

Executive Overview

Choose Year

All

Choose Month

All

Choose Segment

All

Choose Country

All

Total Sales

118.73M

Total Cost

101.83M

Profit

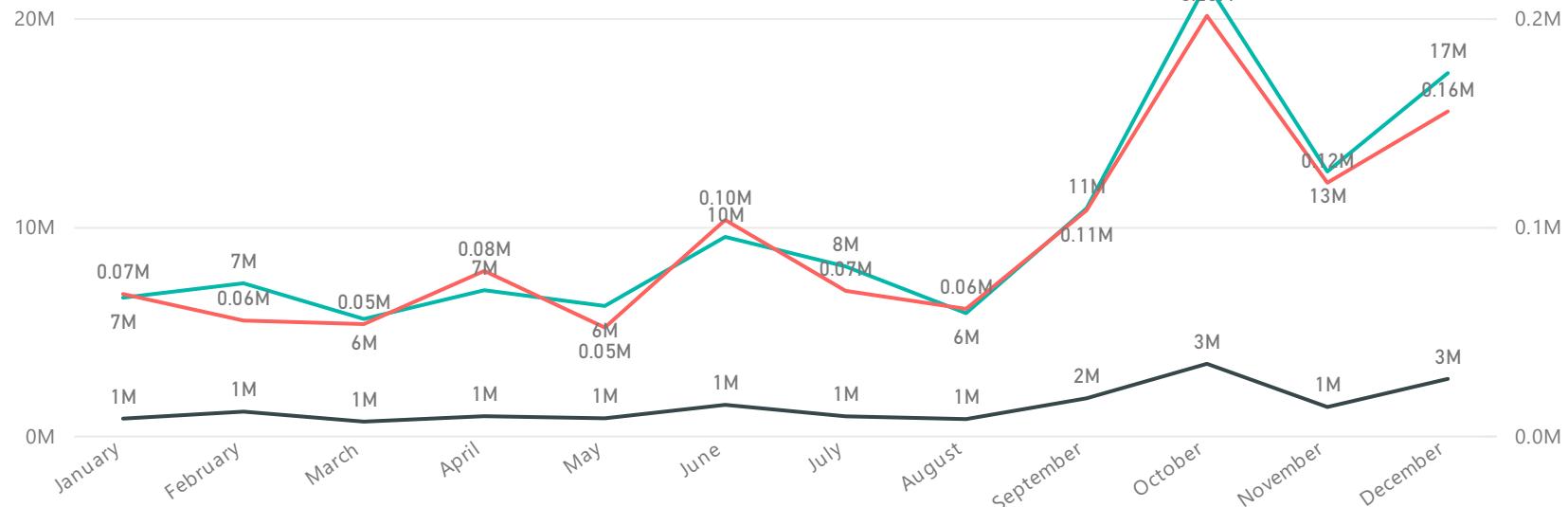
16.89M

Total Units Sold

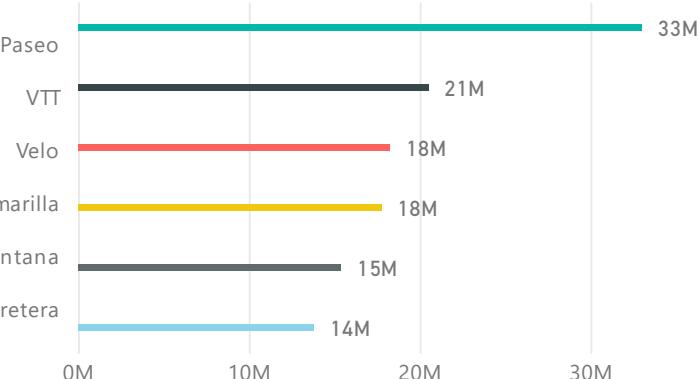
1.13M

Performance Trends

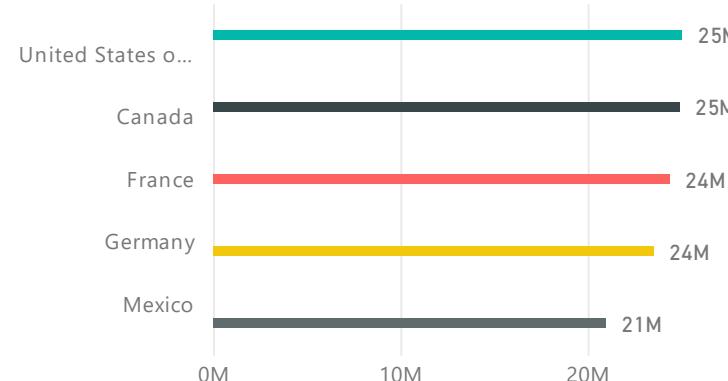
● Sum of Sales ● Sum of Profit ● Sum of Units Sold



