



\$99,37M

Total Gross Sales

\$13,02M

Total Profit

861,13K

Total Units Sold

14,10%

Profit Margin

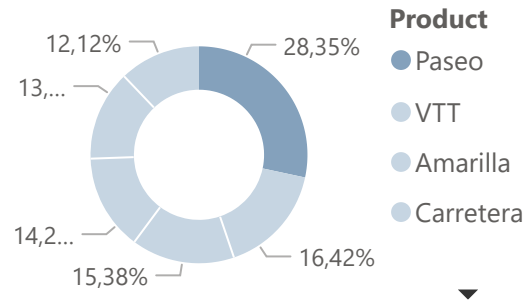
525

Total Sales

Product Analysis

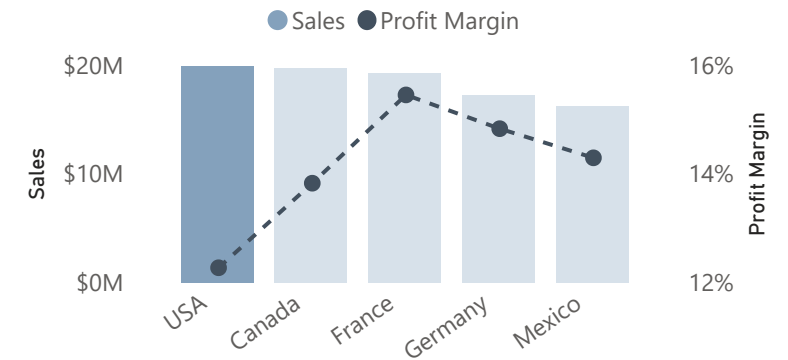
Product	Units Sold	Sales	Profit Margin
Paseo	255,99K	\$27,10M	13,65%
VTT	127,20K	\$15,11M	14,27%
Amarilla	121,63K	\$14,23M	14,28%
Carretera	115,44K	\$12,41M	14,41%
Velo	122,95K	\$12,05M	13,97%
Montana	117,92K	\$11,42M	14,52%

