Project Overview

The goal of this project is to analyze financial performance across different countries, products, and time periods, using key financial metrics such as sales, profit, cost of goods sold (COGS), and discounts.
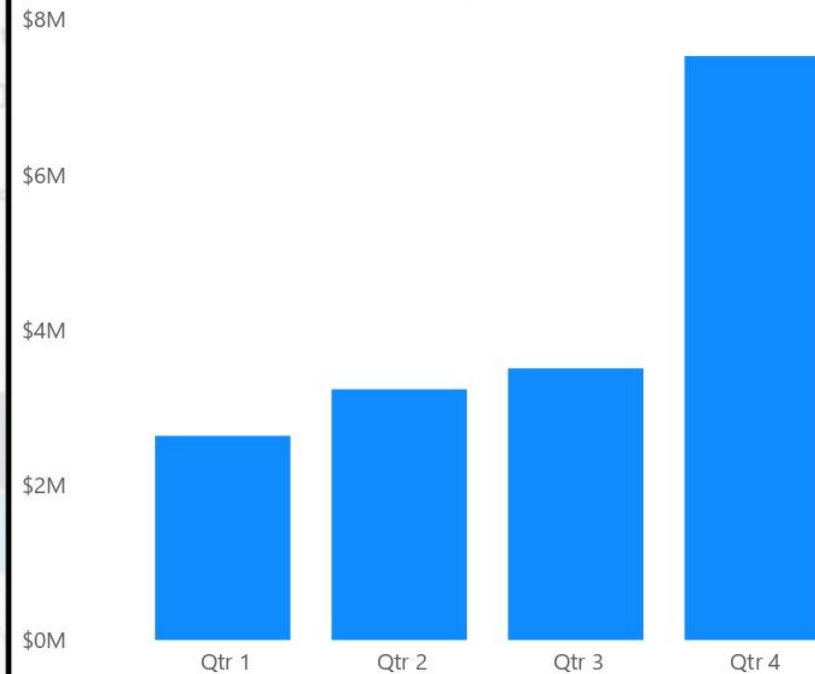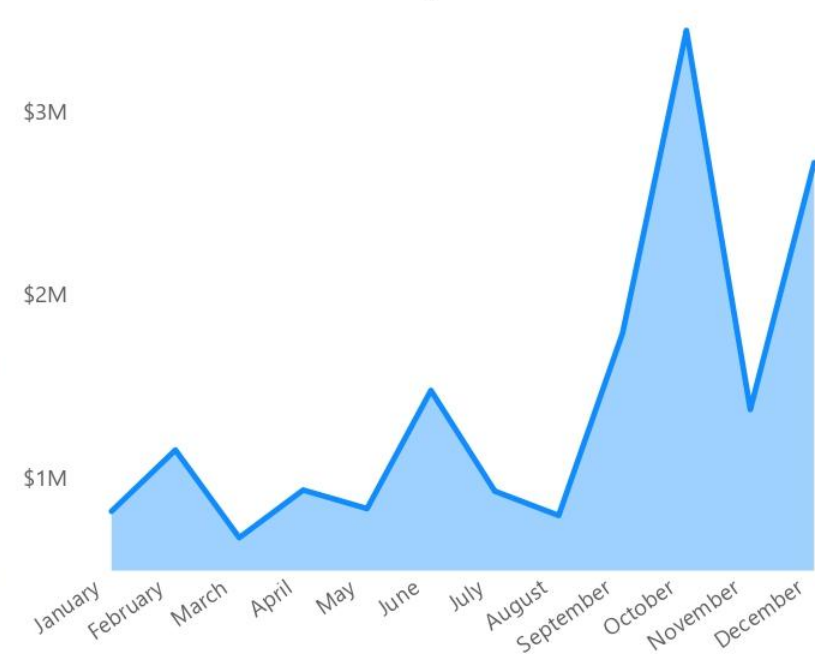
Product

- [ ] **Amarilla**
- [ ] **Carretera**
- [ ] **Montana**
- [ ] **Paseo**
- [ ] **Velo**

Segment

- [ ] **Channel Partners**
- [ ] **Enterprise**
- [ ] **Government**
- [ ] **Midmarket**
- [ ] **Small Business**

