



Sales Data Analysis

Total Discount
9.21M

Total Gross Sales
127.93M

Total Net Sales
118.73M

Total COGS
101.83M

Total Profit
16.89M

Select Country

All

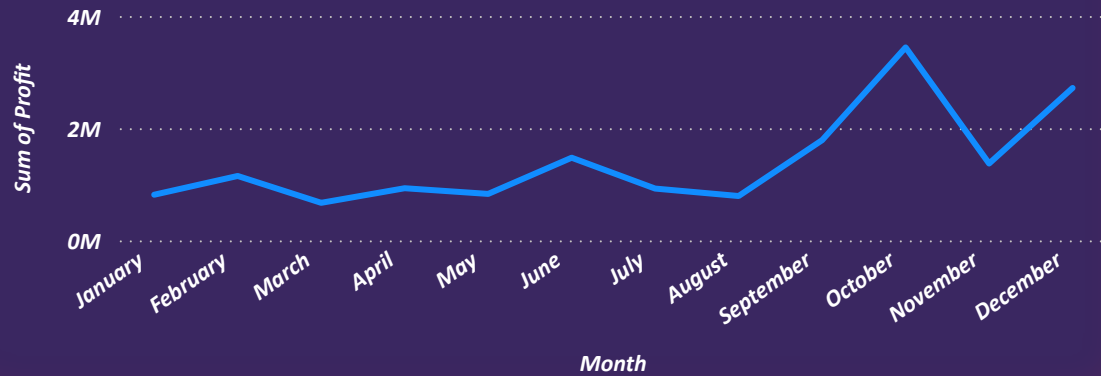
Select Year

Select all

2013

2014

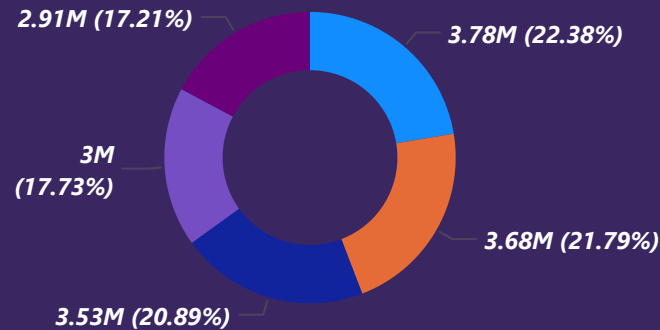
Total Profit by Month



Profit by Country

Country

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

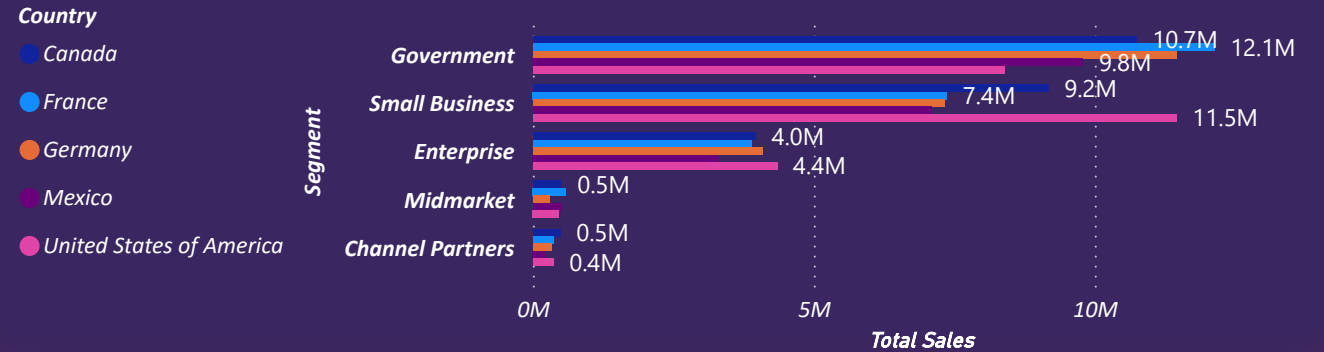


Total Sales by Country

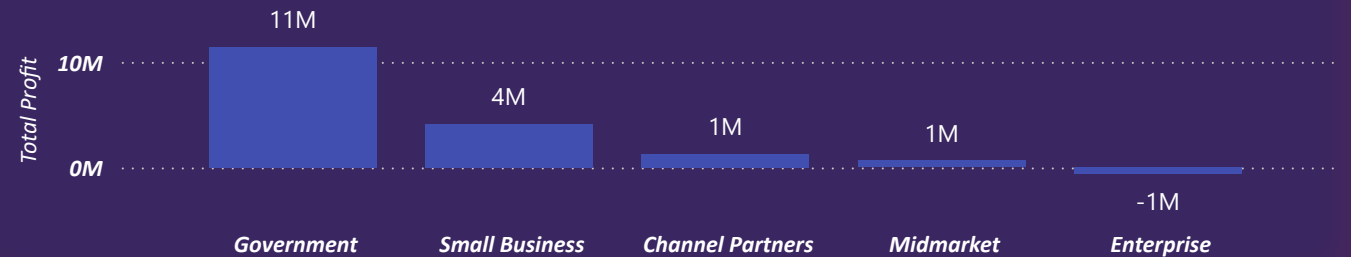


France Contributed more to Gross Profit with \$3.68M. Lowest Performing Country is Mexico

