

Financial Performance Dashboard

118.73M
Total Revenue

2.50M
Total Net Profit

17.94M
Total Operating Expenses

37.92%
Avg Profit Margin %

17.53%
Avg MoM Growth %

Year

2013

2014

Country

All

Product

Amarilla

Carretera

Montana

Paseo

Velo

VTT

Segment

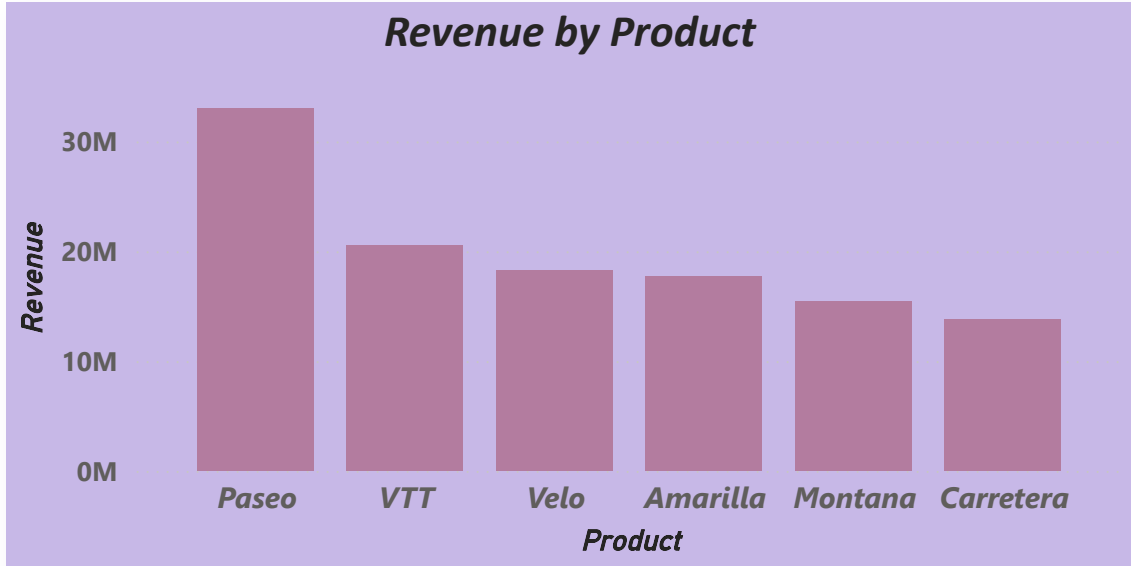
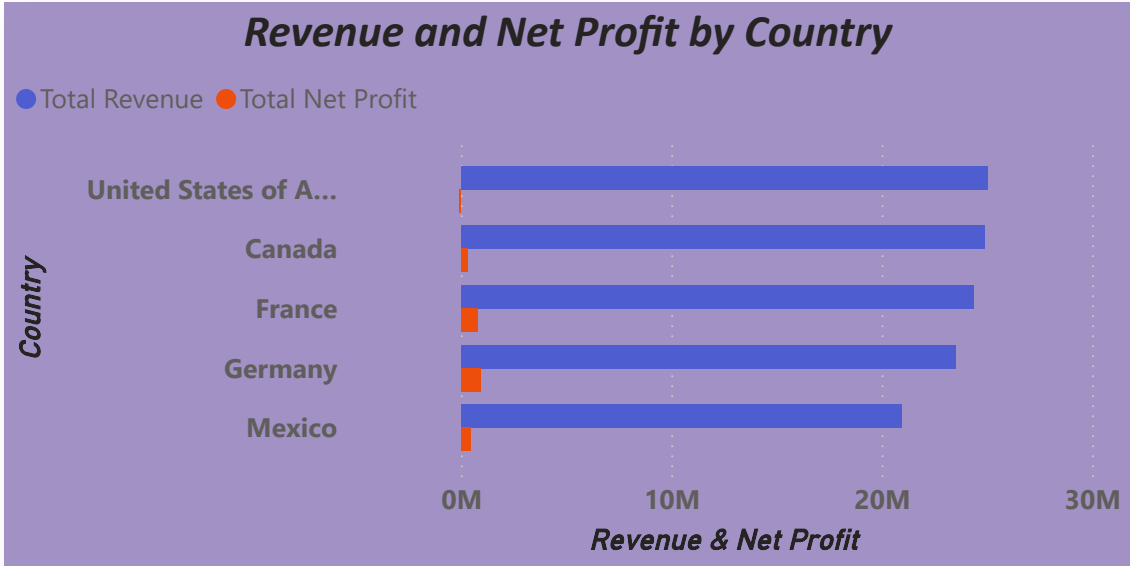
