

## FINANCIAL PERFORMANCE DASHBOARD FY 2013–2014

Total Revenue  
**\$11,87,26,350**

Total Net Profit  
**\$24,95,343**

Total Op Exp  
**\$1,79,37,909**

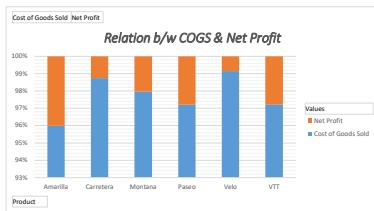
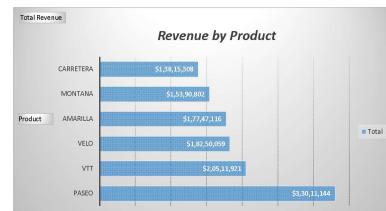
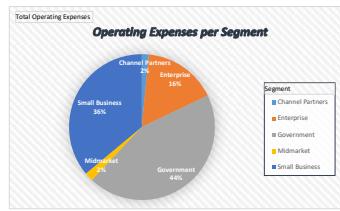
Avg Profit Margin  
**37.92%**

Avg YoY Growth  
**176.37%**

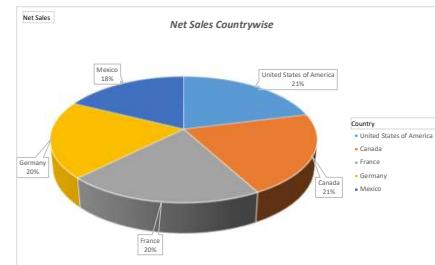
Segment	
Channel Partners	Enterprise
Government	Midmarket
Small Business	

Country	
Canada	France
Germany	Mexico
United States of A...	

Product	
Amarilla	Carretera
Montana	Paseo
Velo	VTT



Discount	Profit Margin (Average)	Total Revenue
High	37.12%	\$3,73,72,487
Low	33.33%	\$5,33,77,079
Medium	43.37%	\$3,47,80,431
None	31.05%	\$70,43,654
Grand Total	37.92%	\$11,87,26,350



**Segment Analysis**  
-Government & Small Business drive the highest Operating Expenses.  
-Enterprise segment shows high revenue with moderate expenses.

**Discount Impact**  
-High & Medium discounts result in the best Profit Margins.  
-No-Return category shows lowest margin (~31%) & lowest revenue.  
-Discounts clearly boost profitable volume.

**Revenue & Profit Trends**  
-Q4 delivers the highest Net Profit in both 2013 & 2014.  
-Net Profit peaks in Oct 2013 and Dec 2014, driving overall yearly growth.  
-Some months recorded Net Loss (like Jul 2014), but overall quarterly profitability remained strong and upward.  
-Net Sales trend shows strong improvement toward late 2014.

**Market Insights**  
-United States & Canada are the top revenue-generating countries.  
-Germany, France & Mexico contribute evenly (18-21% each).

**Product Performance**  
-Amarilla generates the highest total revenue across all products.  
-Amarilla shows the best cost efficiency (strong Net Profit vs COGS).  
-VTT & Velo are mid-tier performers; Montana shows moderate return.

**Cost & Efficiency**  
-Higher COGS % → lower profitability (visible in product comparison).  
-Products with lower COGS (e.g., Amarilla) yield stronger profits.