Sales by Product



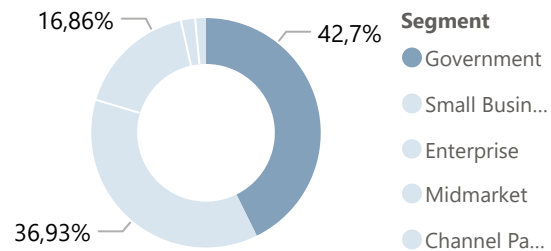
Sales and Profitability

Gross Sales and Profit Margin by Country



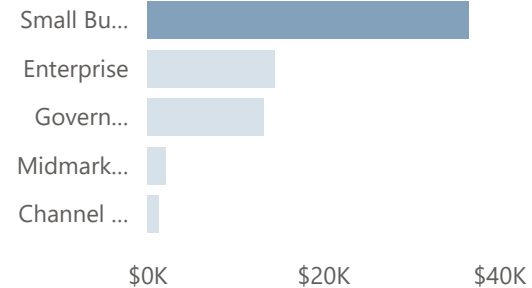
Segment Performance

Sales by Segment

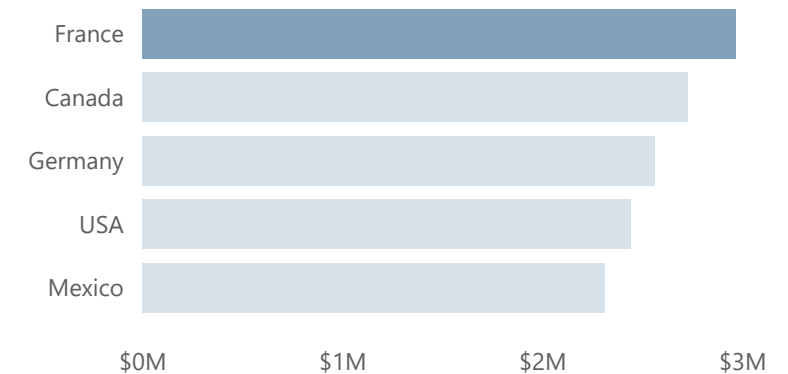


Operational Metrics

Average Discount by Segment



Profit by Country





Month

All

Product

All

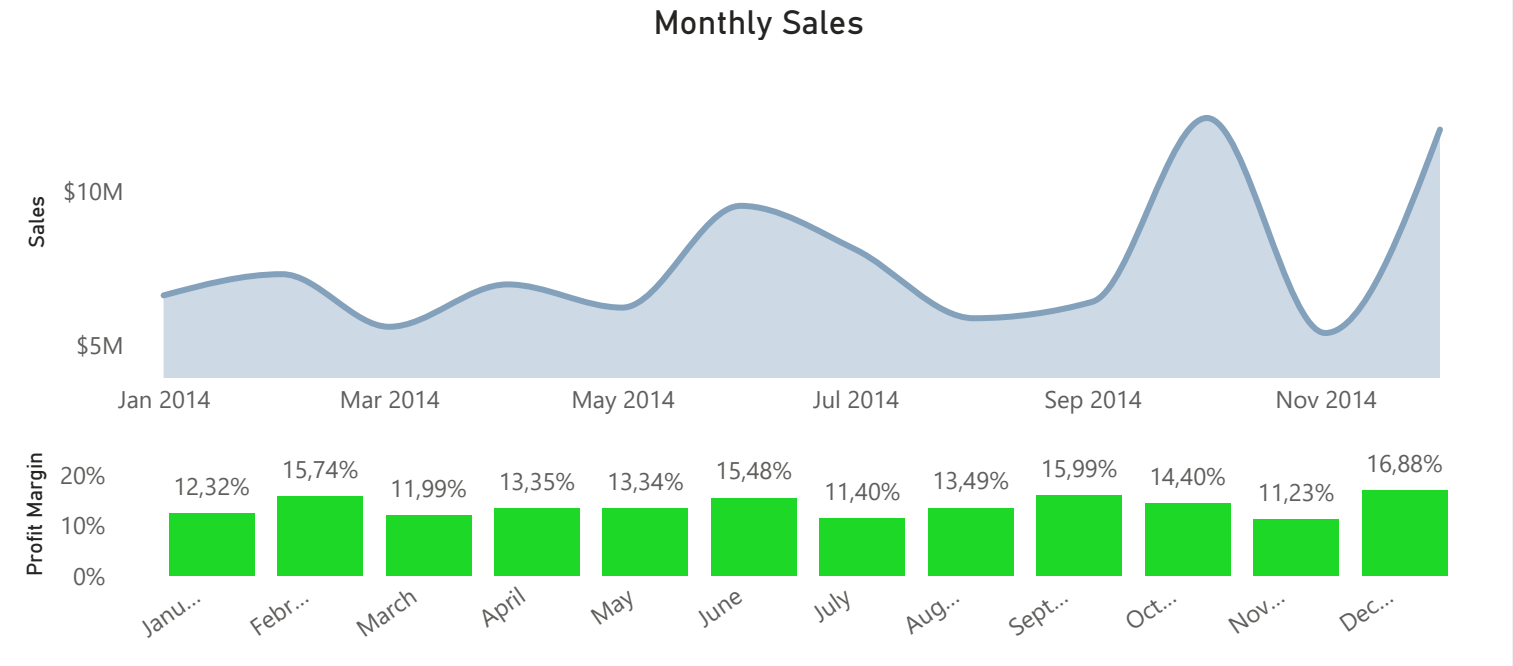
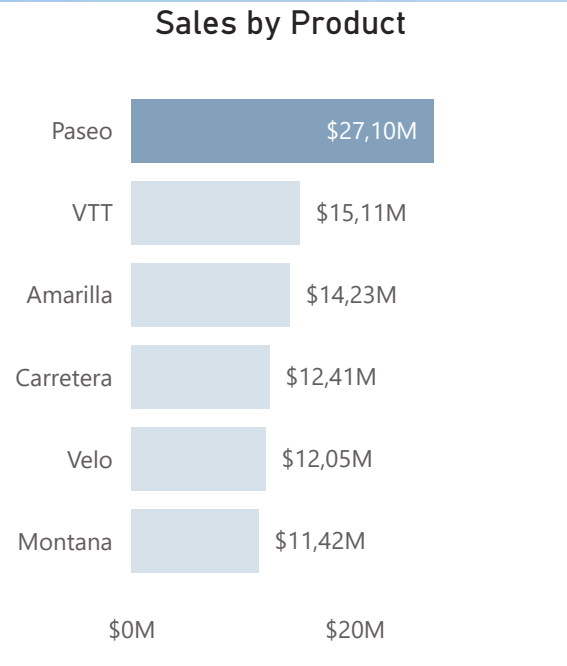
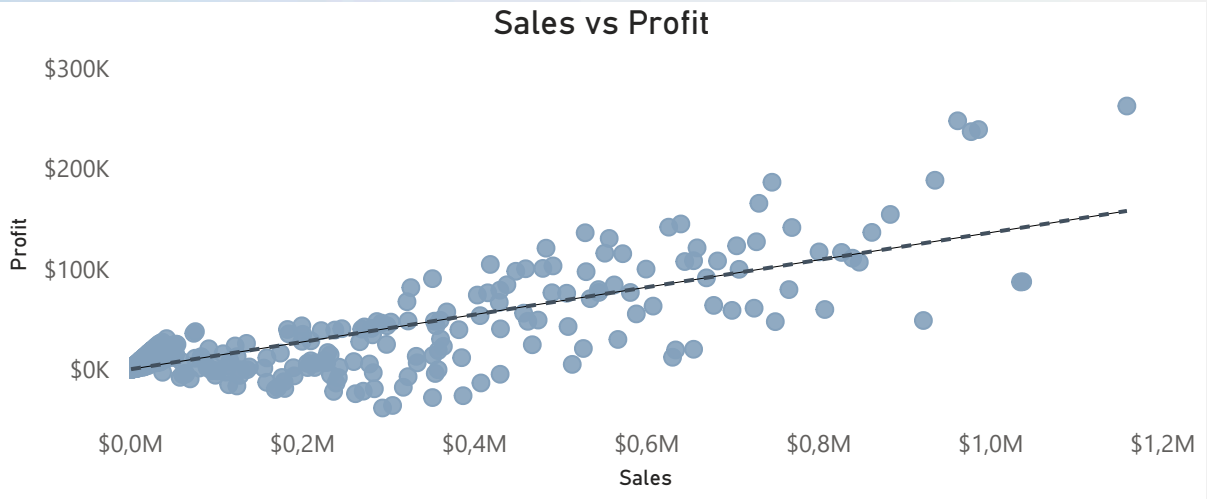
Segment

