



# 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

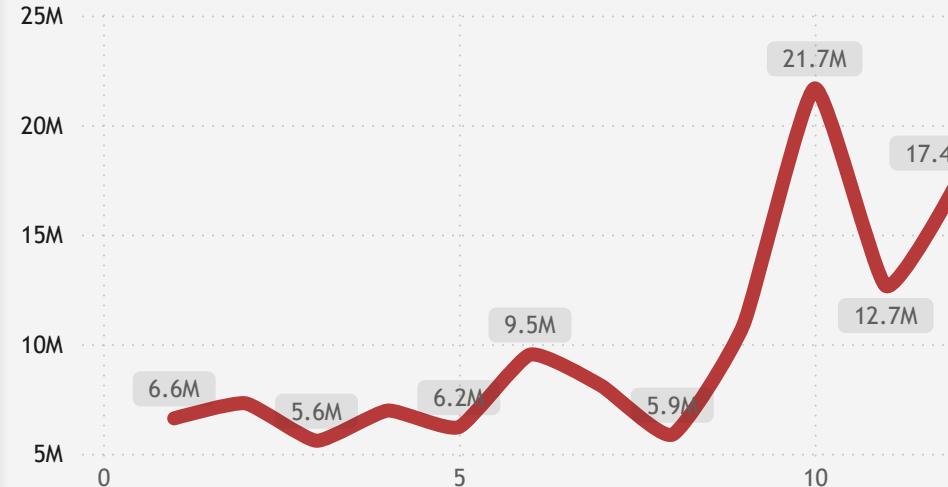


## Sales vs Profit by Year

● Sum of Sales ● Sum of Profit



## Monthly Sales Trend



# Segment-Wise Sales, Profit & Margin Analysis

Overview

Segment Analysis

Product & Discount

Country Analysis

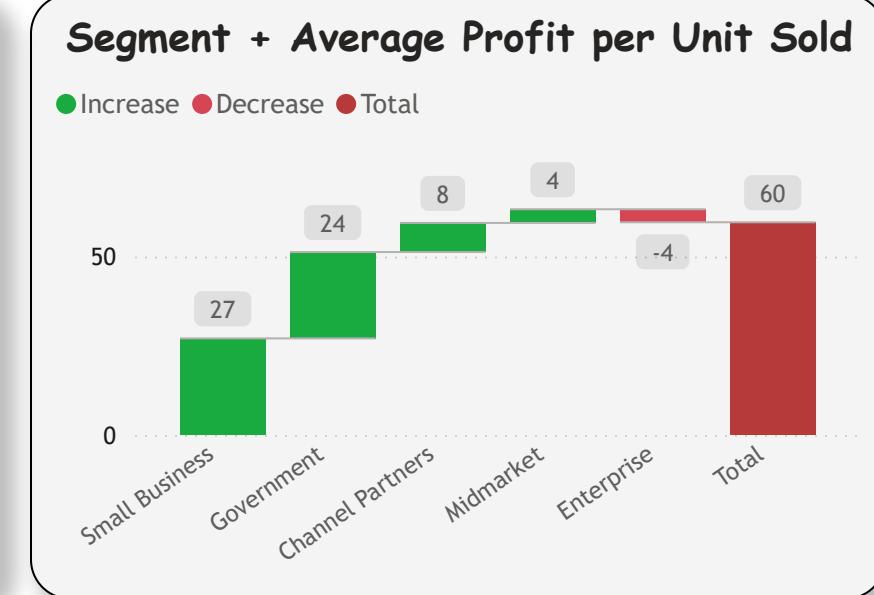
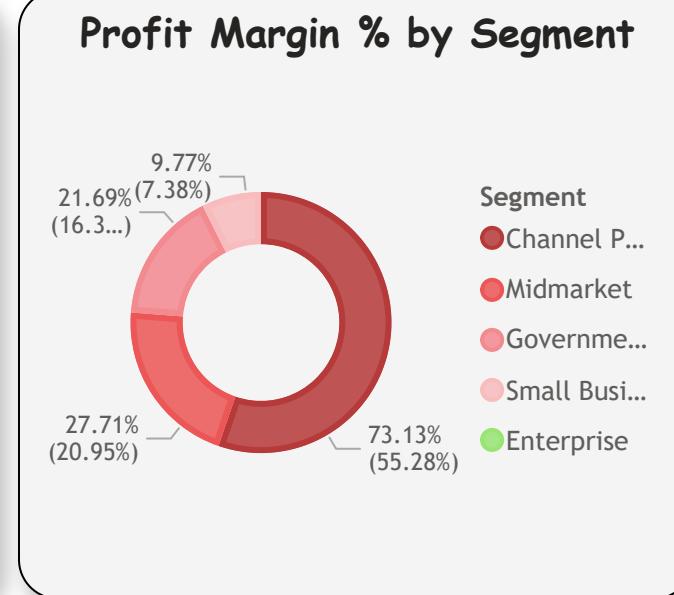
