

FINANCIAL REPORT

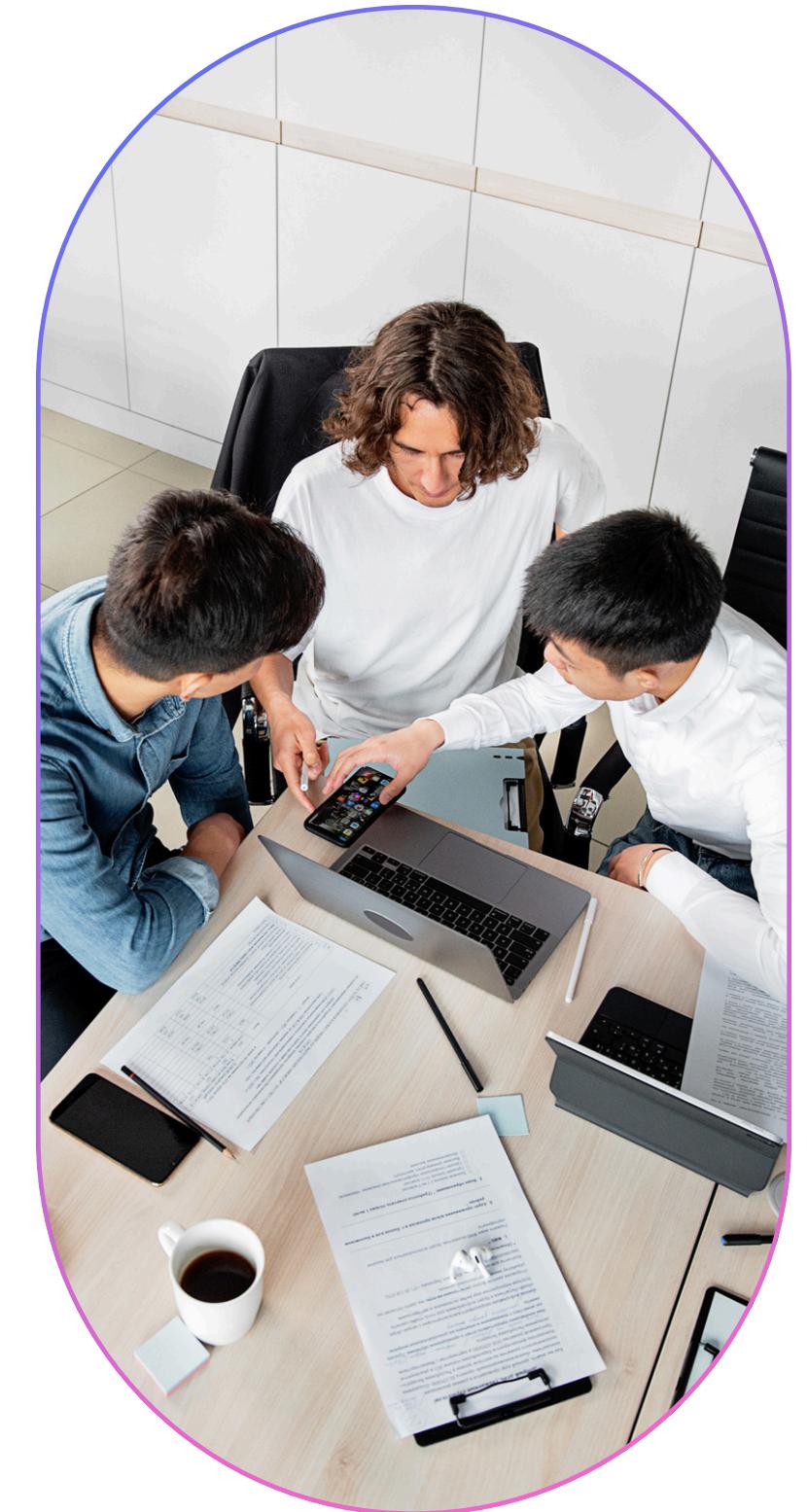
By Shivam Thakur

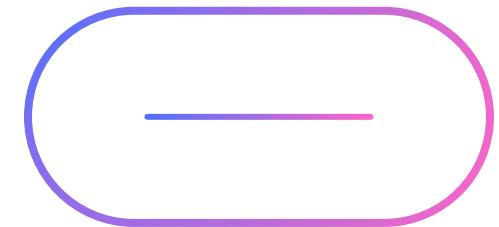




TABLE OF CONTENT

- Introduction
- Executive Summary
- Sales Performance (2013–2014)
- Product-wise Financial Performance
- Sales by Business Segment
- Geographic Sales Performance
- Key Business Insights
- Recommendations
- Conclusion





INTRODUCTION

Company Overview

The company is a multinational organization operating across multiple countries and serving diverse customer segments, including Government, Small Business, and Enterprise. It offers a varied product portfolio and uses data analytics tools like Power BI to track sales, profitability, and market performance.

