



## 1. Product Performance

- **Paseo** is the best-selling product with **22K sales**, significantly higher than others.
- **Carretera** has the lowest sales with **10K**, showing a potential need for marketing push or product improvement.
- Middle-range performers are **VTT (15K)** and **Velo (13K)**.

*Insight:* Focus marketing efforts on boosting low-selling products like Carretera and Montana, while maintaining the strong performance of Paseo.

## 2. Discount Band Analysis

- **Low discount band** generated the **highest profit (61.88M)** despite lower sales volume compared to Medium.
- **Medium discount band** has good sales but slightly lower profitability (55.79M).
- **High discount band** contributed only **33.88M profit**, showing discounts eat into margins.
- **No discounts** still contributed **17.36M profit** (pure margin).

*Insight:* Discounts are not always beneficial — moderate or low discounts maximize profitability.

### 3. Segment-wise Unit Sold

- **Government** segment dominates with **100% benchmark share**, followed by Midmarket (36.58%) and Enterprise (35.81%).
- **Small Business** contributes the least (32.54%).

*Insight:* Government is a key customer segment. Small Business and Channel Partners need more focus to balance sales.

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### 4. Country-wise Sales

- Sales are spread across **Canada, USA, Mexico, France, and Germany**.
- North America (USA + Canada) has stronger representation compared to Europe.

*Insight:* The U.S. and Canada markets are crucial. Europe (France, Germany) offers growth opportunities with proper strategies.

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### 5. Year-wise Profit

- **2013 contributed 13.02M (77%)**, while **2014 dropped to 3.88M (23%)**.
- Sharp decline in profitability in 2014 suggests possible issues with **pricing, discounting, or rising costs**.

*Insight:* Investigate why 2014 profits fell — maybe aggressive discounts or increased operational expenses.