

FESTMAN STORES  
FINANCIAL ANALYSIS DASHBOARD

Key Financial Highlights

Sales | Current vs Prior Year  
92311095~  
Last Year: 26,415,256 (+249.46%)

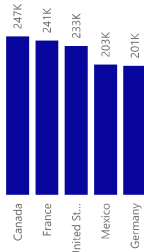
Orders | Current vs Prior Year  
861132~  
Last Year: 264674 (+225.36%)

Profit | Current vs Prior Year  
13,015,238~  
Last Year: 3,878,465 (+235.58%)

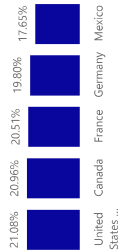
Profit % | Current vs Prior Year  
14.10%!  
Last Year: 14.68% (-3.97%)

Discount | Current vs Prior Year  
7,059,717~  
Last Year: 2,145,531 (+229.04%)

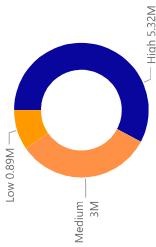
Orders by Country



Sales by Country



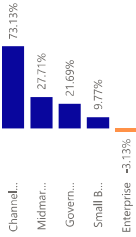
% Discount by Discount Band



Profit Margin by Segment and Products

Segment	Profit Margin
Channel Partners	73.13%
Amarilla	72.43%
Carretera	73.68%
Montana	73.50%
Paseo	73.01%
Velo	73.40%
VTT	73.05%
Enterprise	-3.13%
Amarilla	-3.60%
Carretera	-6.95%
Montana	-1.19%
Paseo	-1.55%
Velo	-2.37%
VTT	-4.31%
Government	21.69%
Amarilla	22.21%
Carretera	23.01%
Montana	20.30%
Paseo	20.54%
Velo	22.48%
Total	14.23%

Profit Margin by Segment



Sales by Year and Month



Top 3 Products by Sales Amount