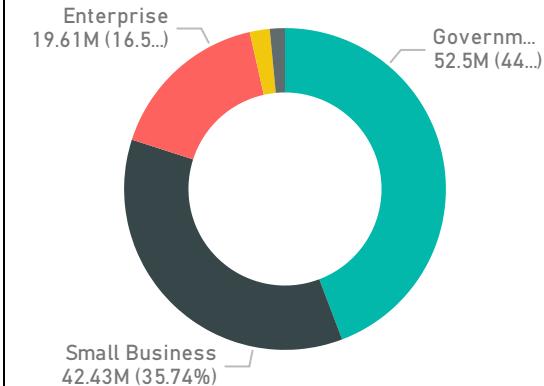
Top 5 Products by Profit



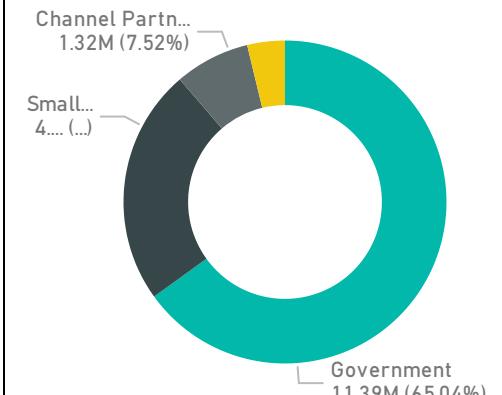
Top 5 Countries by Sales



Sales by Segment



Profit by Segment



Sales Performance

Choose Year/Month

All

Choose Product

All

Choose Segment

All

Choose Discount Band

All

Total Sales

118.73M

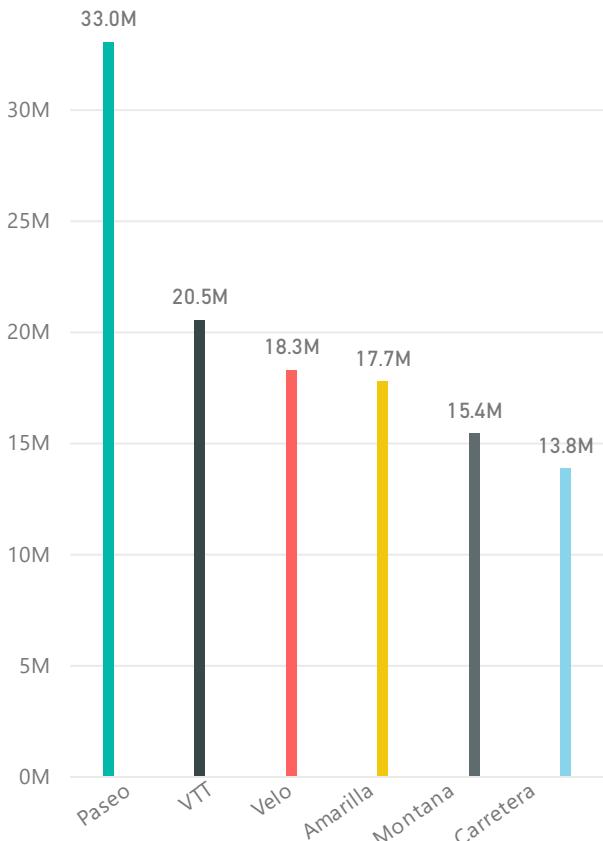
Total Units Sold

1.13M

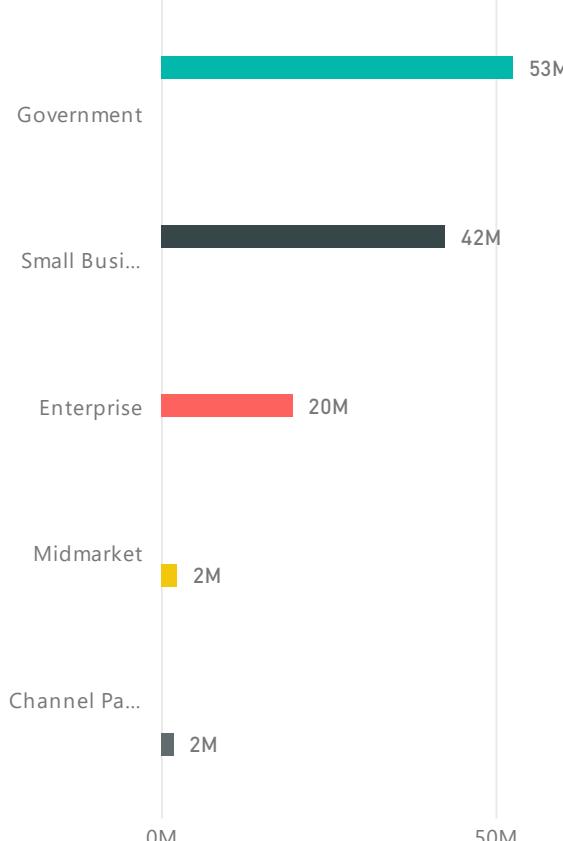
Average Sale Price