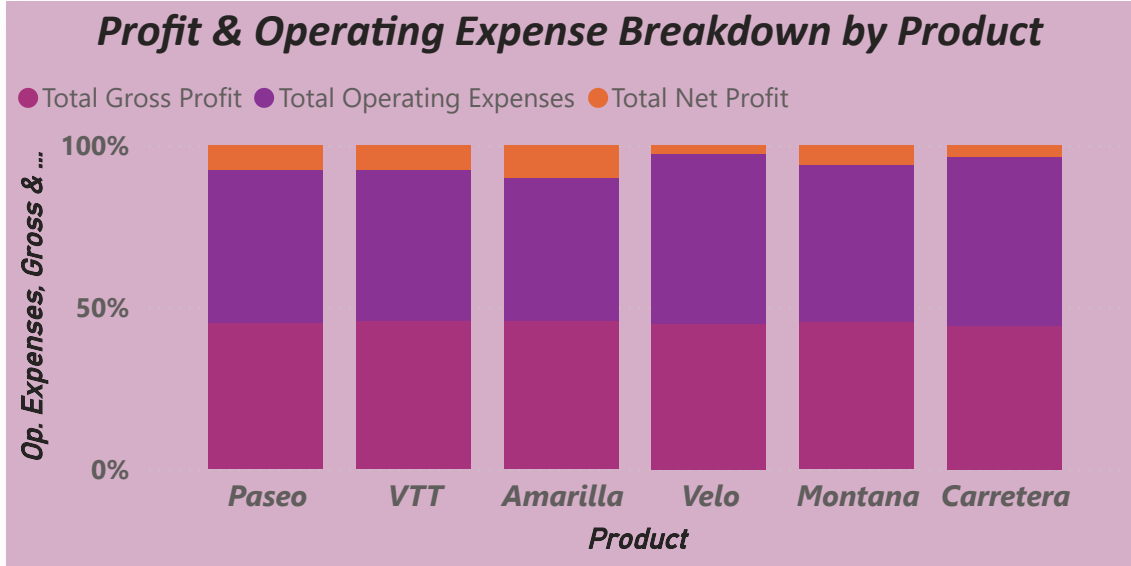
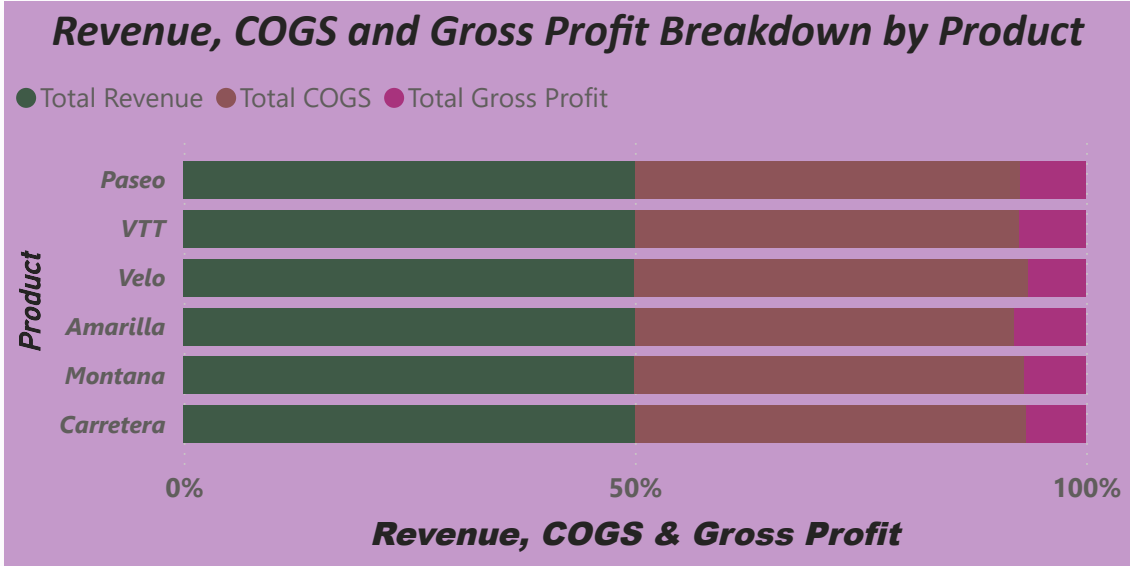
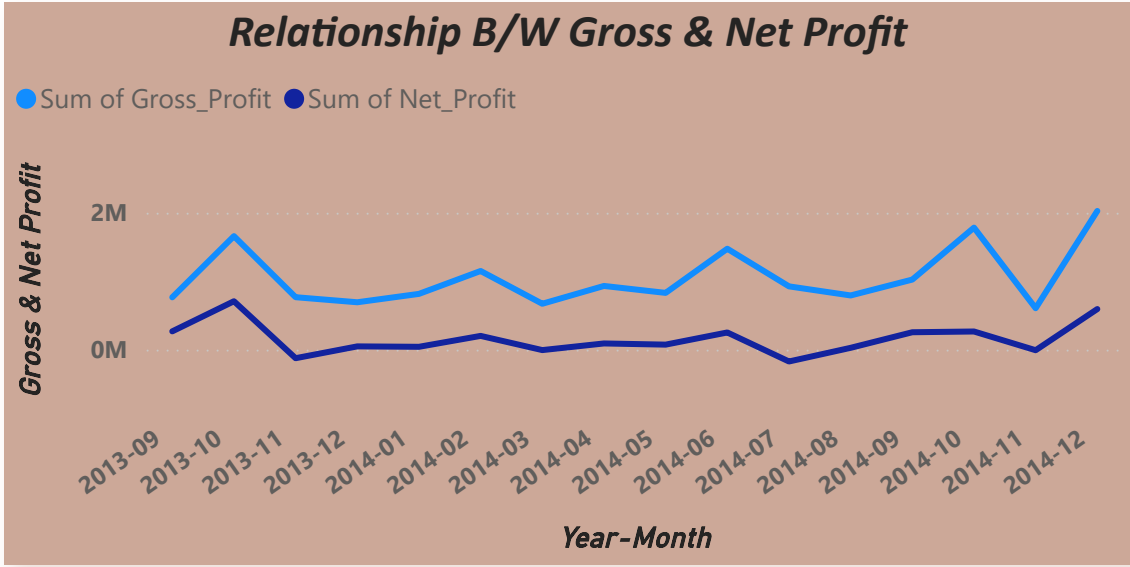
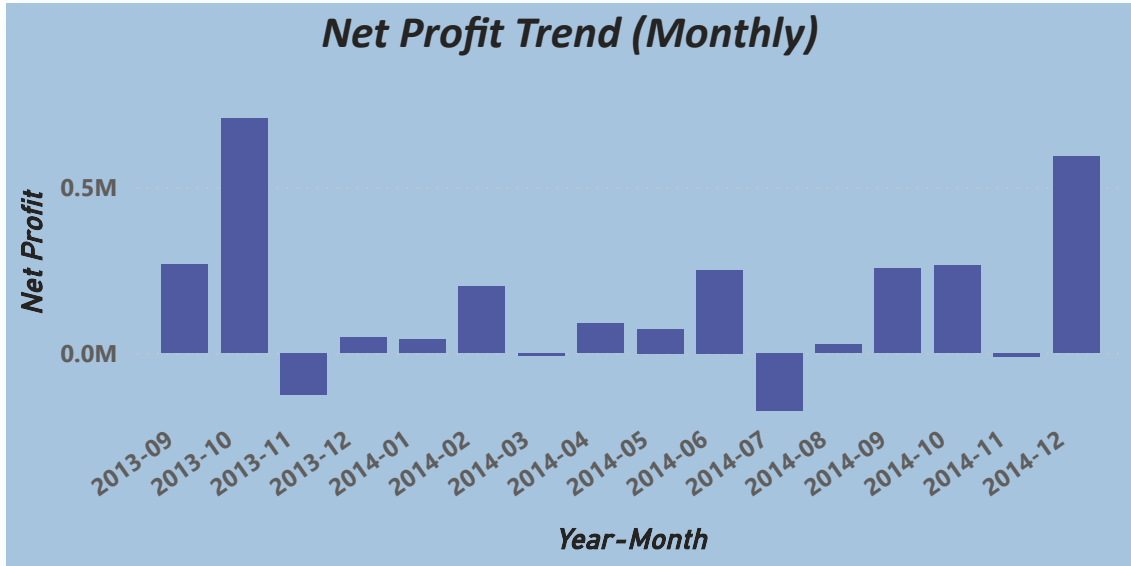
Channel Partners

