

Mobile Phone Sales Analysis





\$127.2M

Total Revenue

\$82.78M

Total Cost

\$44.42M

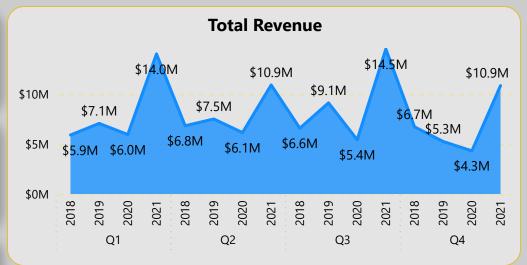
Profit

34.92%

Profit Margin%

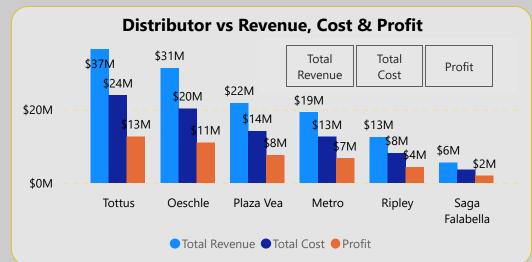
152K

Total Quantity



Overall Statstics									
Operator	Total Revenue	Total Cost	Profit	Total Profit LY	Profit Margin%				
Tuenti	<u>\$4,19,82,140</u>	\$2,70,33,150	\$1,49,48,990	\$1,49,48,990	35.61%				
Entel	<u>\$3,23,80,340</u>	\$2,11,73,250	\$1,12,07, 090	\$1,12,07,090	34.61%				
Bitel	<u>\$2,48,88,580</u>	\$1,62,97,290	\$85, 91,290	\$85,91,290	34.52%				
Claro	<u>\$1,91,65,480</u>	\$1,25, 46,180	\$6 6,19,300	\$66,19,300	34.54%				
Movistar	<u>\$87,88,260</u>	\$57,35,010	\$30,53,250	\$30,53,250	34.74%				

Total Revenue by Brand							
Apple	LG	Samsung	Motorola	Nokia			
				\$13.59M			
\$32.14M	\$31.83M	\$25.07M	\$17.39M	Huawei			









Statistics									
Brand	Country	Distributor	Total Quantity	Total Revenue ▼	Total Cost	Profit	Total Profit LY	Profit Variance	Profit Margin% ^
Apple	Colombia	Tottus	1352	\$16,22,400	\$10,14,000	\$6,08,400	\$6,08,400	1 \$0	37.50%
Motorola	Denmark	Tottus	1090	\$10,3 5,500	\$7,35,750	\$2 ,99,750	\$2,99,750	1 \$0	28.95%
Samsung	Paraguay	Tottus	1136	\$9, 31,520	\$6,70,240	\$2,61,280	\$2,61,280	1 \$0	28.05%
LG	Portugal	Oeschle	1092	\$8 ,73,600	\$6,00,600	\$2,73,000	\$2,73,000	1 \$0	31.25%
LG	Peru	Tottus	1090	\$8 ,72,000	\$5,99,500	\$2,72,500	\$2,72,500	1 \$0	31.25%
Samsung	Portugal	Tottus	1054	\$8 ,64,280	\$6,21,860	\$ 2,42,420	\$2,42,420	1 \$0	28.05%
LG	Peru	Oeschle	1080	\$8 ,64,000	\$5,94,000	\$2,70,000	\$2,70,000	1 \$0	31.25%
LG	United Kingdom	Tottus	1064	\$8 ,51,200	\$5,85,200	\$2,66,000	\$2,66,000	1 \$0	31.25%
Samsung	Denmark	Tottus	1022	\$8 ,38,040	\$6,0 2,980	\$2,35,060	\$2,35,060	1 \$0	28.05%
Apple	Cuba	Oeschle	672	\$8,06,400	\$5,04,000	\$3 ,02,400	\$3,02,400	1 \$0	37.50%
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Total			152344	\$12,72,04,800	\$8,27,84,880	\$4,44,19,920	\$4,44,19,920	\$0	34.92% ×
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