118.43

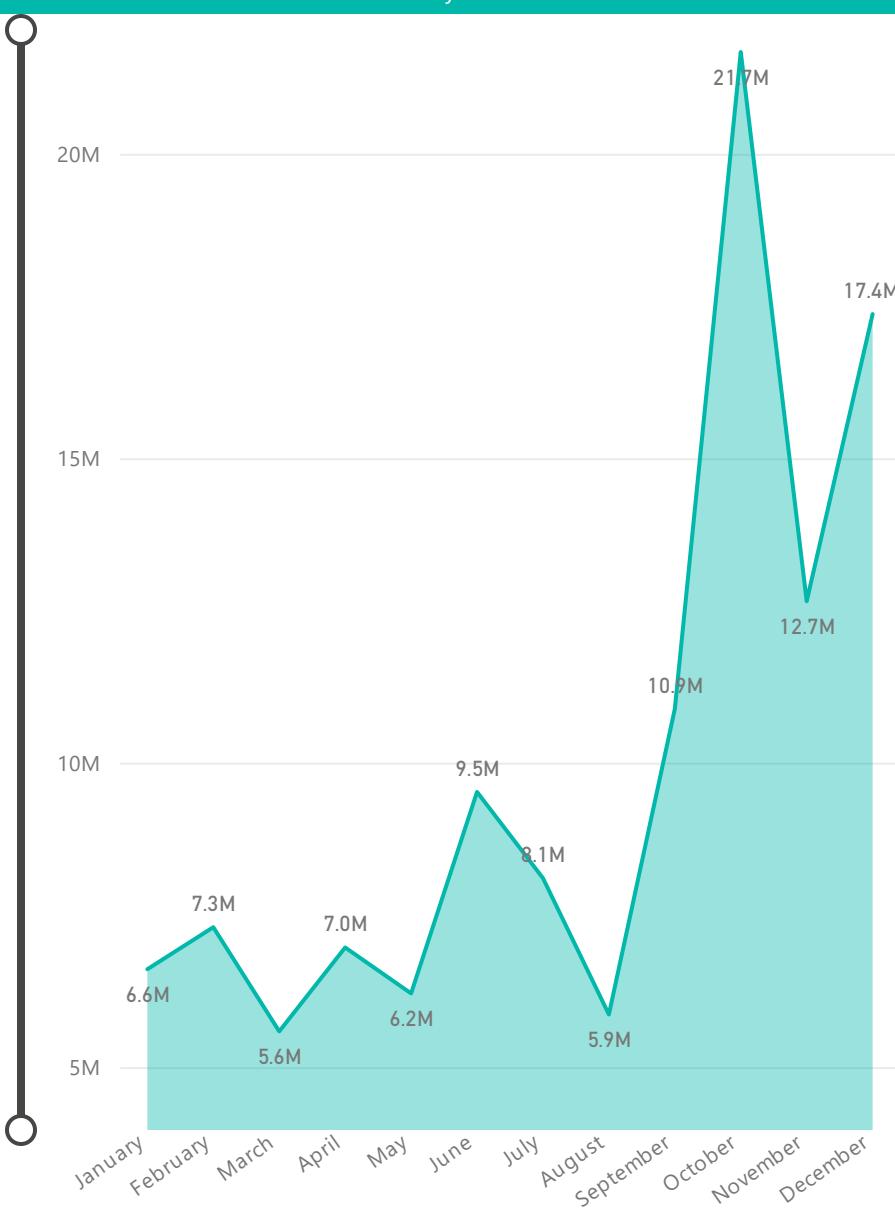
Sales by Product



Sales by Segment



Sales by Month



Product	Sum of Units Sold	Sum of Sales	%GT Sum of Sales
Paseo	338,239.50	33,011,143.95	27.80%
VTT	168,783.00	20,511,921.02	17.28%
Velo	162,424.50	18,250,059.47	15.37%
Amarilla	155,315.00	17,747,116.06	14.95%
Montana	154,198.00	15,390,801.88	12.96%
Carretera	146,846.00	13,815,307.89	11.64%
Total	1,125,806.00	118,726,350.26	100.00%