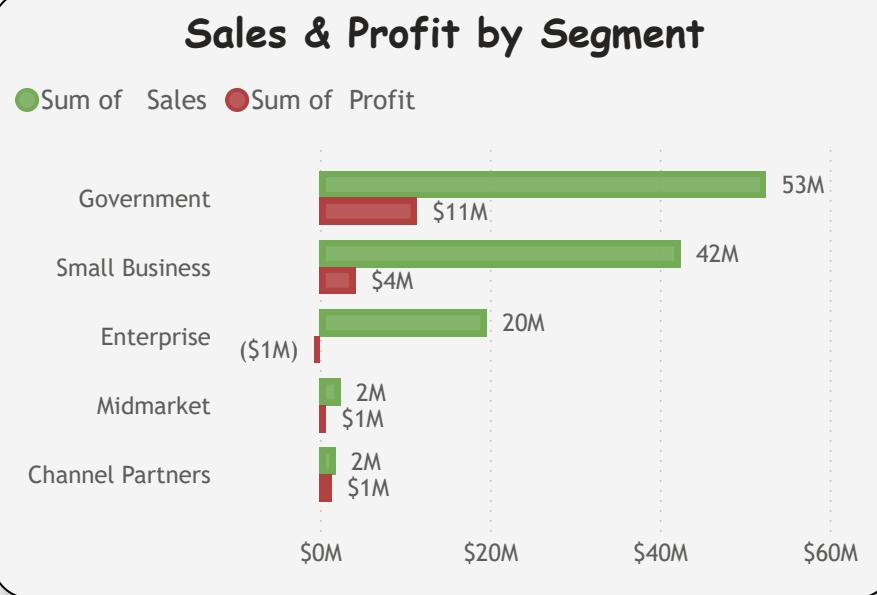
Insights & Strategy

**\$118.73M**  
Sales by Segment

**\$16.89M**  
Profit by Segment

**14.23%**  
Profit Margin %

**Government**  
Top Segment





# Top Performing Products & Discount Impact

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**\$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

