

Sales Performance Dashboard

GROSS SALES (BEFORE DISCOUNT):

\$ 127,931,598.50

NET SALES (AFTER DISCOUNT):

\$ 118,726,350.26

TOTAL PROFIT

\$ 16,893,702.26

Discount Explicity:

\$9,205,248.24

PROFIT % BEFORE DISCOUNT:

13.21%

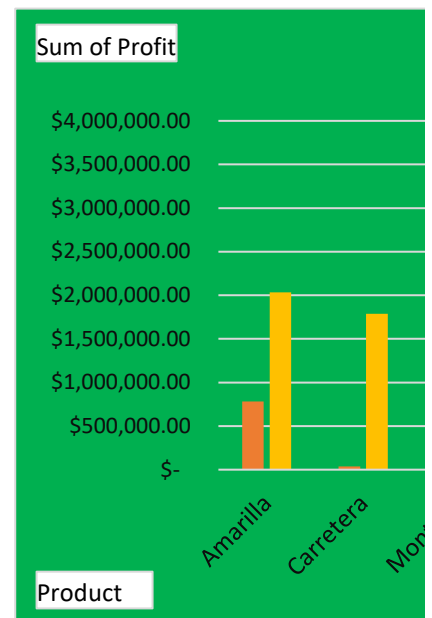
PROFIT % AFTER DISCOUNT:

14.23%

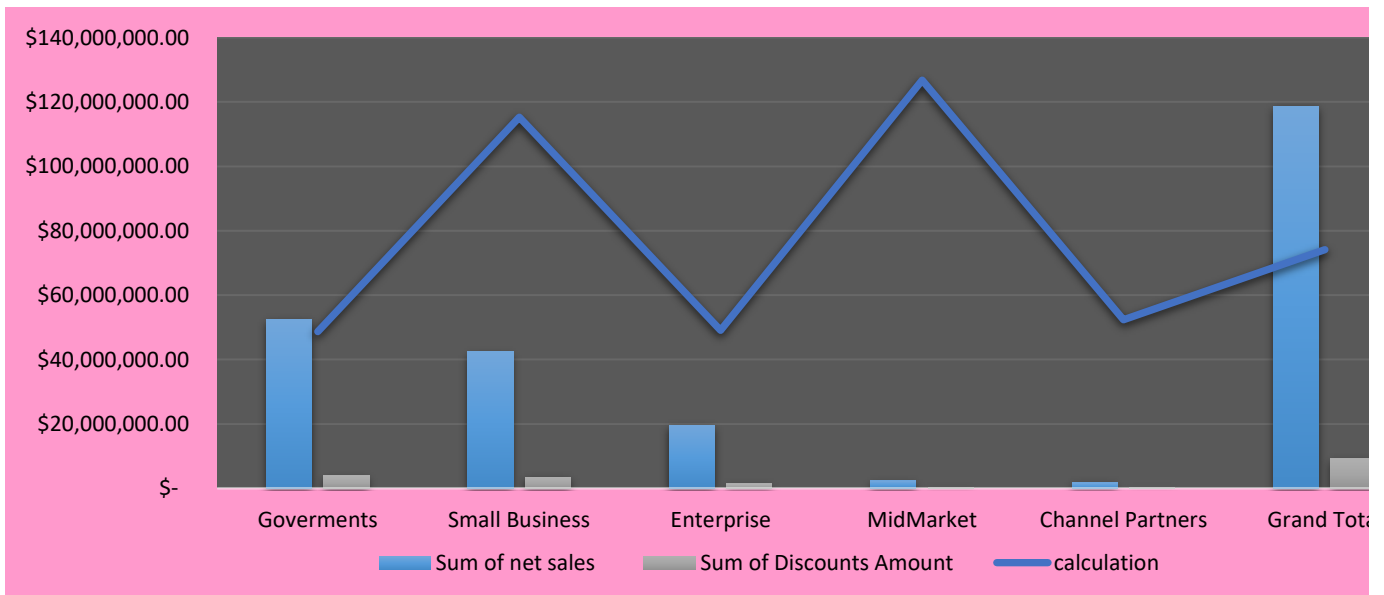
TOTAL UNITS SOLD:

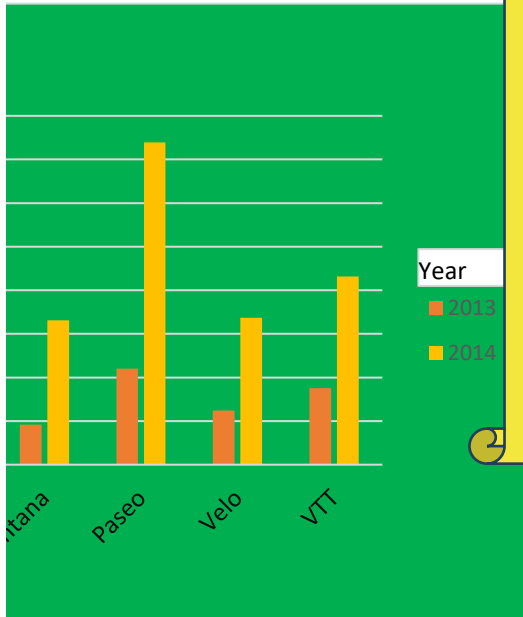
1,125,806.0

TOP 3 PROFITABLE PRODUCTS



DISCOUNT IMPACT

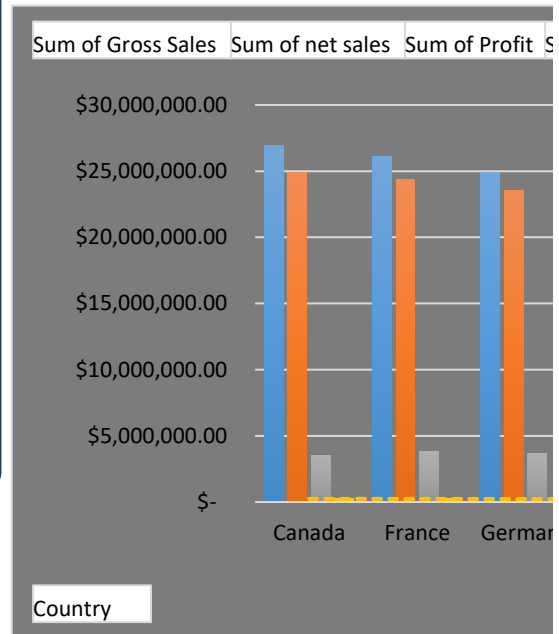




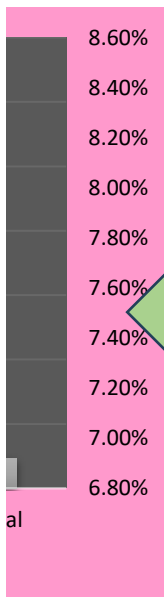
TOP THREE PROFITABLE PRODUCTS IN BOTH 2013 & 2014 ARE:

1. Paseo
2. VTT
3. Amarilla

REGIONAL INSIGHTS



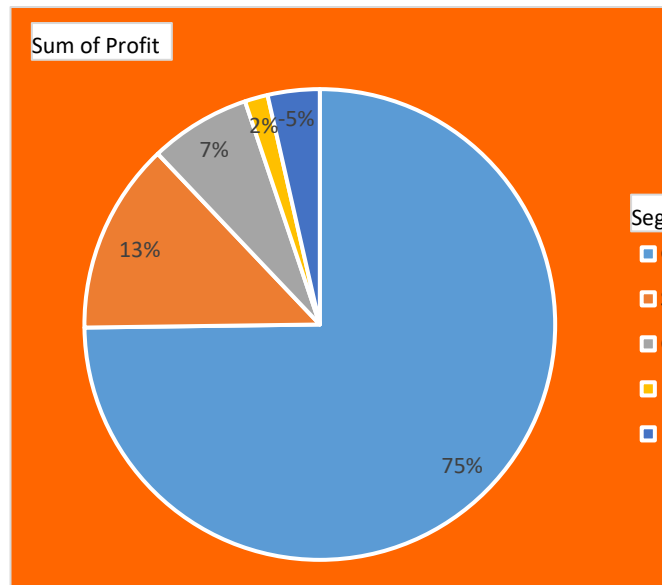
SEGMENT ANALYSIS OVER BY COUNTRY AND



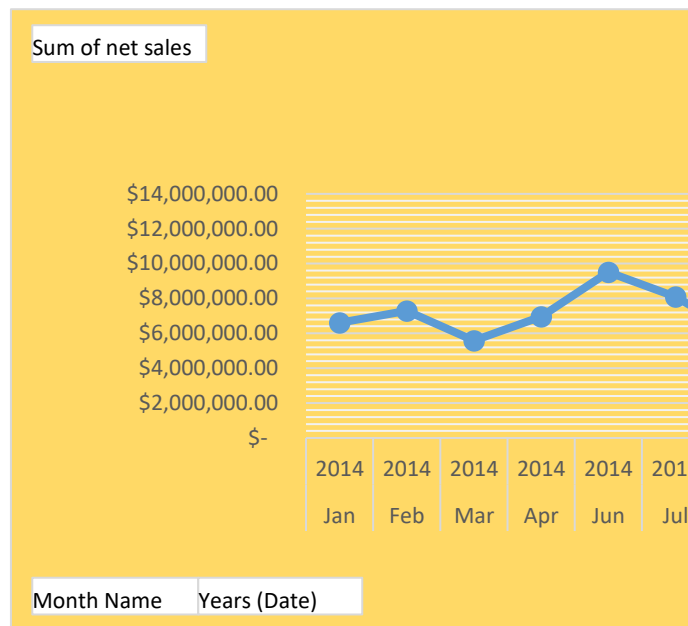
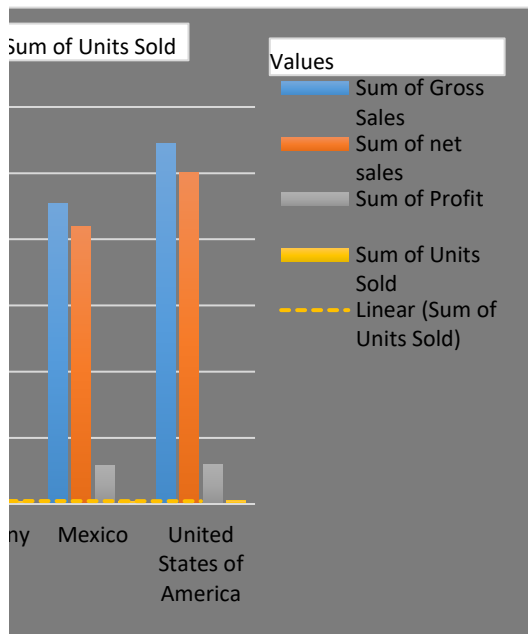
Government and Small Business these Segments had bulk sales.

Mid-Market gets the highest relative discounts 8.4% despite contributing slow sales.

overall discounts for about 7.7% revenue



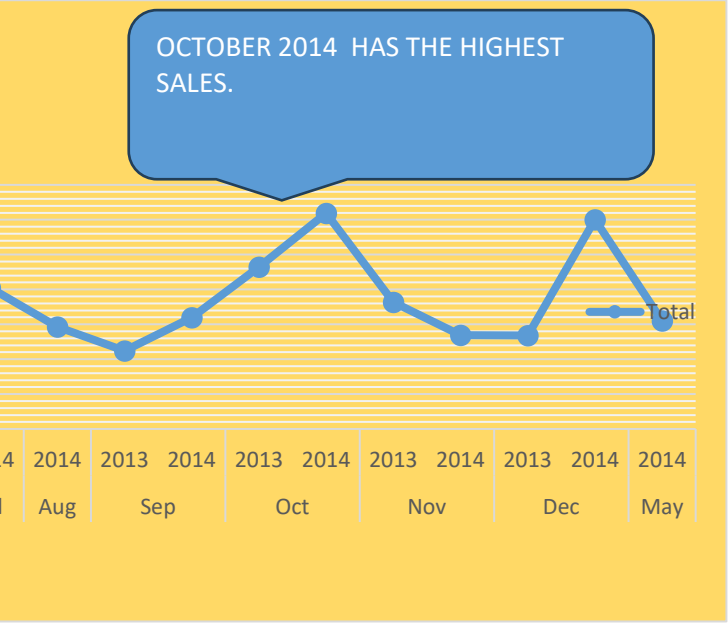
"Montly Trends"



Country
Canada
France
Germany
Mexico
United States of A...

Product
Amarilla
Carretera
Montana
Paseo
Velo
VTT

month name	sales 2013	sales 2014
jan	0	814028.68
feb	0	1148547.39
mar	0	669866.87
apr	0	929984.57
may	0	828640.06
jun	0	1473753.82
jul	0	923865.68
aug	0	791066.42
sep	763603.03	1023132.24
oct	1657795.1	1781985.92
nov	765502.3	604600.2
dec	691564.08	2025765.9
	3878464.51	13015237.75



yoy analysis	
	25.37%
	6.97%
	-26.61%
	65.86%
	70.20%

