**Overview of the Sales Report (2013 and 2014)**

This report shows the financial performance of different business segments for the years 2013 and 2014, focusing on sales, profit, units sold, and discounts.

**Overall Performance:**

• Total Units Sold (2013 & 2014): 1.1 million

• Total Sales (2013 & 2014): $118.7 million

• Total Profit (2013 & 2014): $16.89 million

• Total Discounts Given: $9.2M

### Yearly Breakdown

| **Year** | **Units Sold** | **Sales** | **Profit** |
| --- | --- | --- | --- |
| **2013** | 264,674 | $26.4M | $3,878,464 |
| **2014** | 861,132 | $92.3M | $13,015,237 |

**Segment Analysis:**

| **Segment** | **Sales** | **Profit** | **Discounts** |
| --- | --- | --- | --- |
| **Government** | $52,504,260 | $11,388,173 | $3,898,805 |
| **Small Business** | $42,427,918 | $4,143,168 | $3,513,781 |
| **Enterprise** | $1,961,194 | -$614,545 | $1,457,305 |
| **Mid-Market** | $2,381,883 | $660,103 | $200,786 |
| **Channel Partner** | $1,800,593 | $1,316,803 | $134,568 |

**Product Performance**

| **Product** | **Sales** | **Profit Margin** |
| --- | --- | --- |
| **PASEO** | $33,011,143 | 28.4% |
| **VTT** | $20,511,921 | 17.96% |
| **AMARILLA** | $17,747,116 | 16.66% |
| **MONTANA** | $15,390,801 | 12.52% |
| **CARRETERA** | $13,815,308 | 10.81% |
| **VELO** | $1,8250,059 | 13.65% |

**Summary**

The data shows that sales and profit increased from 2013 to 2014, especially in the Government and Small Business segments. The number of units sold also grew a lot in 2014. However, the Enterprise segment lost money, indicating a need for improvements in that area.