🧭 Financial Overview – Key KPIs & Profitability Summary

$118.73M Total Sales	**$16.89M** Total Profit	**14.23%** Profit Margin %	**700** Total Orders

Year: All

2013	2014

Segment: All

Channel Partners	Enterprise	Government	Midmarket	Small Business

Sales by Country

Canada

France

United States of America

Atlantic Ocean

Mexico

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Sales vs Profit by Year

● Sum of Sales   ● Sum of Profit

$100M

$50M

$0M

26M — $4M (2013)

92M — $13M (2014)

Monthly Sales Trend

25M

20M

15M

10M

5M

0   5   10

6.6M   5.6M   6.2M   9.5M   5.9M   21.7M   12.7M   17.4M
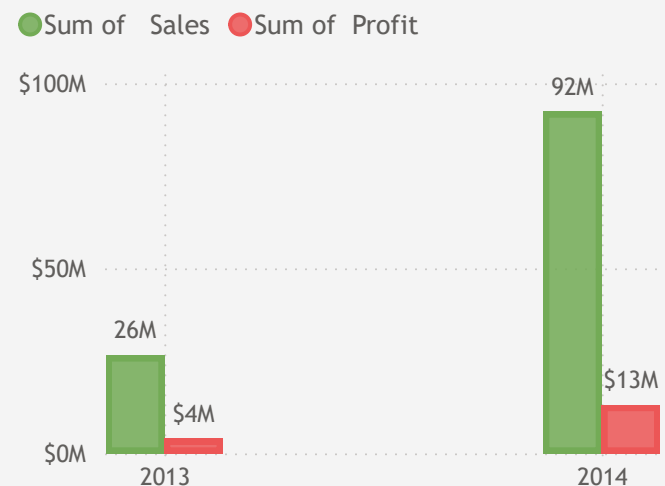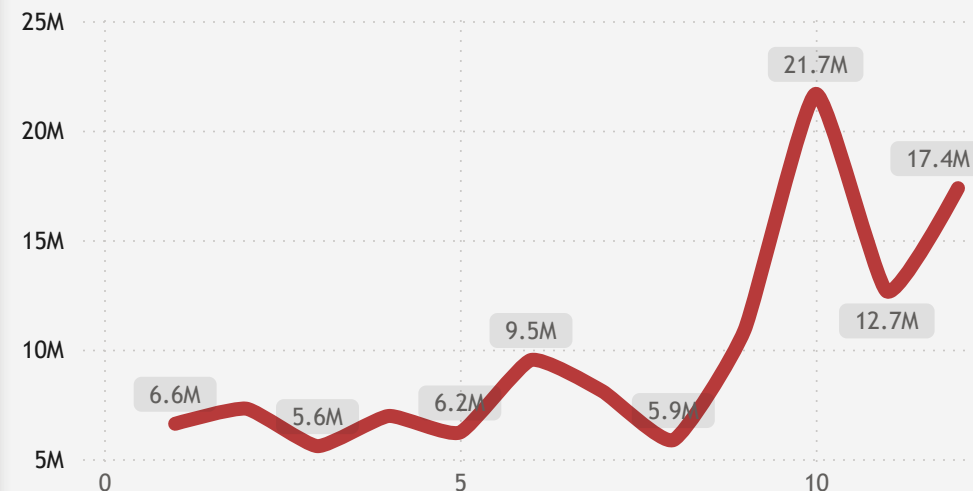
👥 Segment-Wise Sales, Profit & Margin Analysis

$118.73M
Sales by Segment

$16.89M
Profit by Segment

14.23%
Profit Margin %

Government
Top Segment

Year: All

2013	2014

Segment: All

Channel Partners	Enterprise	Government	Midmarket	Small Business

Sales & Profit by Segment

● Sum of Sales   ● Sum of Profit

Segment	
Government	53M / $11M
Small Business	42M / $4M
Enterprise	20M / ($1M)
Midmarket	2M / $1M
Channel Partners	2M / $1M

$0M $20M $40M $60M
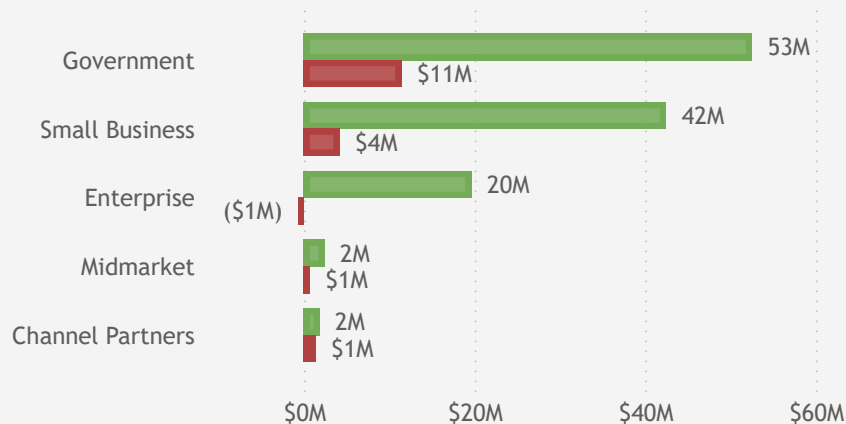
Profit Margin % by Segment

