



Financial Overview – Key KPIs & Profitability Summary



Overview



Segment Analysis



Product & Discount



Country Analysis



Insights & Strategy

\$118.73M

Total Sales

\$16.89M

Total Profit

14.23%

Profit Margin %

700

Total Orders

Year: All

2013

2014

Segment: All

Channel
Partners

Enterprise

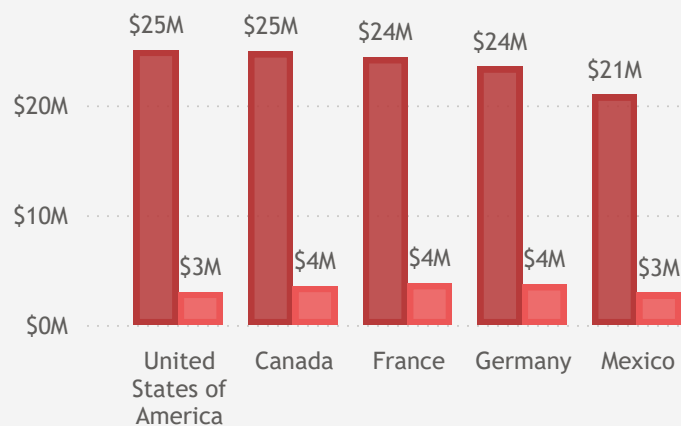
Government

Midmarket

Small Business

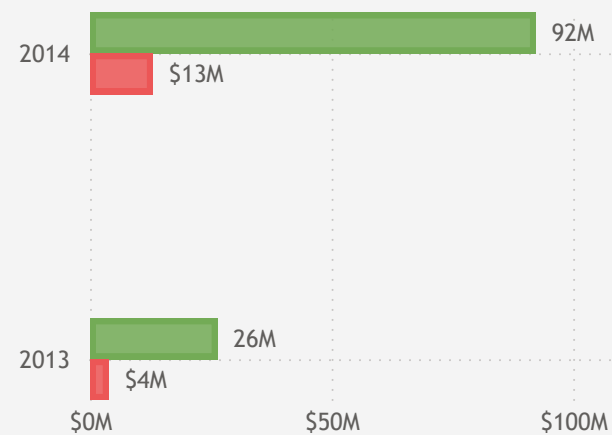
Sales by Country

● Total Sales ● Total Profit

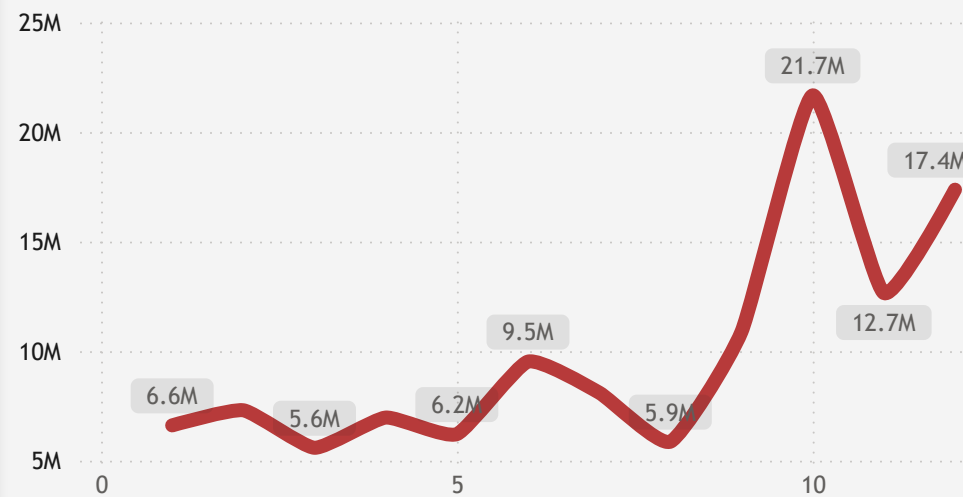


Sales vs Profit by Year

● Sum of Sales ● Sum of Profit



Monthly Sales Trend





Segment-Wise Sales, Profit & Margin Analysis



Overview



Segment Analysis



Product & Discount



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Insights & Strategy

\$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