All

Country

All

COGS	Sales	Profit
\$79,3M	\$92,31M	\$13,02M
Profit Margin	Number Of Sales	Total Units Sold
14,10%	525	861,13K





Month

All

Product

All

Segment

All

Country

All

Most Purchased Product by All Segments

Paseo

Top Spender

Government

Segment With The Highest Discount %

Midmarket

Lowest COGS-to-Sales Ratio

Channel Partners

\$0,27

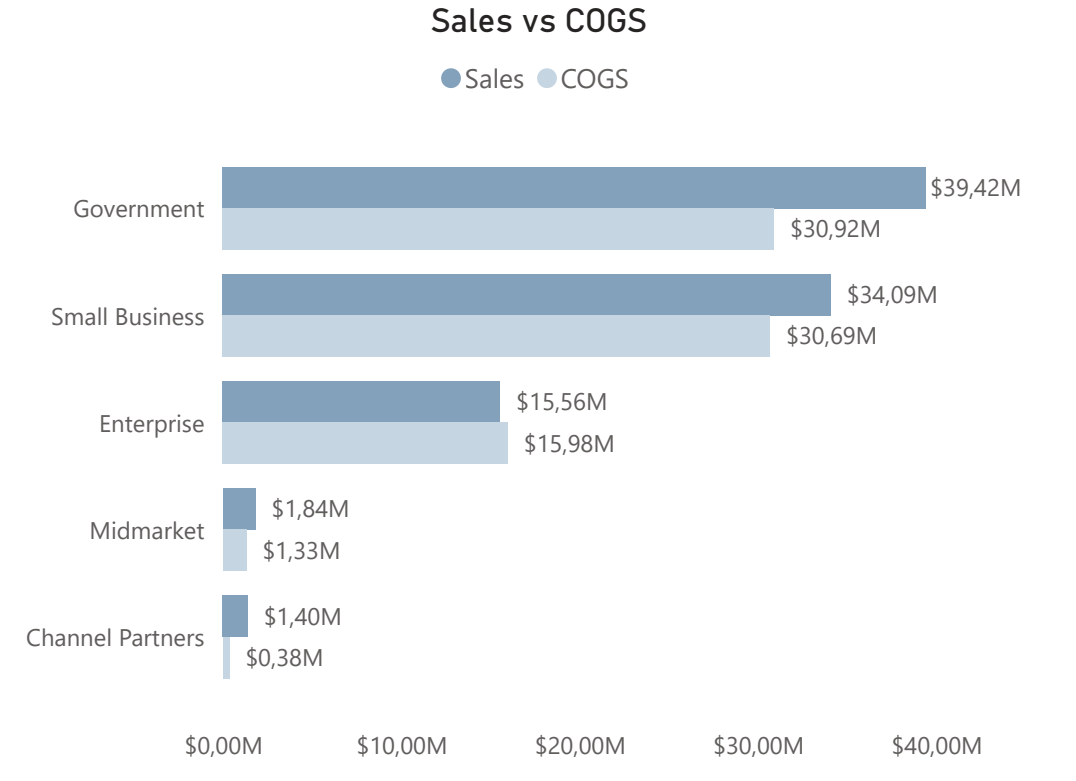
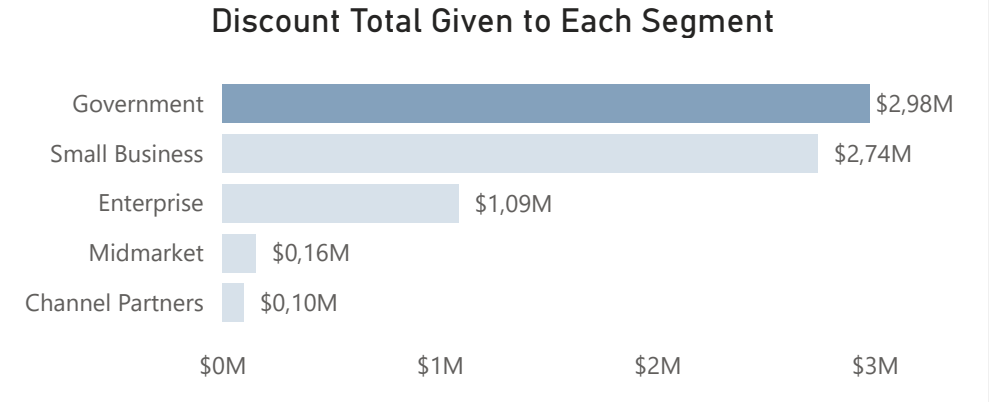
Segment With The Highest MoM% In Sales