9.77% (7.38%)
21.69% (16.3...)
27.71% (20.95%)
73.13% (55.28%)

Segment
● Channel P...
● Midmarket
● Governme...
● Small Busi...
● Enterprise
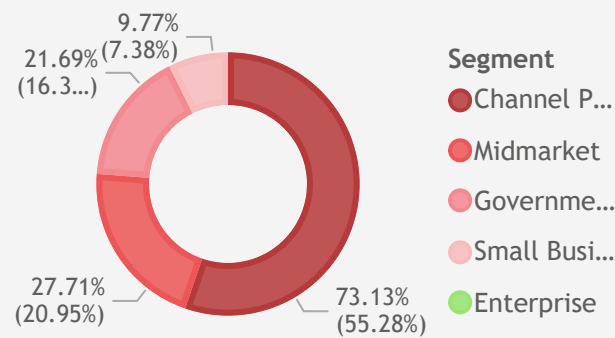
Segment + Average Profit per Unit Sold

● Increase   ● Decrease   ● Total

Small Business	Government	Channel Partners	Midmarket	Enterprise	Total
27	24	8	4	-4	60

50

0
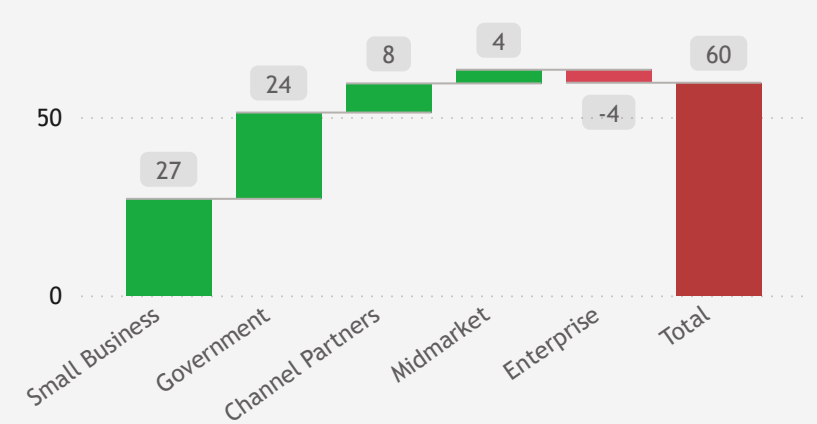
📦 Top Performing Products & Discount Impact

$118.73M	$16.89M	14.23%	7.20%
Sales by Product	Profit by Product	Profit Margin%	Discount %

Country: All

Canada	France	Germany	Mexico	United States of America

Segment: All

Channel Partners	Enterprise	Government	Midmarket	Small Business

Product's Details

Product		Sum of Sales	Sum of Profit	Profit Margin%
Paseo	🟢	33,011,143.96	$4,797,437.96	14.53%
VTT	🔺	20,511,921.02	$3,034,608.02	14.79%
Velo	🔶	18,250,059.47	$2,305,992.47	12.64%
Amarilla	🔶	17,747,116.07	$2,814,104.07	15.86%
Montana	🔶	15,390,801.88	$2,114,754.88	13.74%
Carretera	🔶	13,815,307.89	$1,826,804.89	13.22%
Total		**118,726,350.29**	**$16,893,702.29**	**14.23%**