Purpose of the Report

The purpose of this report is to analyze sales and profit performance for 2013–2014, identify top products, customer segments, and regions, and support data-driven business decision-making.

Reporting Period

2013–2014





EXECUTIVE SUMMARY

Revenue

- The company generated total sales of \$118.7 million across 2013 and 2014.
- Overall profit stood at \$16.9 million, resulting in a profit margin of 14.2%.

118.7M

Total Sales

16.9M

Total Profit

Profit

- Total profit for 2013–2014 was \$16.9 million, with a profit margin of 14.23%.
- A total discount of \$9.2 million was offered to drive sales volume.
- Strong performance was observed in the Government and Small Business segments.
- Paseo emerged as the top-performing product across all metrics.

9.2M

Discount offered

14.2%

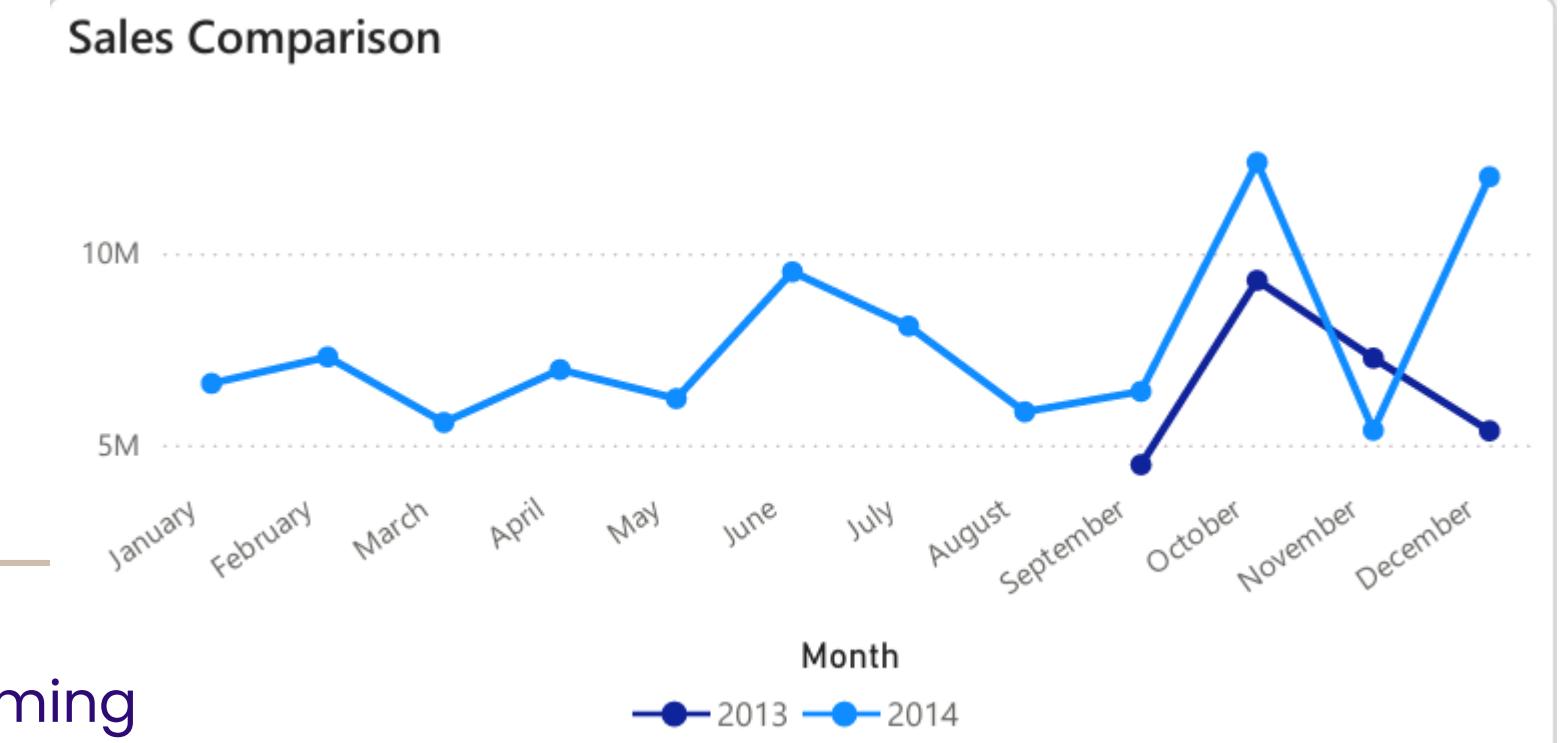
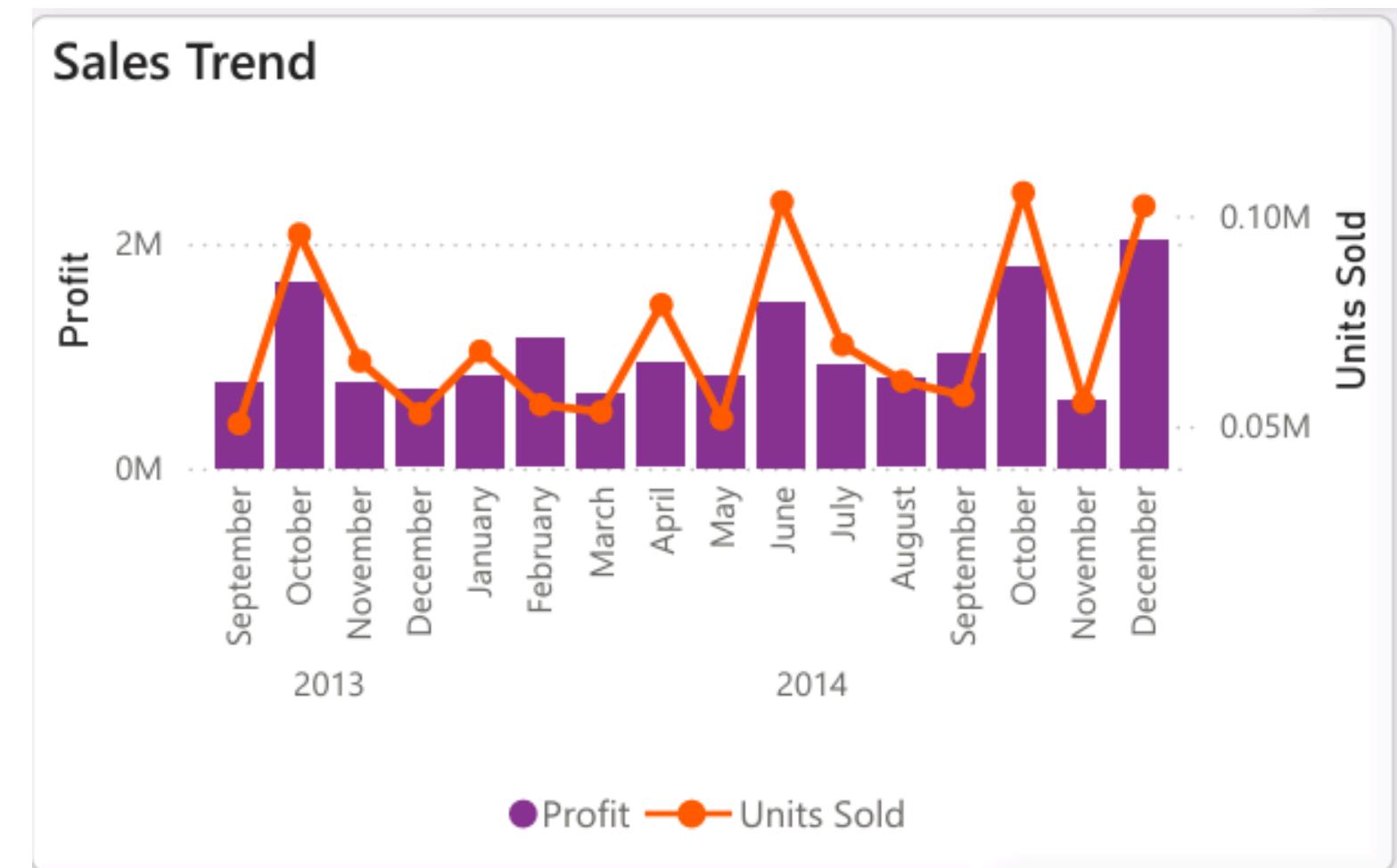
Profit Margin

SALES PERFORMANCE (2013–2014)

- The company achieved total sales of 118.7M during 2013–2014, demonstrating strong overall revenue generation across products, regions, and customer segments.
- Government (44.22%) and Small Business (35.74%) were the largest contributors, jointly accounting for nearly 80% of total sales, highlighting their strategic importance.
- From a product perspective, Paseo (33M) emerged as the highest-selling product, followed by VTT (21M) and Velo (18M), indicating strong customer demand for these offerings.
- Geographically, sales were well distributed, with the United States (25.03M) leading, closely followed by Canada (24.89M), France (24.35M), Germany (23.51M), and Mexico (20.95M).