Enterprise

Government

Midmarket

Small Business



Country	Total Revenue	Total COGS	Total Gross Profit	Total Operating Expenses	Sum of Other_Income	Total Net Profit	Profit Margin % (calc)
United States of America	2,50,29,830.17	2,20,34,289.50	29,95,540.66	37,61,314.73	751757	-14,017.07	-0.06%
Canada	2,48,87,654.89	2,13,58,426.00	35,29,228.89	39,09,916.59	686413	3,05,725.29	1.23%
France	2,43,54,172.28	2,05,73,151.50	37,81,020.78	36,79,768.46	685056	7,86,308.32	3.23%
Germany	2,35,05,340.82	1,98,24,952.00	36,80,388.82	34,09,390.66	674142	9,45,140.16	4.02%
Mexico	2,09,49,352.11	1,80,41,829.00	29,07,523.11	31,77,518.62	742182	4,72,186.49	2.25%
Total	11,87,26,350.26	10,18,32,648.00	1,68,93,702.26	1,79,37,909.06	3539550	24,95,343.20	2.10%

Financial Insights & Strategic Recommendations

Cost Structure Weakness

Operating expenses are high enough to push several months into net loss despite healthy gross profit.

Recommendation:

- Conduct an expense audit to identify high-cost categories (e.g., logistics, overhead, marketing).
- Implement cost controls or renegotiate vendor contracts to reduce recurring OpEx.

Data Insight: OpEx exceeded Gross Profit in 5 out of 6 products (Except Amarilla).

Discount Strategy Works

Medium and High discount bands deliver better profit margins compared to Low/None.

Recommendation:

- Use controlled discounting as a strategic tool to drive higher-volume, higher-margin sales.
- Test targeted discount campaigns for specific customer segments or products.

Value Chain Inefficiency

Revenue is strong across products, but COGS + Operating Expenses rapidly erode margins, resulting in low Net Profit %.

Recommendation:

- Revisit procurement processes, production efficiency, and supplier pricing.
- Optimize operational workflows to improve gross-to-net conversion.

Country Performance Paradox

The United States generates the highest revenue but is the least profitable, even negative.

Recommendation:

- Investigate root causes such as higher cost of operations, ineffective pricing strategy, or customer acquisition costs.
- Consider revising pricing, reducing discounts, or reallocating marketing budgets in the U.S. market.

Avg Net Profit Margin: 2.1%

Highest: Germany (4.02%)

Lowest: USA (-0.06%)

Summary

The company delivers strong revenue performance overall, but profitability remains weak due to high operating expenses and cost inefficiencies across products and countries. The U.S. market, despite being the top revenue generator, operates at a loss and requires strategic intervention. Discount strategies (Medium/High bands) appear effective in improving margins and can be leveraged more systematically. Some customer segments — particularly Enterprise and Small Business — also show negative net profit, indicating potential pricing or cost-to-serve issues.