Top 5 Products by Profit

- Paseo: $4.8M
- VTT: $3.0M
- Amarilla: $2.8M
- Velo: $2.3M
- Montana: $2.1M
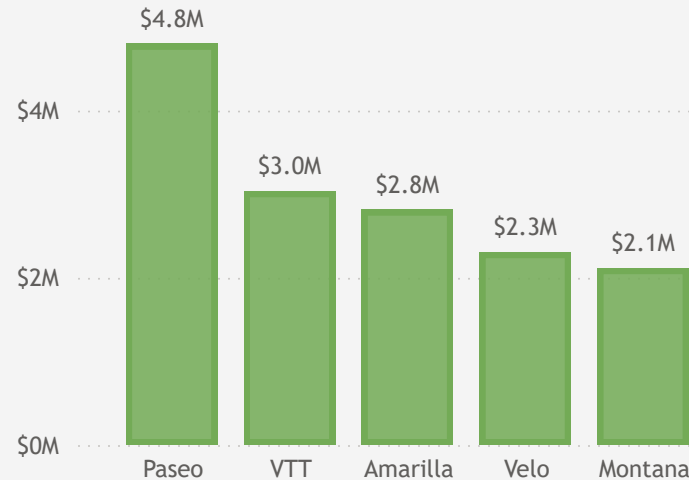
Discount % vs Profit
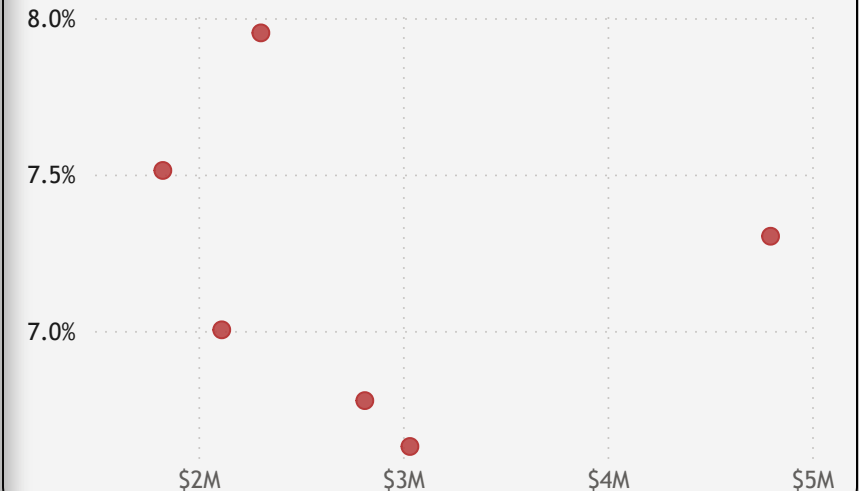
🌍 Country-Level Sales & Profit Distribution

$118.73M
Sales by Country

$16.89M
Profit by Country

14.2%
Profit Margin by Country

United States of America
Highest Sales Country

France
Highest Profit Country
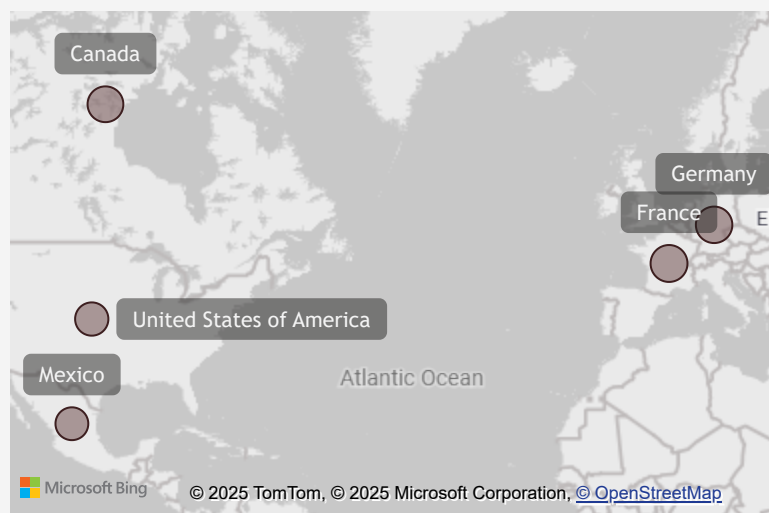
Year: All
| 2013 | 2014 |

Segment: All
| Channel Partners | Enterprise | Government | Midmarket | Small Business |

Profit by Country

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Sales vs Profit by Country

● Sum of Sales ● Sum of Profit

Country	Sum of Sales	Sum of Profit
United Sta...	25M	$3M
Canada	25M	$4M
France	24M	$4M
Germany	24M	$4M
Mexico	21M	$3M

$0M — $20M
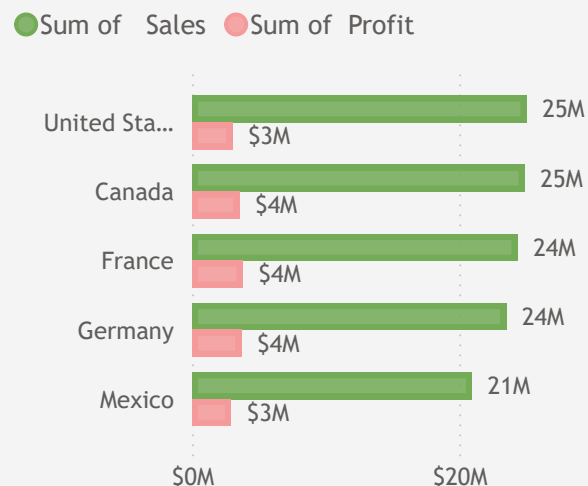
Sales Contribution % by Country