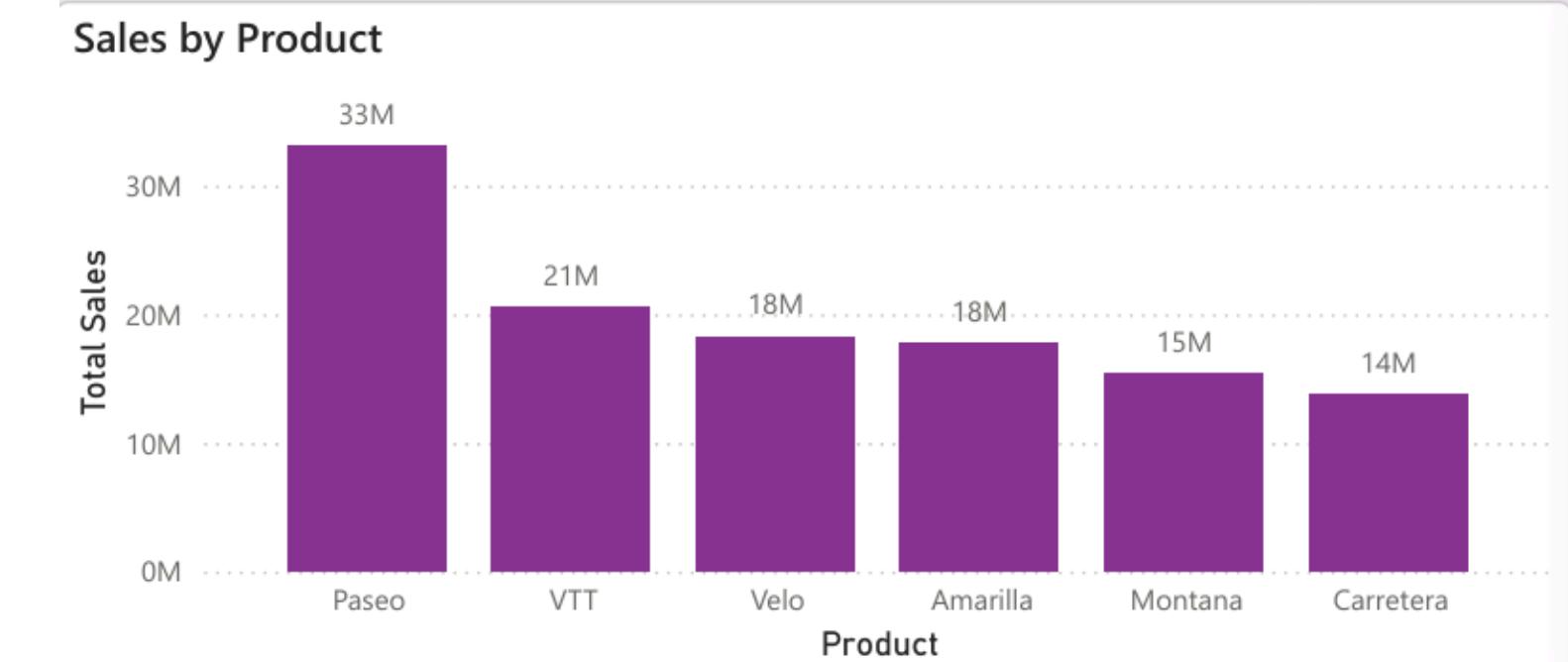
