

# Executive Summary

CY 2012

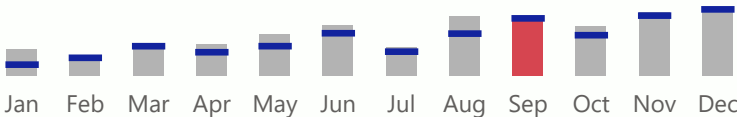
- Sales
- Profit
- Margin
- Order
- Customer

Total Sales

\$2.68M

\$418k | 18.50%

Total Sales

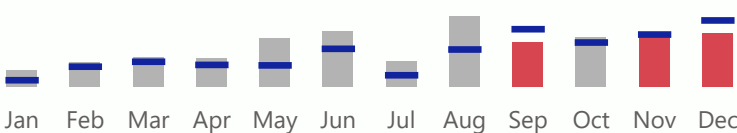


Total Profit

\$307.42K

\$58k | 23.49%

Total Profit

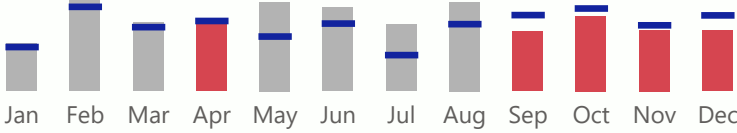


Profit Margin

11.48%

0.46%

Profit Margin



Order

5K

903 | 20.34%

Order

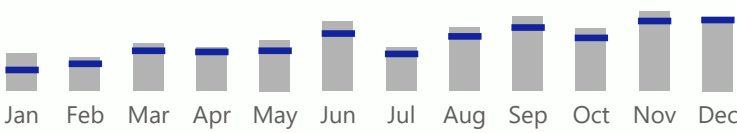


Customer

795

0 | 0.00%

Customer



## Margin Comparison for CY 2012 vs Previous Year

Metric Selection

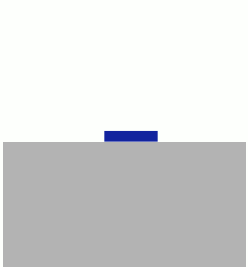
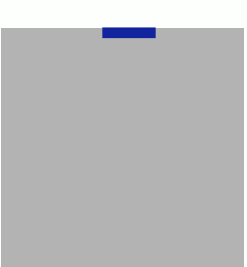
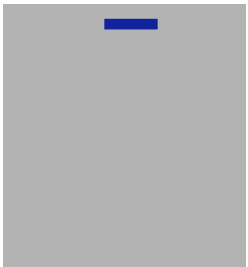
0.20

0.15

0.10

0.05

0.00



## Margin Comparison for CY 2012 vs Previous Year

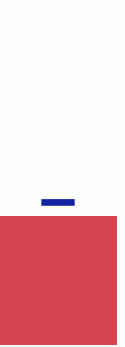
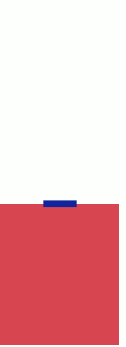
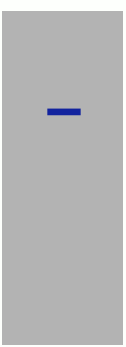
Metric Selection

0.3

0.2

0.1

0.0



See Details



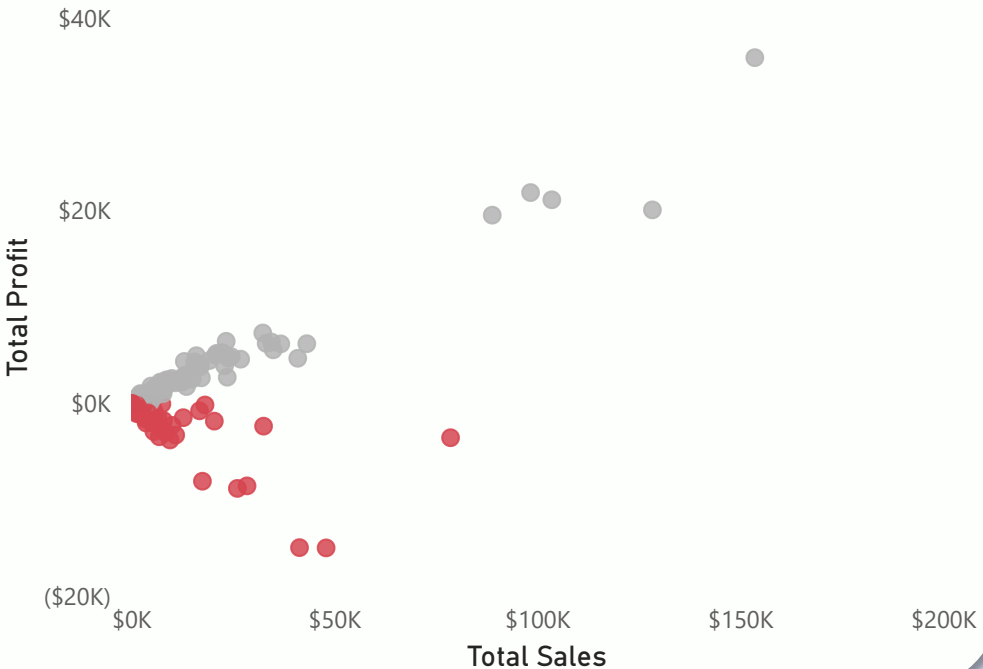
# Filtered Metric: for LATAM

- Top
- Bottom

10



Total Sales and Total Profit by Country\_State



Bottom 10 State by Sales

region	Total Sales	Total Sales PY	Growth_Sales	Total Profit	Total Profit PY	Growth_Profit	Profit Margin	Profit Margin PY	Growth_Margin
⊕ South	\$617,225.00	\$405,590.00	\$211,635.00	\$28,090.52	\$15,339.97	\$12,750.55	4.55%	3.78%	0.77%
⊕ North	\$622,620.00	\$427,126.00	\$195,494.00	\$102,818.10	\$71,487.28	\$31,330.82	16.51%	16.74%	-0.22%
⊖ Central	\$600,561.00	\$406,495.00	\$194,066.00	\$56,163.55	\$39,442.73	\$16,720.82	9.35%	9.70%	-0.35%
⊕ El Salvador	\$177,565.00	\$122,383.00	\$55,182.00	\$42,023.24	\$28,115.23	\$13,908.01	23.67%	22.97%	0.69%
⊕ Nicaragua	\$149,694.00	\$103,018.00	\$46,676.00	\$33,401.44	\$22,772.67	\$10,628.78	22.31%	22.11%	0.21%
⊕ Guatemala	\$131,609.00	\$86,054.00	\$45,555.00	\$27,944.69	\$18,894.38	\$9,050.31	21.23%	21.96%	-0.72%
⊕ Honduras	\$90,137.00	\$64,870.00	\$25,267.00	(\$29,482.37)	(\$20,264.31)	(\$9,218.06)	-32.71%	-31.24%	-1.47%
⊖ Panama	\$51,556.00	\$30,170.00	\$21,386.00	(\$17,723.45)	(\$10,075.24)	(\$7,648.21)	-34.38%	-33.39%	-0.98%
Panama	\$41,504.00	\$24,776.00	\$16,728.00	(\$14,978.50)	(\$8,968.21)	(\$6,010.29)	-36.09%	-36.20%	0.11%
Total	\$2,164,687.00	\$1,457,996.00	\$706,691.00	\$221,643.49	\$148,308.69	\$73,334.80	10.24%	10.17%	0.07%