- 21.08%
- 20.96%
- 20.51%
- 19.8%
- 17.65%

Country
- ● United States of ...
- ● Canada
- ● France
- ● Germany
- ● Mexico
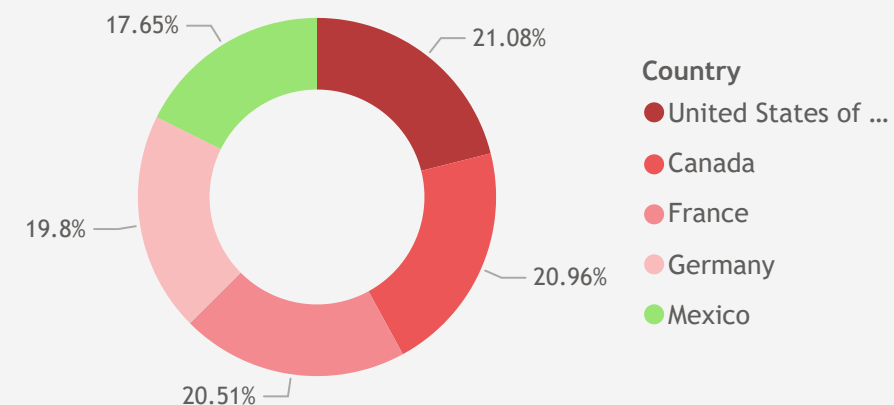
💡 Strategic Insights & HR Recommendations — Turning Data into Action

🧠 Key Insights

🏛️ **Government** drives the business: **Sales $52.5M → Profit $11.39M** (largest absolute profit).

⚠️ **Enterprise** is loss-making: **Sales $19.61M → Profit –$0.61M** (negative margin, needs urgent review).

📈 **Small Business** has high sales volume (**$42.43M**) but **low margin (10%)** → volume-driven, low efficiency.

🔥 **Channel Partners** extremely efficient: **73% avg margin** on modest sales ($1.8M) — high profitability per sale.

🏆 **Top product (Paseo)**: **Profit $4.80M** and also highest Discounts ($2.60M) — big contributor but discount-heavy.

🌏 **Country performance balanced**: France, Germany, Canada each ~ $3.6–$3.8M profit.

📅 **Seasonality:** October and December peak (Oct $3.44M, Dec $2.72M); March/May are weaker.

🎯 **Discount effect:** Transactions with **Low discounts** show the highest avg profit per order (Low ≈ $39.9k); Medium/High discounts show lower avg profits.

📅 **Growth year-over-year:** 2014 sales ($92.31M) >> 2013 ($26.42M) — rapid scale in 2014.

💡 Actionable Recommendations

🔍 **Enterprise Pricing & Cost Review** — Audit discounts, renegotiate supplier rates, tighten margins
Move Enterprise from loss to break-even, eliminate negative margin

🤝 **Scale Channel Partner Model** — Prioritize partner expansion, incentivize partner-driven sales
Increase high-margin revenue share

📈 **Optimize Small Business Pricing** — Introduce tiered pricing, upsell bundles, reduce low-margin SKUs
Raise Small Business margin from 10% → target 14–16%

🎯 **Product Focus: Promote Top 5 Products (Paseo, VTT, Amarilla, Velo, Montana)** — inventory & marketing push, reduce discount leakage on these
Boost total product profit share +10%

💸 **Refine Discount Strategy** — Move from blanket/high discounts to targeted/low discounts; monitor discount ROI per product
Improve avg profit per order (reduce low-value discounts)

📅 **Seasonal Demand Management** — Shift promotions to low months (Mar/May), plan inventory for Oct/Dec peaks
Smooth monthly profit curve; reduce peak strain

🌏 **Country Growth Playbook** — Invest in France/Germany/Canada channels; optimize Mexico/USA margin levers
Grow profitable country revenue while improving underperformers

📉 Expected Outcome (Before → After) — Key Targets

- **Enterprise:** –$614k → **Break-even (0)** within next quarter after pricing/cost changes.
- **Overall Profitability:** Current Total Profit **$16.89M → +8–12% uplift** from discount optimization & product focus.
- **Small Business Margin:** 10% → **14–16%** (via pricing/upsell) → meaningful profit contribution without losing volume.
- **Seasonality:** Reduce Oct/Dec concentration by **~15%** of peak load through off-season promotions.