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Small Business

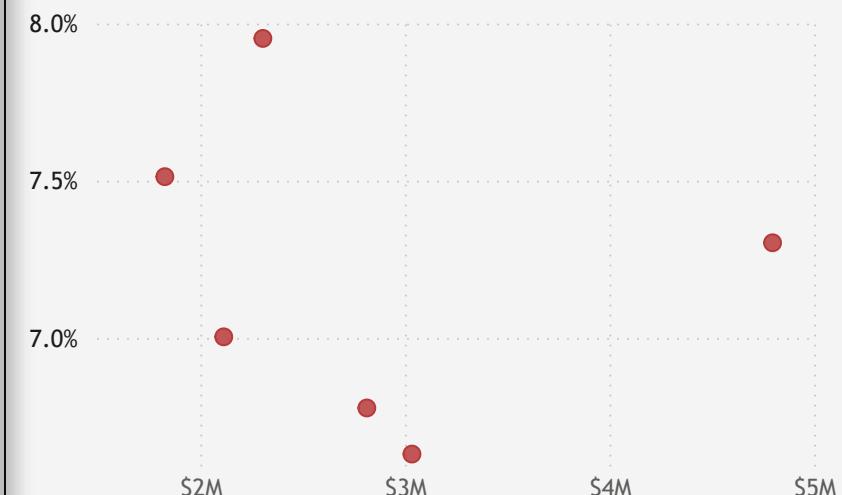
## Product's Details

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

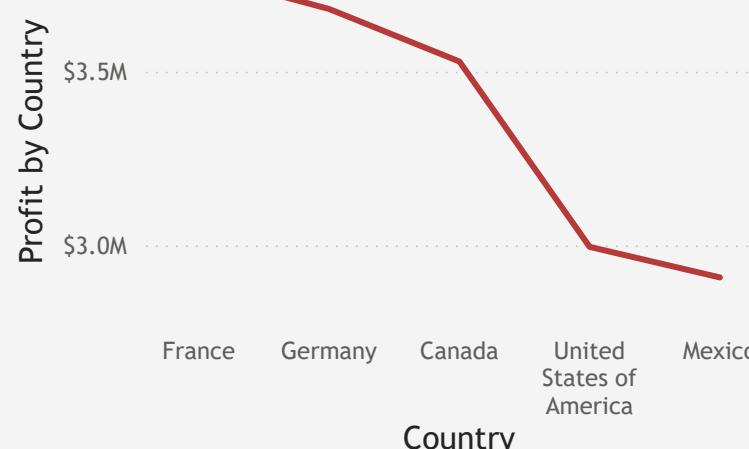
Enterprise

Government

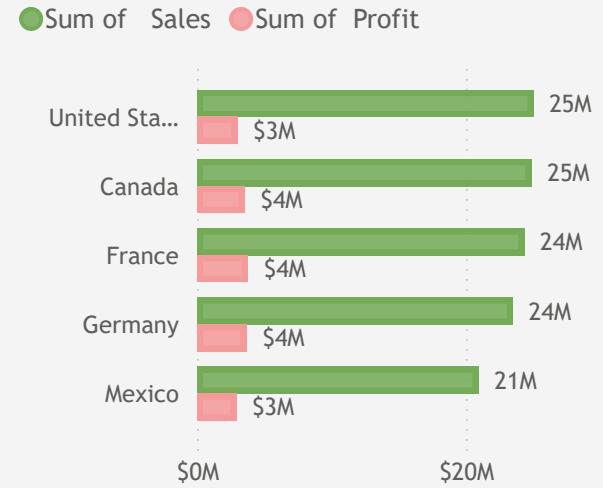
Midmarket

Small Business

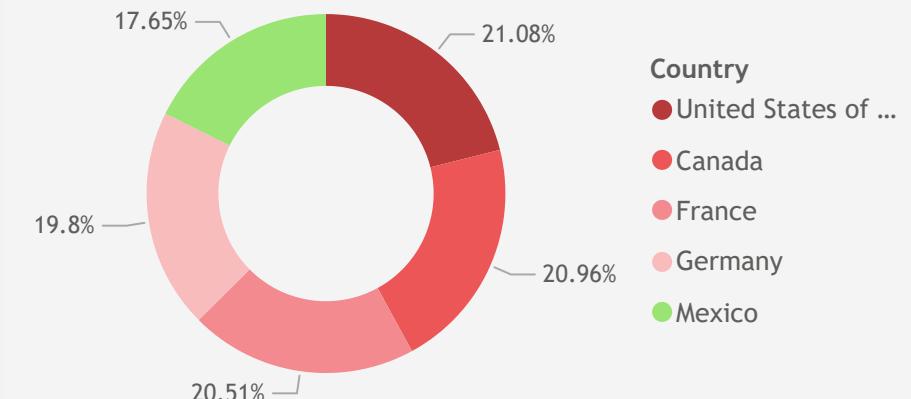
## Profit by Country



## Sales vs Profit by Country



## Sales Contribution % by Country





# Insights Summary & Strategic Recommendations — Turning Data into Action

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## 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%

:green square: **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.