Profitability Analysis

Choose Year/Month

All

Choose Product

All

Choose Segment

All

Choose Country

All

Total Profit

16.89M

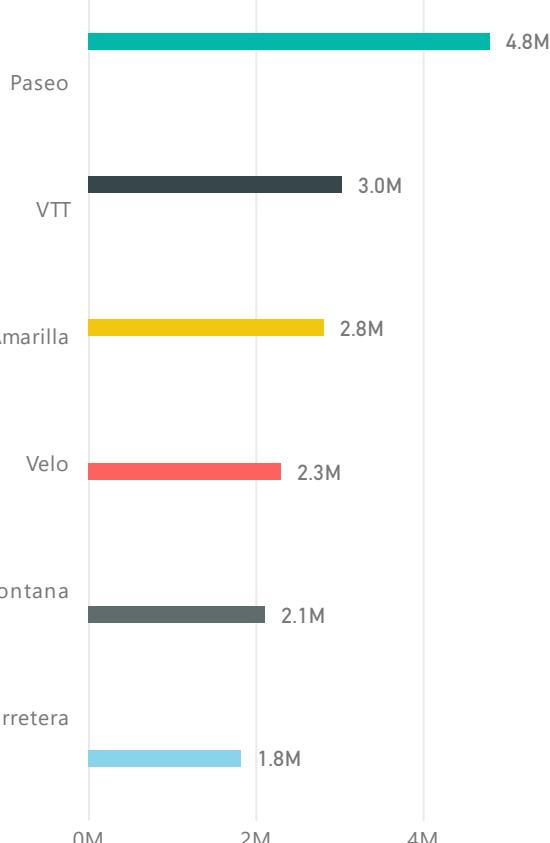
Profit Margin %

14.23%

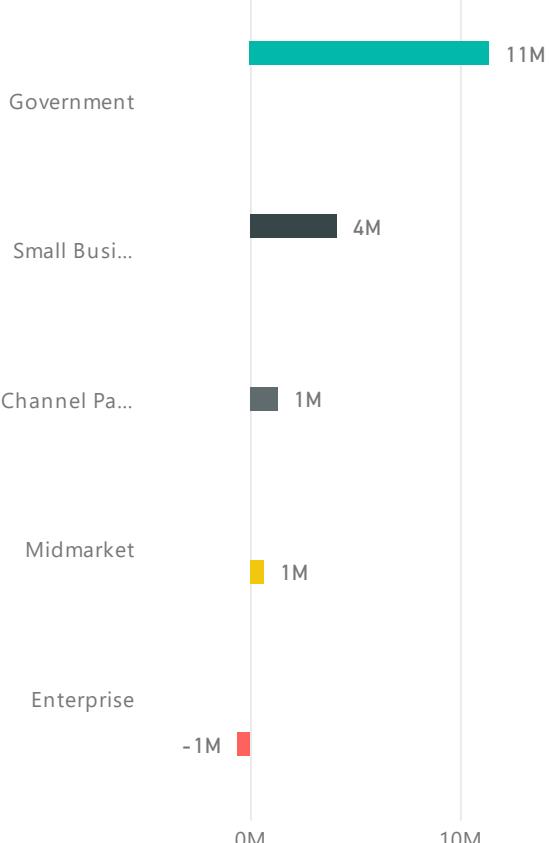
COGS

101.83M

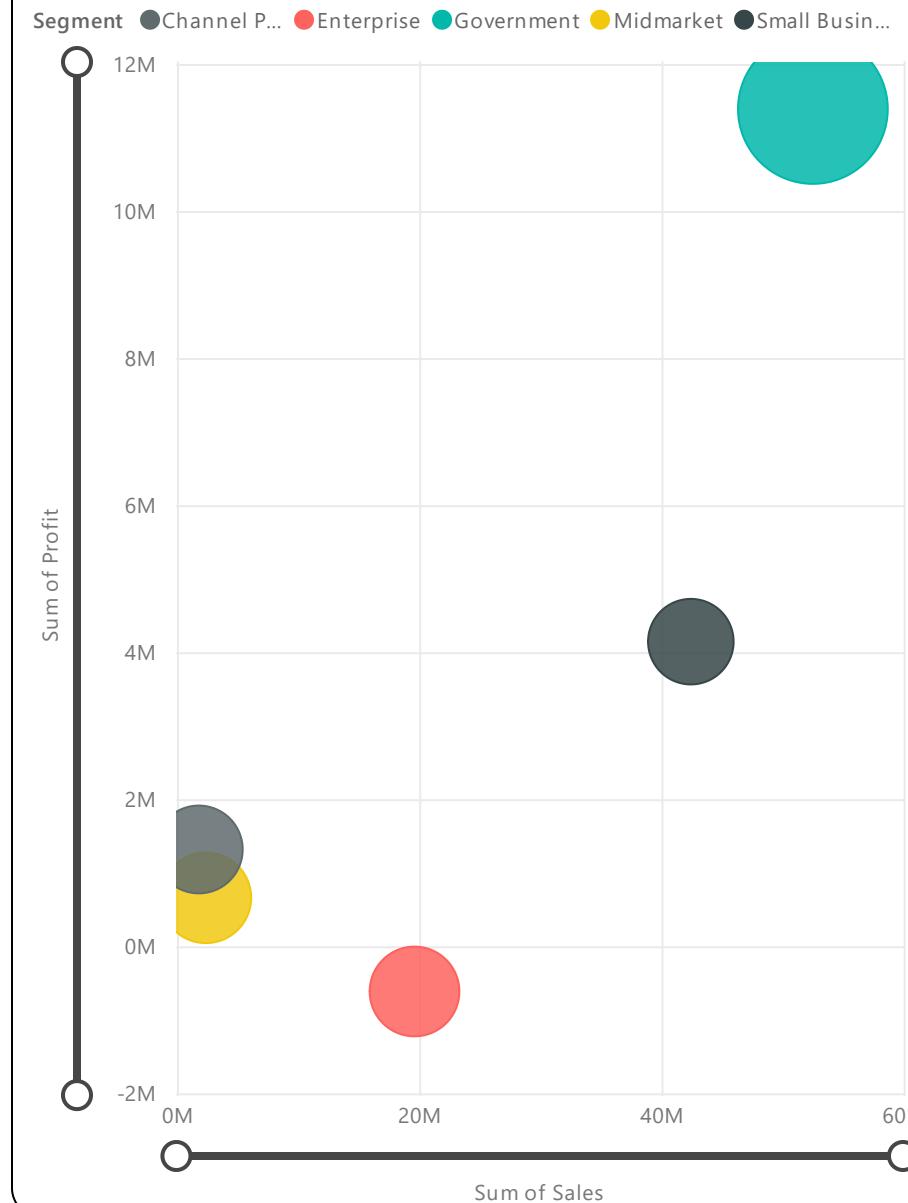
Profit by Product



Profit by Segment



Sales & Profit



Product	Sum of Sales	Sum of COGS	Sum of Profit	Profit Margin %
Paseo	33,011,143.95	28,213,706.00	4,797,437.95	14.53%