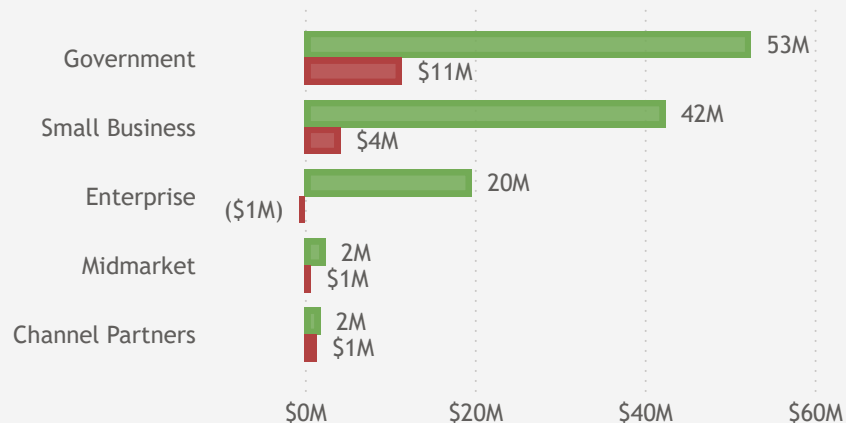
Government

Midmarket

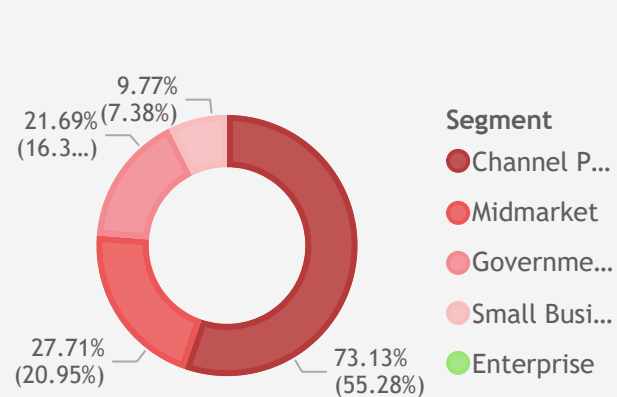
Small Business

Sales & Profit by Segment

Sum of Sales Sum of Profit

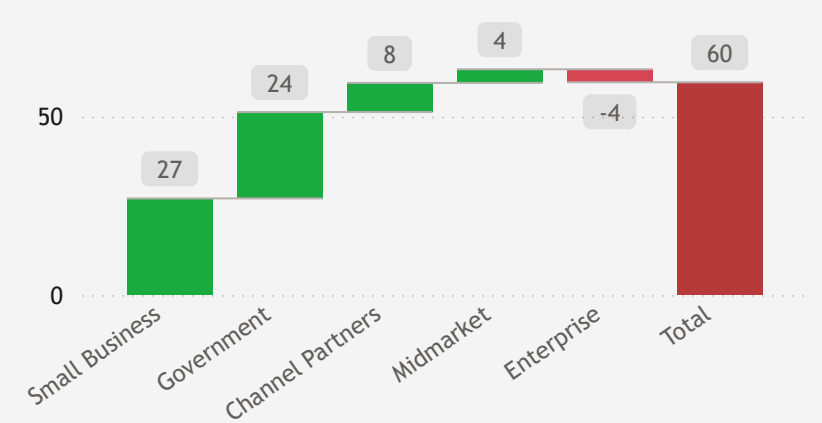


Profit Margin % by Segment



Segment + Average Profit per Unit Sold

Increase Decrease Total





Top Performing Products & Discount Impact



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Product & Discount



Country Analysis



Insights & Strategy

\$118.73M

Sales by Product

\$16.89M

Profit by Product

14.23%

Profit Margin%

7.20%

Discount %

Country: All

Canada

France

Germany

Mexico

United
States of
America

Segment: All

Channel
Partners

Enterprise

Government

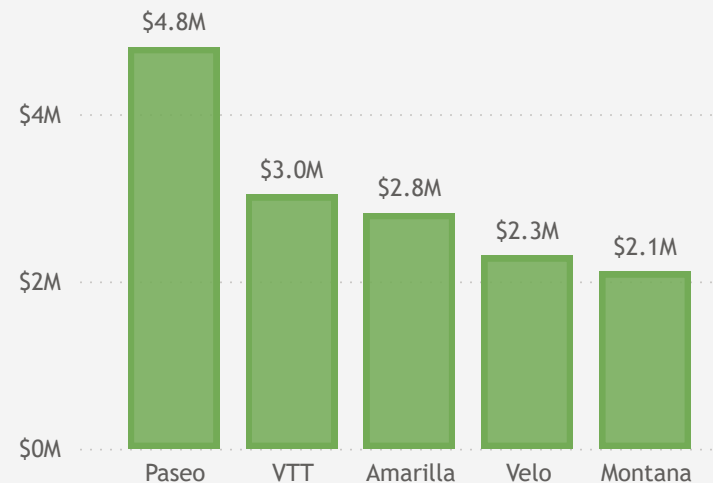
Midmarket

Small Business

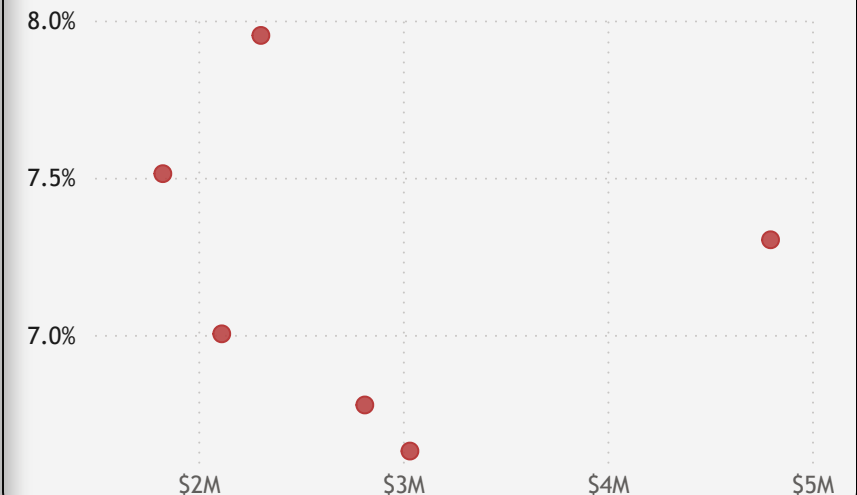
Product's Details

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