Discount Band ▽
All ▽

Country ▽
All ▽

9/1/2013 📅   12/1/2014 📅

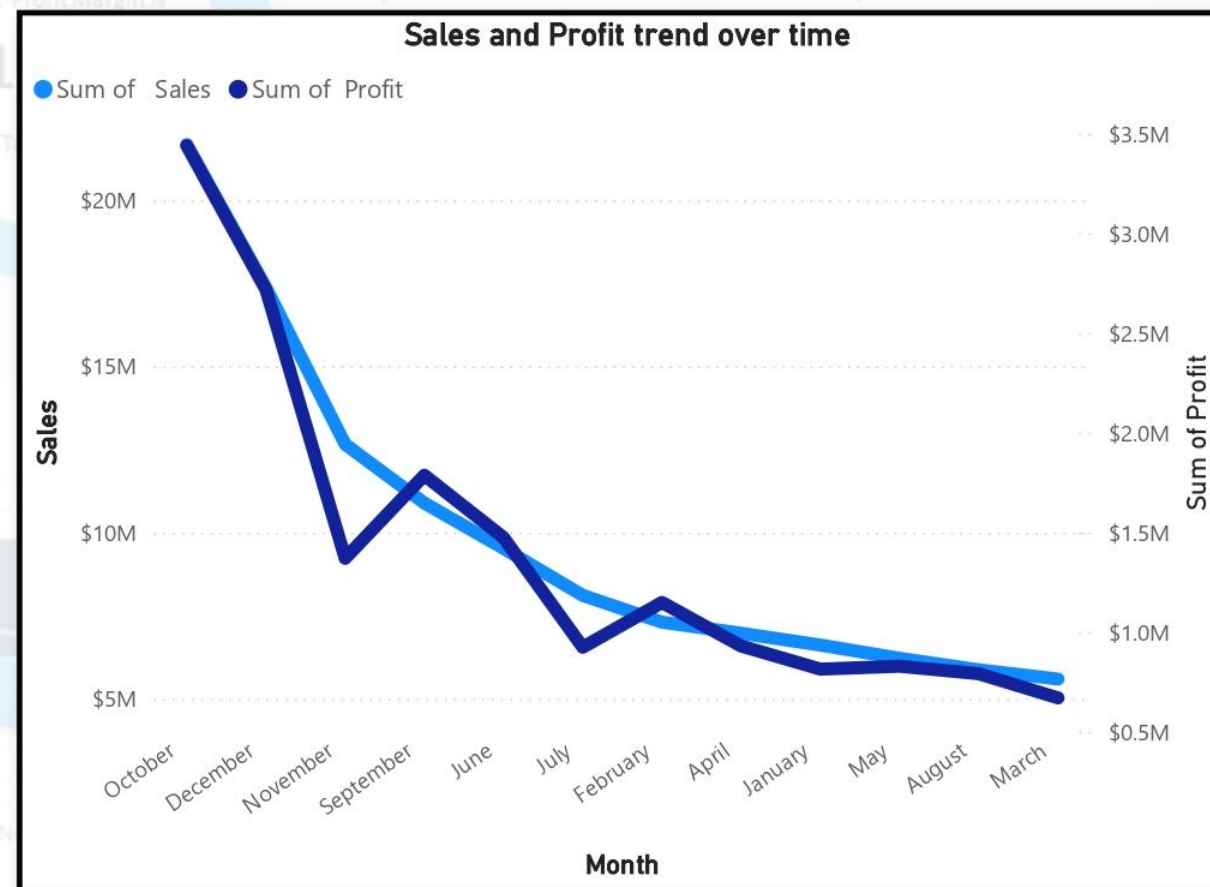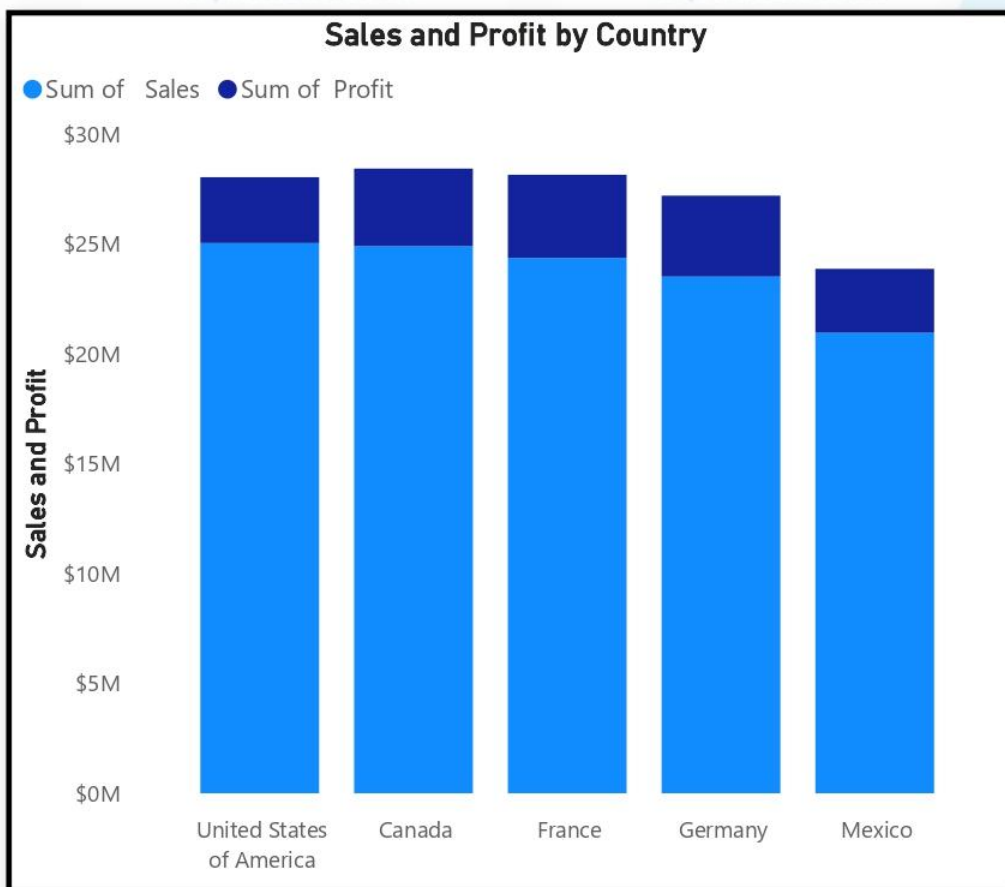| Financial Performance Dashboard | Sales and Profit | Gross Sales vs Discounts | Product and Discount Band |