Total Sales based on Segment and Country



Profit by Segment



Select Country

All

Select Year

Select all

2013

2014

Total Profit based on Discount Band and Product

Product ● Amarilla ● Carretera ● Montana ● Paseo ● Velo ● VTT



Total Units Sold based on Product

Product

● Paseo

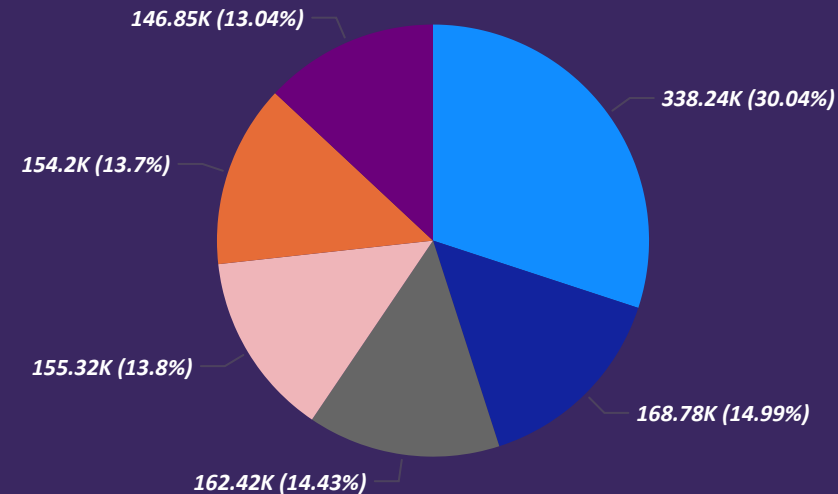
● VTT

● Velo

● Amarilla

● Montana

● Carretera



Total Sales by Product

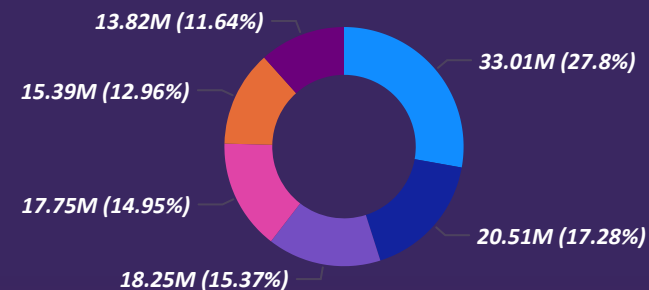
Product

● Paseo

● VTT

● Velo

● Amarilla



Month	Sum of Profit
January	814,028.68
February	1,148,547.39
March	669,866.87
April	929,984.57
May	828,640.06
June	1,473,753.82
July	923,865.68
August	791,066.42
September	1,786,735.27
October	3,439,781.02
November	1,370,102.50
Total	16,893,702.26

Segment	Sum of Profit
Channel Partners	1,316,803.14
Enterprise	-614,545.63
Government	11,388,173.17
Midmarket	660,103.08
Small Business	4,143,168.50
Total	16,893,702.26

Product	Sum of Sales
Amarilla	17,747,116.06
Carretera	13,815,307.89
Montana	15,390,801.88
Paseo	33,011,143.95
Velo	18,250,059.47
VTT	20,511,921.02
Total	118,726,350.26

Product	Sum of Units Sold
VTT	168,783.00
Velo	162,424.50
Paseo	338,239.50
Montana	154,198.00
Carretera	146,846.00
Amarilla	155,315.00
Total	1,125,806.00

Country	Sum of Profit
United States of America	2,995,540.66
Mexico	2,907,523.11
Germany	3,680,388.82
France	3,781,020.78
Canada	2,907,523.11
Total	16,893,702.26

Country	Segment	Sum of Sales
United States of America	Channel Partners	366,534.18
United States of America	Enterprise	4,350,605.00
United States of America	Government	8,390,746.11
United States of America	Midmarket	465,385.88
United States of America	Small Business	11,456,559.00
Mexico	Channel Partners	234,379.08
Mexico	Enterprise	3,315,881.25
Mexico	Government	9,791,599.38
Mexico	Midmarket	511,136.40
Mexico	Small Business	7,096,356.00
Germany	Channel Partners	336,425.88
Germany	Enterprise	4,086,826.25
Germany	Government	11,452,895.94
Germany	Midmarket	301,344.75
Germany	Small Business	7,327,848.00
France	Channel Partners	372,090.36
France	Enterprise	3,890,890.63
France	Government	12,127,782.72
France	Midmarket	593,802.08
France	Small Business	7,369,606.50
Canada	Channel Partners	491,164.14
Canada	Enterprise	3,967,491.25
Canada	Government	10,741,236.52
Canada	Midmarket	510,213.98
Canada	Small Business	9,177,549.00
Total		118,726,350.26

Product	Discount Band	Sum of Profit
VTT	High	517,969.55
VTT	Low	1,305,857.99
VTT	Medium	806,708.48
VTT	None	404,072.00
Velo	High	445,503.06
Velo	Low	828,885.98
Velo	Medium	879,873.43
Velo	None	151,730.00
Paseo	High	1,301,041.53
Paseo	Low	1,607,536.69
Paseo	Medium	1,377,449.73
Paseo	None	511,410.00
Montana	High	517,155.76
Montana	Low	628,461.76
Montana	Medium	826,305.86
Montana	None	142,831.50
Carretera	High	177,122.95
Carretera	Low	957,232.51
Carretera	Medium	499,204.42
Carretera	None	193,245.00
Amarilla	High	430,073.88
Amarilla	Low	860,882.77
Amarilla	Medium	1,189,980.92
Amarilla	None	333,166.50
Total		16,893,702.26

DRILL

<i>Product</i>	<i>Sum of Units Sold</i>	<i>Sum of Sales</i>	<i>Sum of Profit</i>
<i>Carretera</i>	<i>146,846.00</i>	<i>13,815,307.89</i>	<i>1,826,804.89</i>
<i>Total</i>	<i>146,846.00</i>	<i>13,815,307.89</i>	<i>1,826,804.89</i>