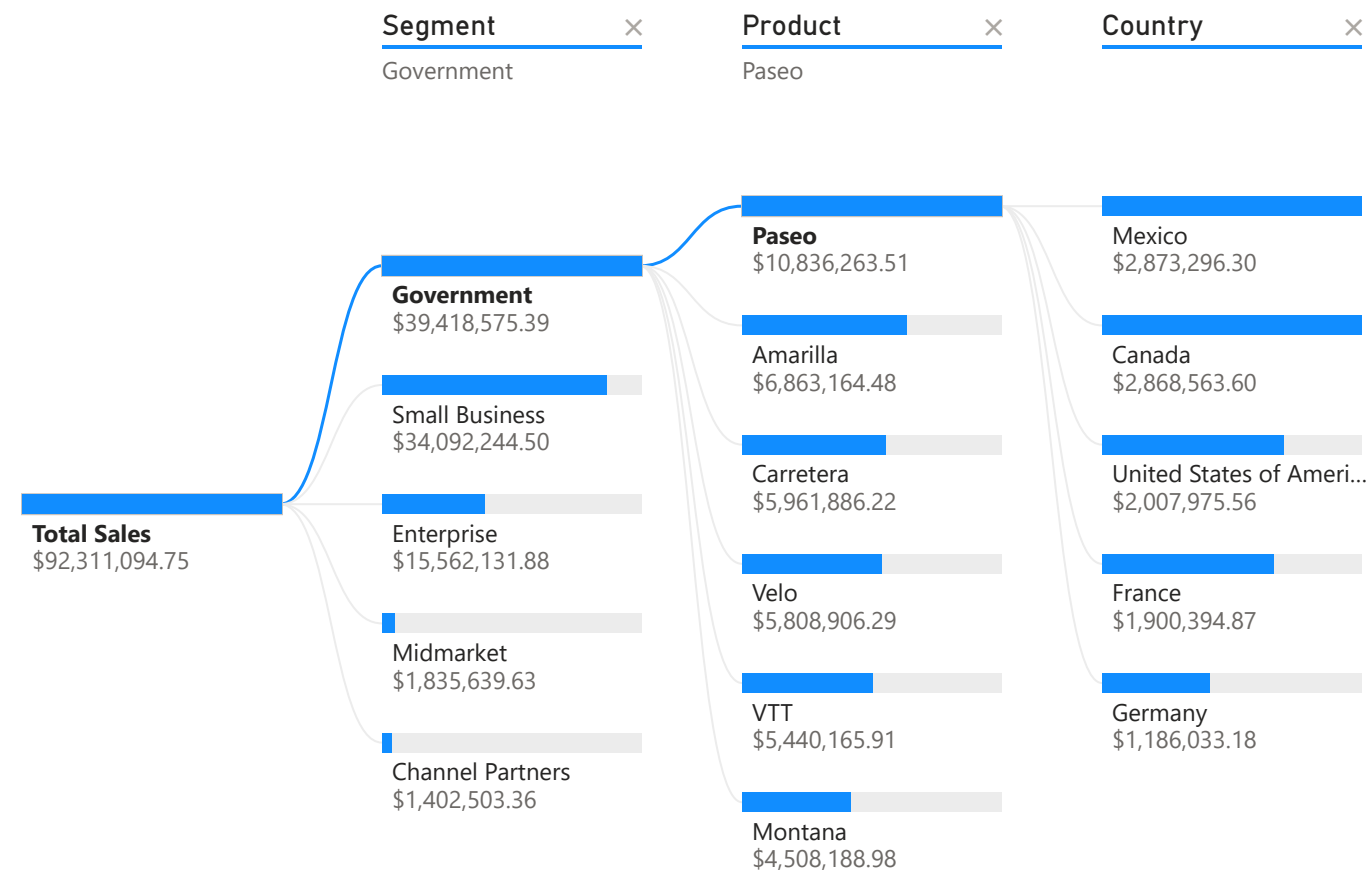
Medium



Total Sales and Total Profit by Year, Month and Discount Band



2014 Report - Trends



- Country

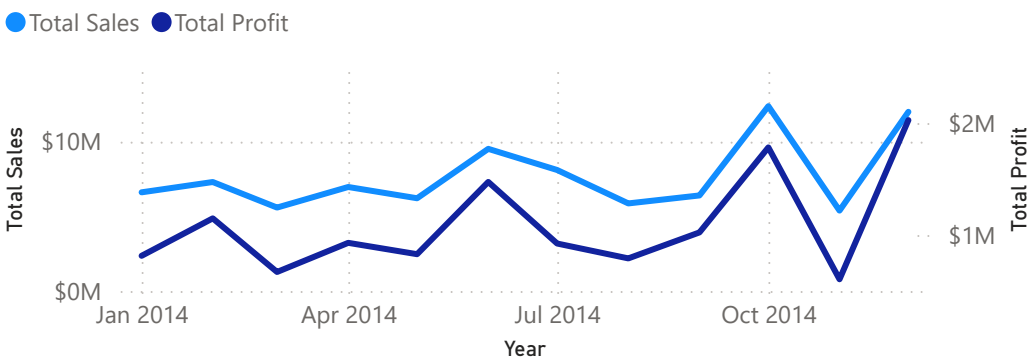
 - ☐ Canada
 - ☐ France
 - ☐ Germany
 - ☐ Mexico
- Segment