VTT	20,511,921.02	17,477,313.00	3,034,608.02	14.79%
Amarilla	17,747,116.06	14,933,012.00	2,814,104.06	15.86%
Velo	18,250,059.47	15,944,067.00	2,305,992.47	12.64%
Montana	15,390,801.88	13,276,047.00	2,114,754.88	13.74%
Carretera	13,815,307.89	11,988,503.00	1,826,804.89	13.22%
Total	118,726,350.26	101,832,648.00	16,893,702.26	14.23%

Geographic Performance

Choose Year/Month

All

Choose Product

All

Choose Segment

All

Choose Country

All

Sales by Country

Country ● Canada ● France ● Germany ● Mexico ● United States of America



Country

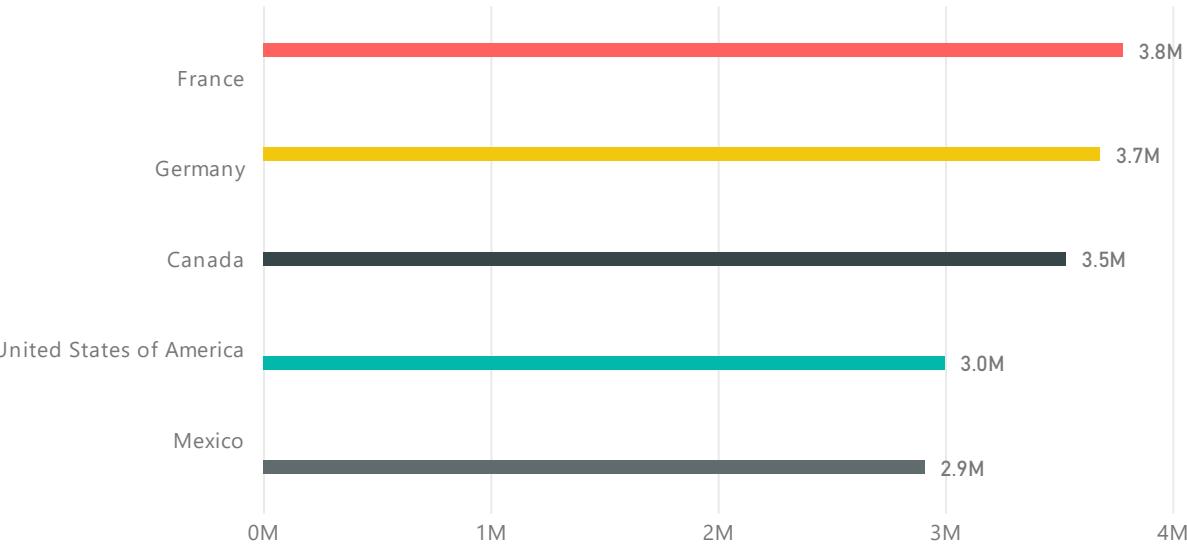
Sum of Sales

Sum of Profit

Profit Margin %

Country	Sum of Sales	Sum of Profit	Profit Margin %
Canada	24,887,654.88	3,529,228.89	14.18%
France	24,354,172.28	3,781,020.78	15.53%
Germany	23,505,340.82	3,680,388.82	15.66%
Mexico	20,949,352.11	2,907,523.11	13.88%
United States of America	25,029,830.17	2,995,540.66	11.97%
Total	118,726,350.26	16,893,702.26	14.23%