Government

9,52%

Total Discount

7,06M



Segment	Sales	Profit Margin
Channel Partners	\$1 402 503,36	73,22%
Enterprise	\$15 562 131,88	-2,70%
Government	\$39 418 575,39	21,57%
Midmarket	\$1 835 639,63	27,69%
Small Business	\$34 092 244,50	9,97%
Total	\$92 311 094,75	14,10%

Segment	Amarilla	Carretera	Montana	Paseo	Velo	VTT
Channel Partners	0,15M	0,16M	0,19M	0,21M	0,13M	0,18M
Enterprise	-0,08M	-0,14M	0,00M	-0,09M	-0,05M	-0,06M
Government	1,52M	1,36M	0,86M	2,29M	1,26M	1,21M
Midmarket	0,04M	0,09M	0,08M	0,17M	0,06M	0,07M
Small Business	0,41M	0,32M	0,52M	1,12M	0,27M	0,76M



Month

All

Product

All

Segment

All

Country

All

Country With The Highest Profit Margin

France

15,45%

Most Purchased Product Worldwide

Paseo

Country With The Highest Discount

USA

Country With The Lowest Profit Margin

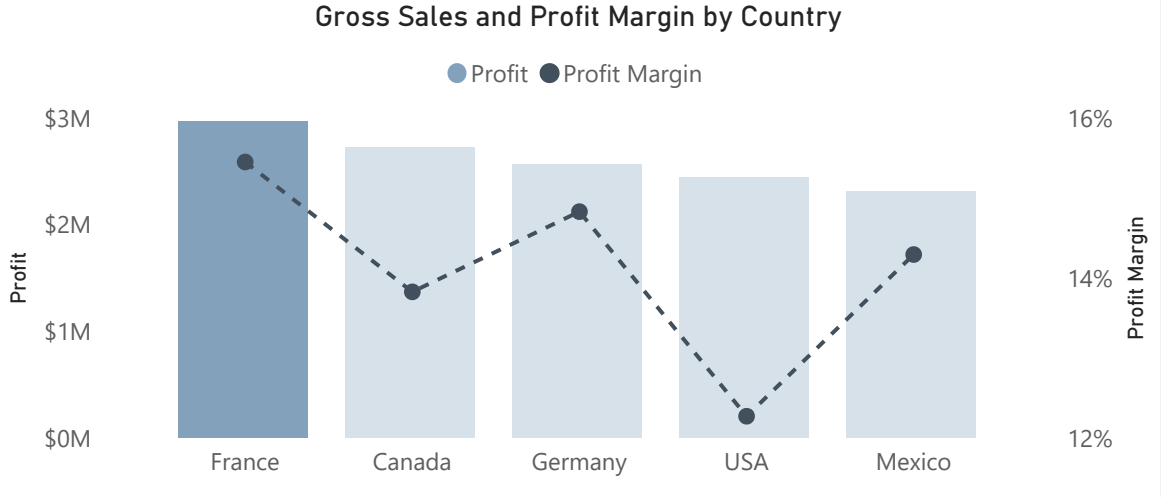
USA

12,27%

Segment With The Highest Total Purchase Value Worldwide

Government

\$39,4M Spent In Total



Continent	Sales	Total Sales %
<div>+</div> Americas	\$55 812 112,29	60,46%
<div>+</div> Europe	\$36 498 982,46	39,54%