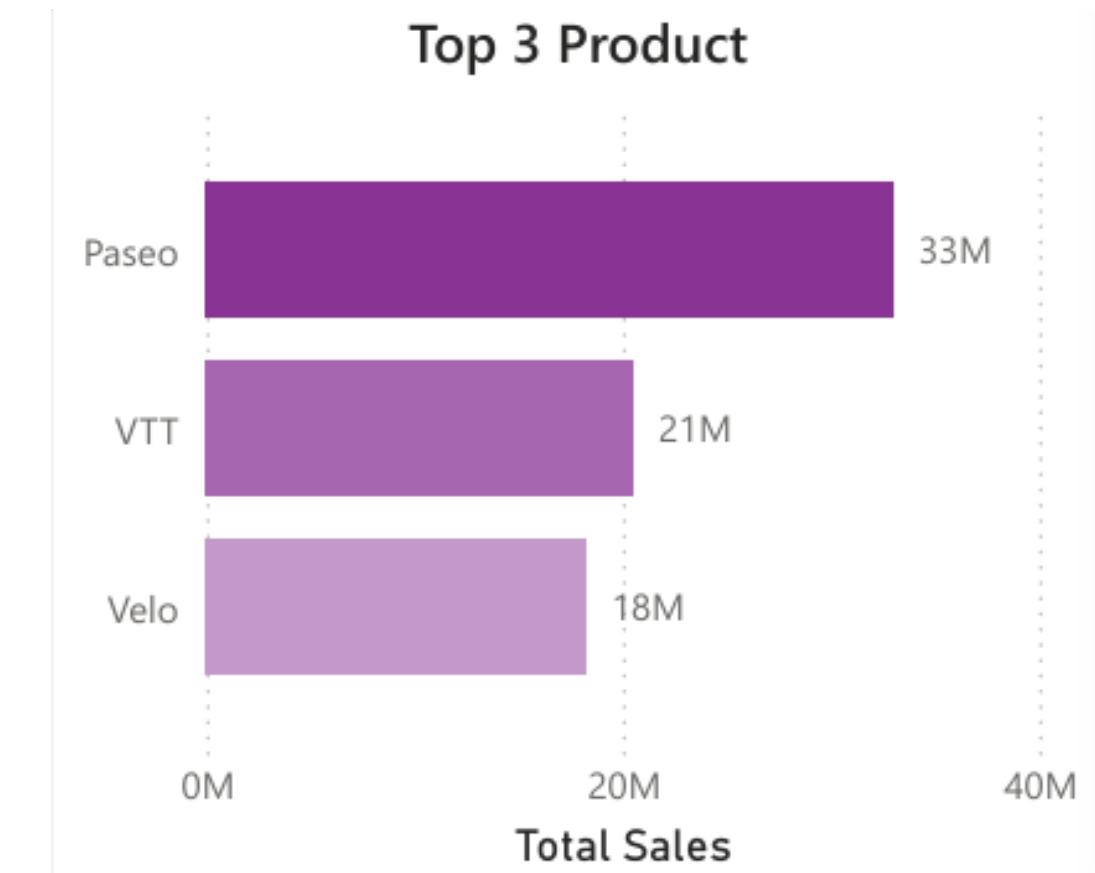
Key Insight:

Sales performance is strong and diversified, supported by top-performing products, dominant customer segments, and balanced geographic contributions, ensuring revenue stability and growth potential.



PRODUCT-WISE FINANCIAL PERFORMANCE

- The company's product portfolio generated total sales of 118.7M, delivering an overall profit of 16.9M with a healthy profit margin of 14.23%.
- Paseo is the top-performing product with 33M in sales and 4.8M profit, making it the primary revenue driver.
- VTT follows with 21M in sales and a strong 14.79% profit margin, indicating high profitability.
- Velo and Amarilla show stable performance with sales of 18M each, contributing consistently to total revenue.
- Montana and Carretera generate moderate sales but maintain steady margins, supporting portfolio balance.
- Overall, all products contribute positively to profit, with margins ranging between 12.64% and 15.86%, reflecting effective cost and pricing strategies.



PRODUCT-WISE FINANCIAL PERFORMANCE

Product	Total Sales	Total Profit	Profit Margin
Amarilla	17.7M	2.8M	15.86%
Carretera	13.8M	1.8M	13.22%
Montana	15.4M	2.1M	13.74%
Paseo	33.0M	4.8M	14.53%
Velo	18.2M	2.3M	12.64%
VTT	20.5M	3.0M	14.79%

Key Insight:

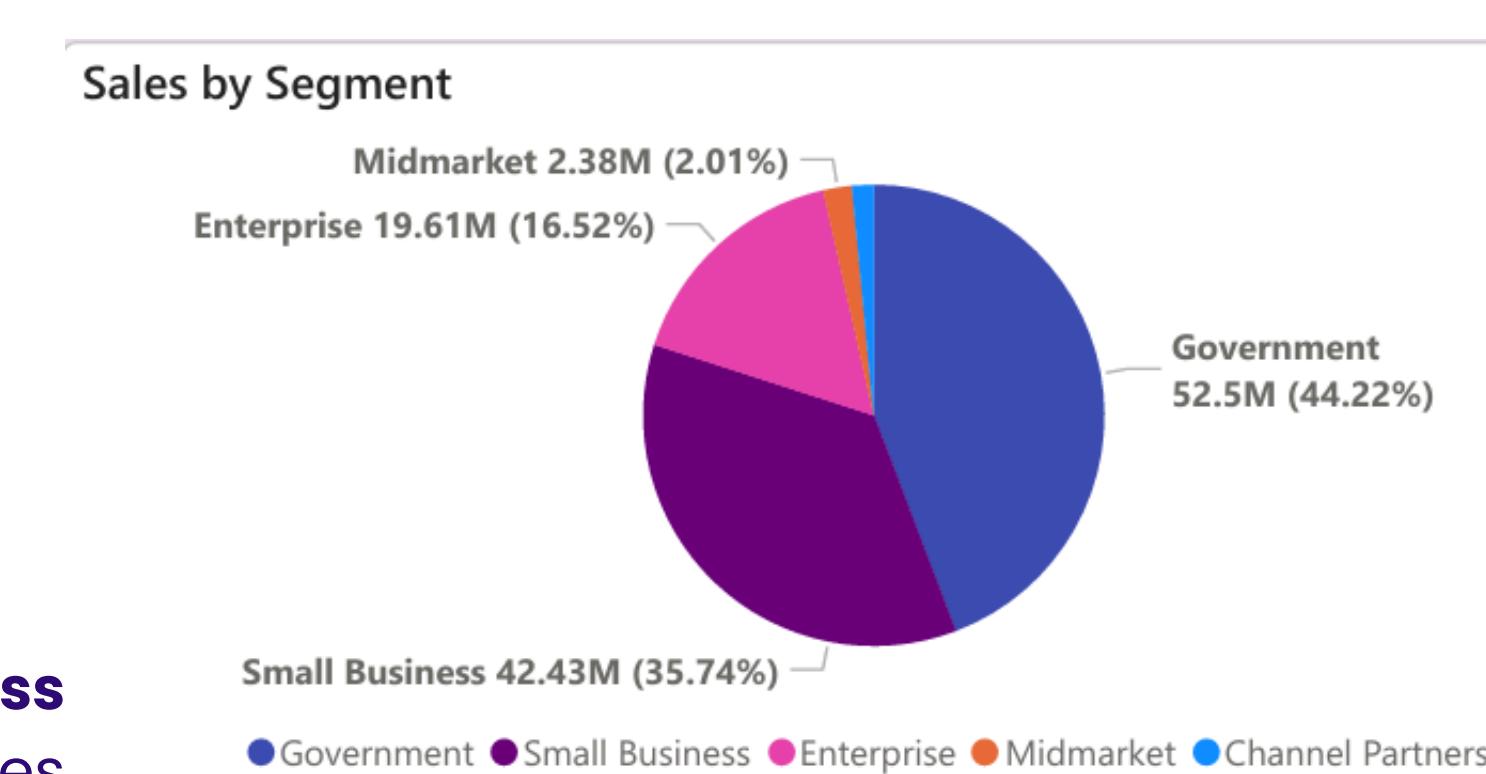
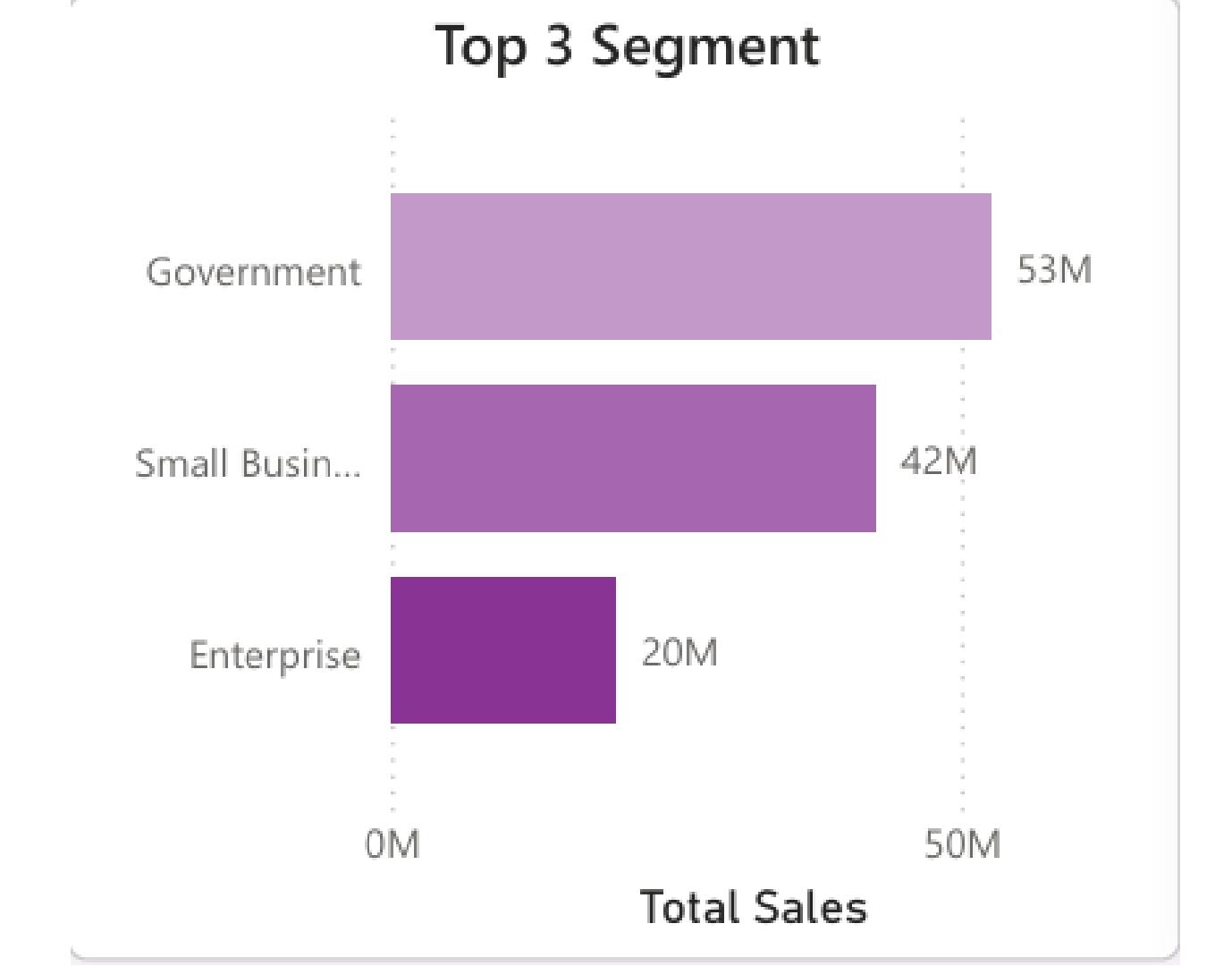
The product mix is well diversified, with **Paseo** and **VTT** driving growth while other products ensure revenue stability and risk diversification.