Discount % vs Profit





Country-Level Sales & Profit Distribution



Overview



Segment Analysis



Product & Discount



Country Analysis



Insights & Strategy

\$118.73M

Sales by Country

\$16.89M

Profit by Country

14.2%

Profit Margin by Country

United States of America

Highest Sales Country

Year: All

2013

2014

Segment: All

Channel
Partners

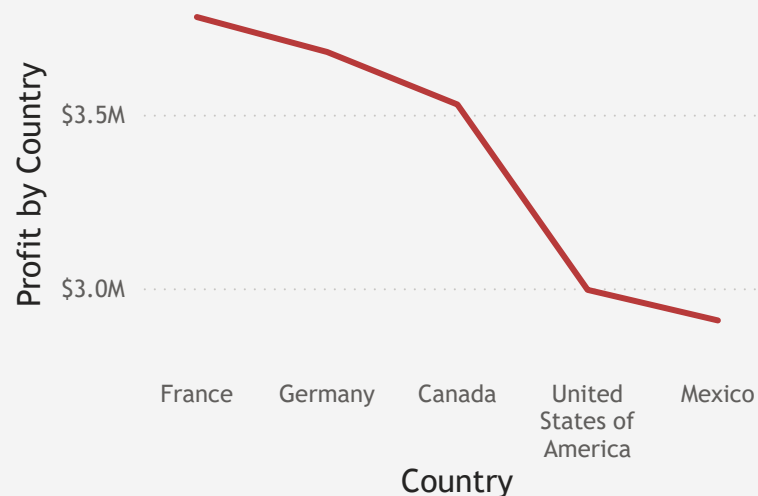
Enterprise

Government

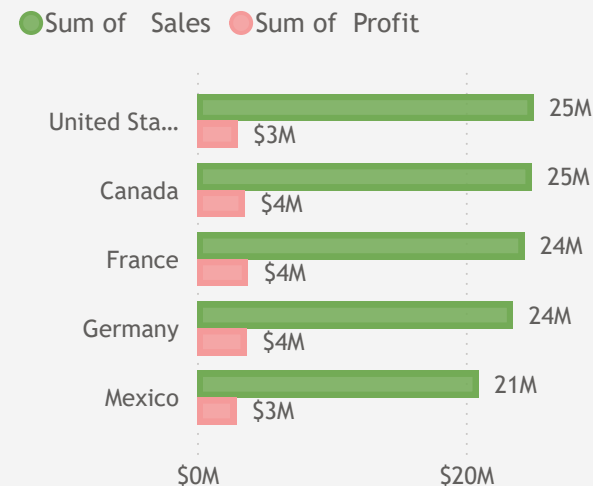
Midmarket

Small Business

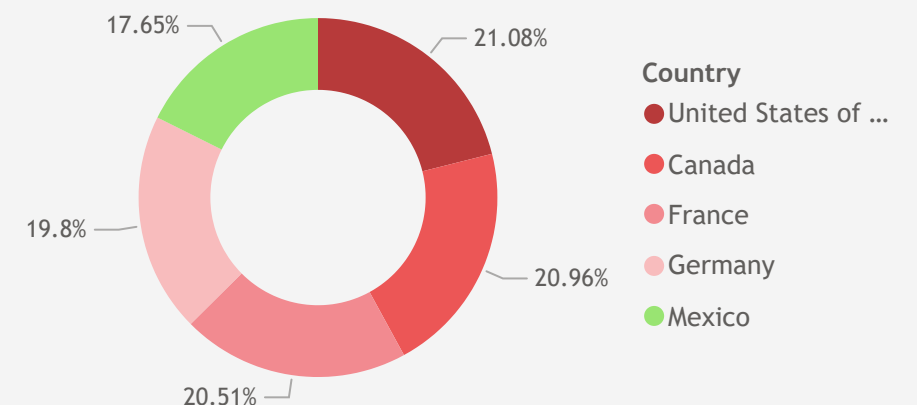
Profit by Country



Sales vs Profit by Country



Sales Contribution % by Country





Insights Summary & Strategic Recommendations — Turning Data into Action



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Insights & Strategy



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.