 - ☐ Channel Partners
 - ☐ Enterprise
 - ☐ Government
 - ☐ Midmarket
- Product

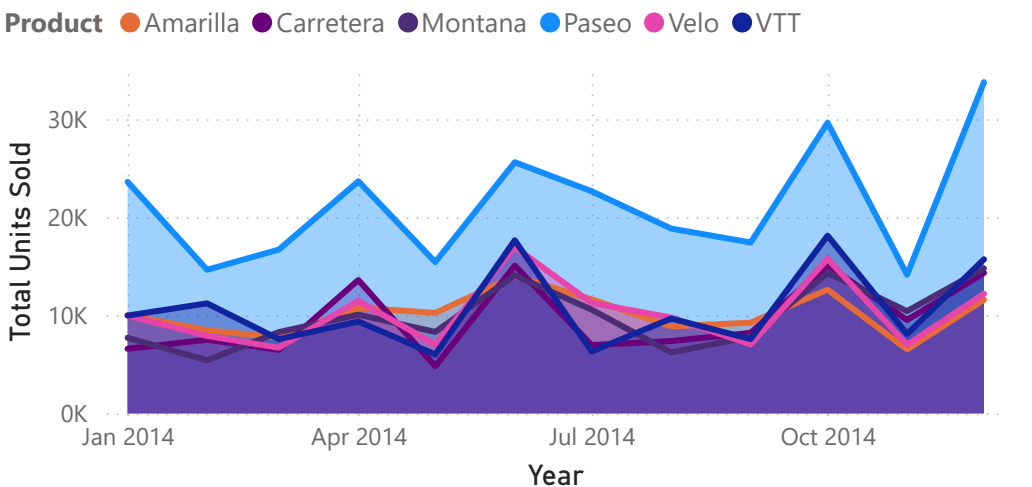
 - ☐ Amarilla
 - ☐ Carretera
 - ☐ Montana
 - ☐ Paseo
- Discount Band

 - ☐ High
 - ☐ Low
 - ☐ Medium
 - ☐ None

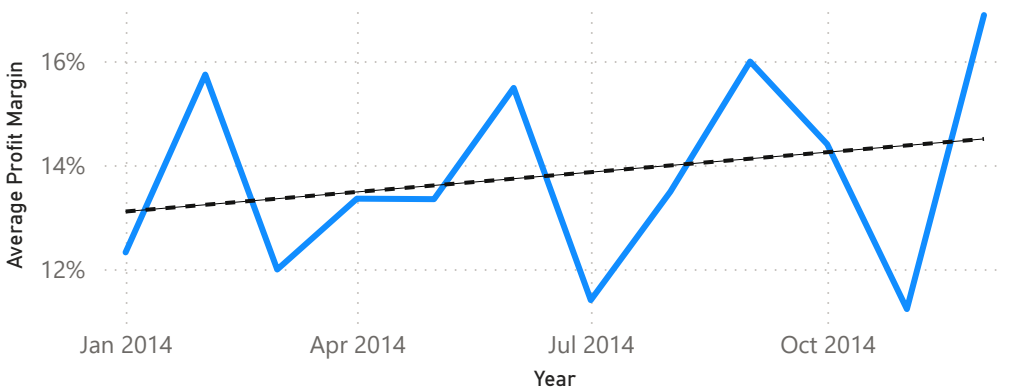
Total Sales and Total Profit by Year and Month



Total Units Sold by Year, Month and Product



Average Profit Margin by Year and Month



Key Insights

- **Revenue Drivers:** Government and Small Business segments, along with Paseo and Carretera products, drive the majority of sales, particularly in the United States and Canada.
- **Profitability Challenges:** High discounts in Mexico and Small Business segments and negative profits in Enterprise highlight areas for optimization.
- **Seasonal Trends:** Sales peak in June and December 2014, with Paseo and Amarilla showing strong seasonal performance.
- **Product Strategy:** Paseo and Carretera are top performers, while Velo and VTT underperform, suggesting a need for reevaluation.
- **Regional Opportunities:** Focus on United States and Canada for growth, optimize discounts in Mexico, and address low profitability in France and Germany.

Actionable Recommendations

- **Optimize Discounts:** Reduce high discounts in Mexico and Small Business segments to improve profit margins without sacrificing volume.
- **Focus on High Performers:** Prioritize marketing and inventory for Paseo and Carretera, especially in the United States and Canada.
- **Address Underperformers:** Evaluate Velo and VTT for repositioning or discontinuation due to low sales and profitability.
- **Regional Strategies:** Target France and Germany with lower discounts and focus on high-margin segments like Government.
- **Seasonal Planning:** Capitalize on June and December peaks with targeted campaigns for Paseo and Amarilla.