SALES BY BUSINESS SEGMENT

- The company's total sales of 118.7M are primarily driven by the Government segment, which contributes 52.5M (44.22%), making it the largest and most stable revenue source.
- Small Business is the second-largest segment, generating 42.43M (35.74%), reflecting strong demand and consistent purchasing behavior.
- The Enterprise segment contributes 19.61M (16.52%), indicating moderate but high-value transactions.
- Midmarket (2.01%) and Channel Partners account for a relatively small share of total sales, suggesting untapped growth potential.
- The strong dominance of Government and Small Business segments ensures revenue stability, while Enterprise and smaller segments offer opportunities for strategic expansion.

Key Insight:

Sales are highly concentrated in the **Government** and **Small Business segments**, highlighting the importance of focused customer strategies while exploring growth in underperforming segments.



● Government ● Small Business ● Enterprise ● Midmarket ● Channel Partners

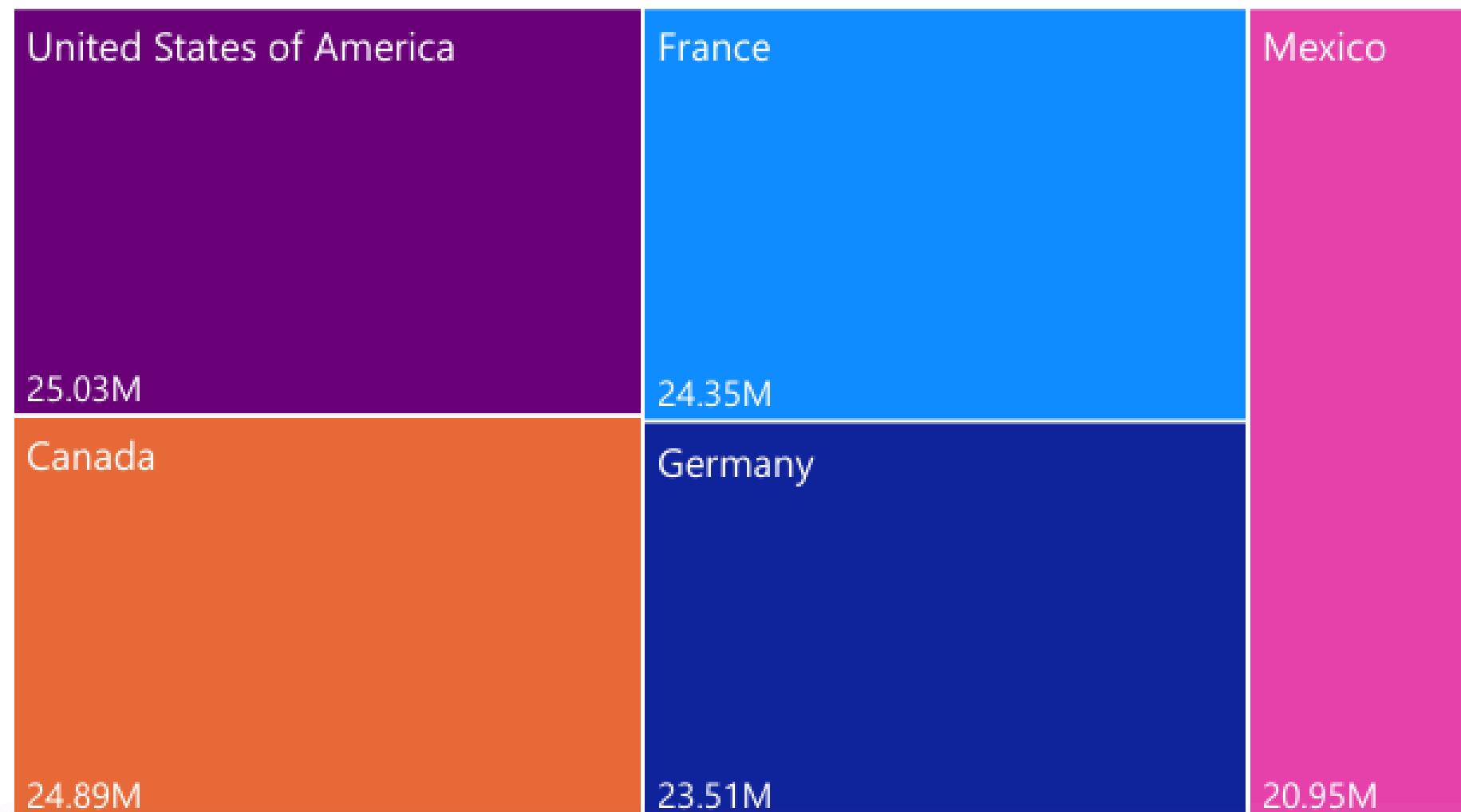


GEOGRAPHIC SALES PERFORMANCE

- Sales are evenly distributed across major regions, ensuring market diversification.
- United States is the top-performing country by sales.
- Canada, France, and Germany show strong and comparable revenue contributions.

- Mexico contributes steadily, supporting the overall regional balance.
- The diversified geographic presence reduces risk and supports sustainable growth.

Total Sales by Country



Total Sales by Country



KEY BUSINESS INSIGHTS

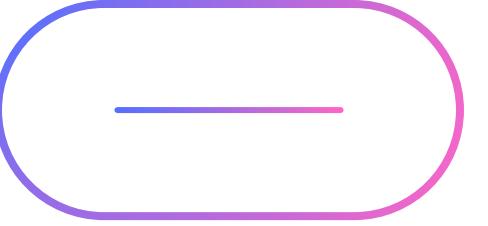
- Strong overall profitability with controlled margins.
- Government & Small Business are primary revenue drivers.
- Paseo and VTT should be prioritized for growth strategies.
- Seasonal sales spikes suggest opportunity for targeted campaigns.



RECOMMENDATIONS

- Increase investment in Paseo and VTT product lines.
- Optimize discounts to protect margins without impacting volume.
- Expand presence in high-performing regions (USA & Canada).
- Develop customized offerings for Government and Small Business clients.





CONCLUSION

The financial analysis demonstrates strong sales growth, healthy margins, and diversified performance across products, segments, and regions. Strategic focus on top-performing products and customer segments can further improve profitability and market leadership.

