Regional Units Finance Analysis Report

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Key Performance Indicators

Sales | Current vs Prior Year

9,23,11,095~

Last Year: 2,64,15,256 (+249.46%)

Profit | Current vs. Prior Year

1,30,15,238

Last Year: 38,78,465 (+235.58%)

Discount | Current vs. Prior Year

70,59,717~

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

Orders | Current vs. Prior Year

8,61,132~

Last Year: 2,64,674 (+225.36%)

Profit Margin | Current vs. Prior

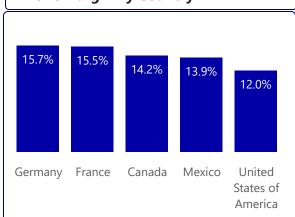
"14.1%!

Last Year: 14.7% (-3.97%)

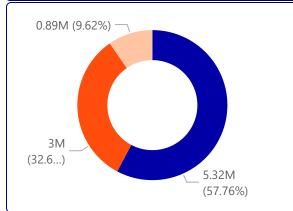
Orders By Country



Profit Margin By Country



% of Discount offered by Discount Band



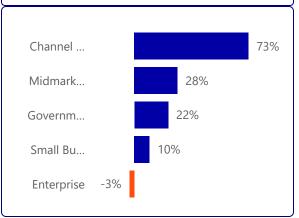
Profit Margin by Segment and Product

		Segment	Profit Margin	
	⊟	Channel Partners		73.13%
		Carretera	Po	73.68%
		Montana	Po	73.50%
		Velo	Po	73.40%
		VTT		73.05%
		Paseo	Po	73.01%
		Amarilla	Po	72.43%
	⊟	Midmarket		27.71%
J		Montana	Po	28.90%
\bigcap		Paseo	Po	28.50%
↲		Carretera		27.90%
		VTT	Po	27.33%
		Velo		25.96%
		Amarilla	Po	25.58%
	⊟	Government		21.69%
		Carretera	Po	23.01%
		Velo		22.48%
		VTT	Po	22.35%
		Amarilla		22.21%
		Paseo	Po	20.54%

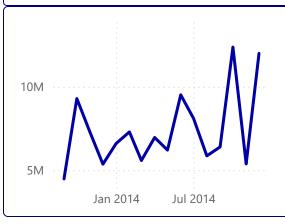
14.23%

Total

Profit Margin by segments



Sales Amount by year and month



Top 3 Products By Sales



Year	Discount Offered	Discount Offered I	LY Y	ear l	Profit Margin	Profit Margin LY
2013	21,45,531.49		í	2013	14.68%	
2014	70,59,716.75	21,45,531.4	49 2	2014	14.10%	14.68%
Total	92,05,248.24	21,45,531.4	49 1	Total	14.23%	14.68%
Year	Sales amount	Sales Amount LY		Year	Profit _	Profit LY
2012			_			
2013	2,64,15,255.51			2013	38,78,464.5	51
2013	2,64,15,255.51 9,23,11,094.75	2,64,15,255.51		20132014	38,78,464.5 1,30,15,237.7	
		2,64,15,255.51 2,64,15,255.51				75 38,78,464.5

Year	Orders	Order LY
2013	2,64,674	
2014	8,61,132	2,64,674

Total 11,25,806 2,64,674

Product	Sales amount	Top 3 prodyct by sales ▼	Top Highlights
Paseo	3,30,11,143.95	3,30,11,143.95	1
VTT	2,05,11,921.02	2,05,11,921.02	1
Velo	1,82,50,059.47	1,82,50,059.47	1
Amarilla	1,77,47,116.06		0
Carretera	1,38,15,307.89		0
Montana	1,53,90,801.88		0
Total	11.87.26.350.26	7.17.73.124.44	1