Sales and Profit by Country

● Sum of Sales ● Sum of Profit

$30M
$25M
$20M
$15M
$10M
$5M
$0M

Sales and Profit

United States of America | Canada | France | Germany | Mexico

Sales and Profit trend over time

● Sum of Sales ● Sum of Profit

$20M
$15M
$10M
$5M

Sales

$3.5M
$3.0M
$2.5M
$2.0M
$1.5M
$1.0M
$0.5M

Sum of Profit

October | December | November | September | June | July | February | April | January | May | August | March

Month

COGS to Sales ratio

0.86

Discount Band

All

Country

All

9/1/2013   12/1/2014

Gross Sales vs Discount

Country ● Canada ● France ● Germany ● Mexico ● United States of America

Sum of Gross Sales

$0.0M $0.5M $1.0M $1.5M $2.0M $2.5M $3.0M

Segment
- [ ] Channel Partn...
- [ ] Enterprise
- [ ] Government
- [ ] Midmarket
- [ ] Small Business

Product
- [ ] Amarilla
- [ ] Carretera
- [ ] Montana
- [ ] Paseo
- [ ] Velo

COGS to Sales ratio

0.86

Discount Band

All

Country

All

9/1/2013   12/1/2014

| Financial Performance Dashboard | Sales and Profit | Gross Sales vs Discounts | Product and Discount Band |

Product	High	Low	Medium	None	Total
Paseo	$10,462,796.54	$10,687,026.68	$9,945,389.73	$1,915,931	**$33,011,143.95**
VTT	$6,051,176.55	$6,967,245.99	$5,597,062.48	$1,896,436	**$20,511,921.02**
Velo	$6,575,432.06	$3,858,307.98	$6,788,046.43	$1,028,273	**$18,250,059.47**
Amarilla	$4,867,429.88	$4,333,699.77	$6,939,912.91	$1,606,073.5	**$17,747,116.06**
Montana	$3,850,490.76	$4,178,560.76	$6,536,189.86	$825,560.5	**$15,390,801.88**
Carretera	$5,565,160.95	$4,604,937.52	$2,973,829.42	$671,380	**$13,815,307.89**
Total	**$37,372,486.74**	**$34,629,778.7**	**$38,780,430.83**	**$7,943,654**	**$118,726,350.27**

Insights

- The **quarterly profit** trend goes on increasing and in **Q4** there is a huge jump in profits. The area chart shows that the monthly trend of profit indicates **a surge in profits in the month of October**.

- From the line chart we can see that **sales and profit** is at its peak in the month of **October** and lowest in the month of march.

- The **COGS(Cost of goods sold) to sales ratio is 0.86** overall which implies that the cost of production is under control by the company. The lower cogs to sales ratio indicates a good profit margin for the company.

- From the tree map it is clear that the sales of **Paseo** product is **highest** for all discount bands. The company needs to have a regular check on the quality of the product to maintain its sales at the top irrespective of the discount bands.