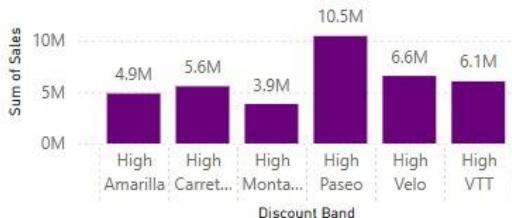


Date: 7-11-2025

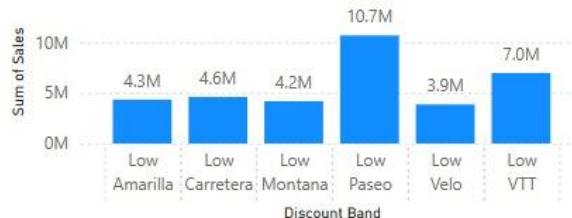
Sum of Sales by Product, Discount Band and Discount Band

Discount Band ● High



Sum of Sales by Product, Discount Band and Discount Band

Discount Band ● Low



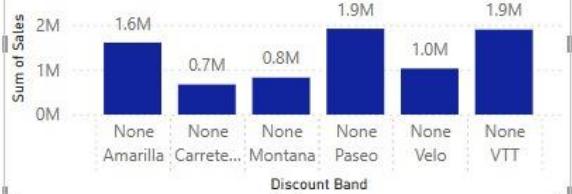
Sum of Sales by Product, Discount Band and Discount Band

Discount Band ● Medium



Sum of Sales by Product, Discount Band and Discount Band

Discount Band ● None



## Sales Analysis by Product and Discount Band

### Insights:

#### High Discount Band:

- Paseo leads with the highest sales at 10.5M, indicating strong performance under heavy discounting.
- Velo and VTT follow with 6.6M and 6.1M respectively.
- Carretera and Amarilla show moderate sales at 5.6M and 4.9M.
- Montana has the lowest in this band at 3.9M.

#### Low Discount Band:

- Paseo again dominates with 10.7M, showing consistent popularity across discount levels.
- VTT performs well at 7.0M, the second-highest in this band.
- Carretera, Amarilla, and Montana are close in range (4.6M, 4.3M, 4.2M).
- Velo dips to 3.9M, the lowest in this category.

#### Medium Discount Band:

- Amarilla surprisingly tops this band with 6.9M, outperforming Paseo.
- Paseo follows at 9.9M, still strong.
- Montana, Velo, and VTT are close (6.6M, 6.8M, 5.6M).

- Carretera drops significantly to 3.0M, the lowest in this band.

**No Discount Band:**

- Sales are significantly lower across all products.
- Paseo and VTT tie at 1.9M, the highest in this band.
- Amarilla and Velo follow with 1.6M and 1.0M.
- Montana and Carretera are lowest at 0.8M and 0.7M respectively.

**Key Observations:**

- Paseo is the top-selling product across all discount bands, especially under High and Low discounts.
- VTT consistently performs well, particularly under Low discounts.
- Amarilla shows a spike in Medium discounts, suggesting targeted promotional success.
- Carretera and Montana fluctuate across bands, with weaker performance under No discounts.
- No Discount Band yields the lowest sales overall, highlighting the importance of discount strategies.