Profit by Country



Unit Sold by Country



Discount Impact

Choose Year/Month

All

Choose Product

All

Choose Segment

All

Choose Country

All

Sales After Discount

118.73M

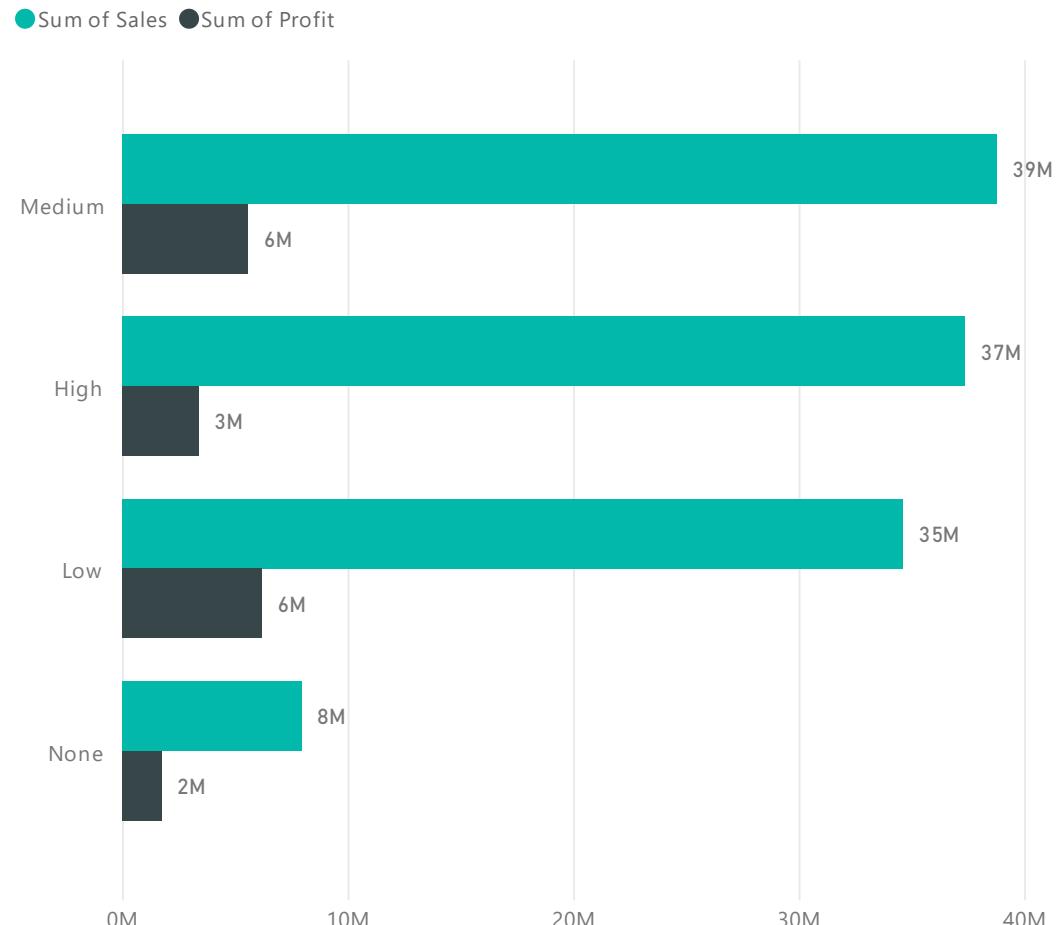
Discount Amount

9.21M

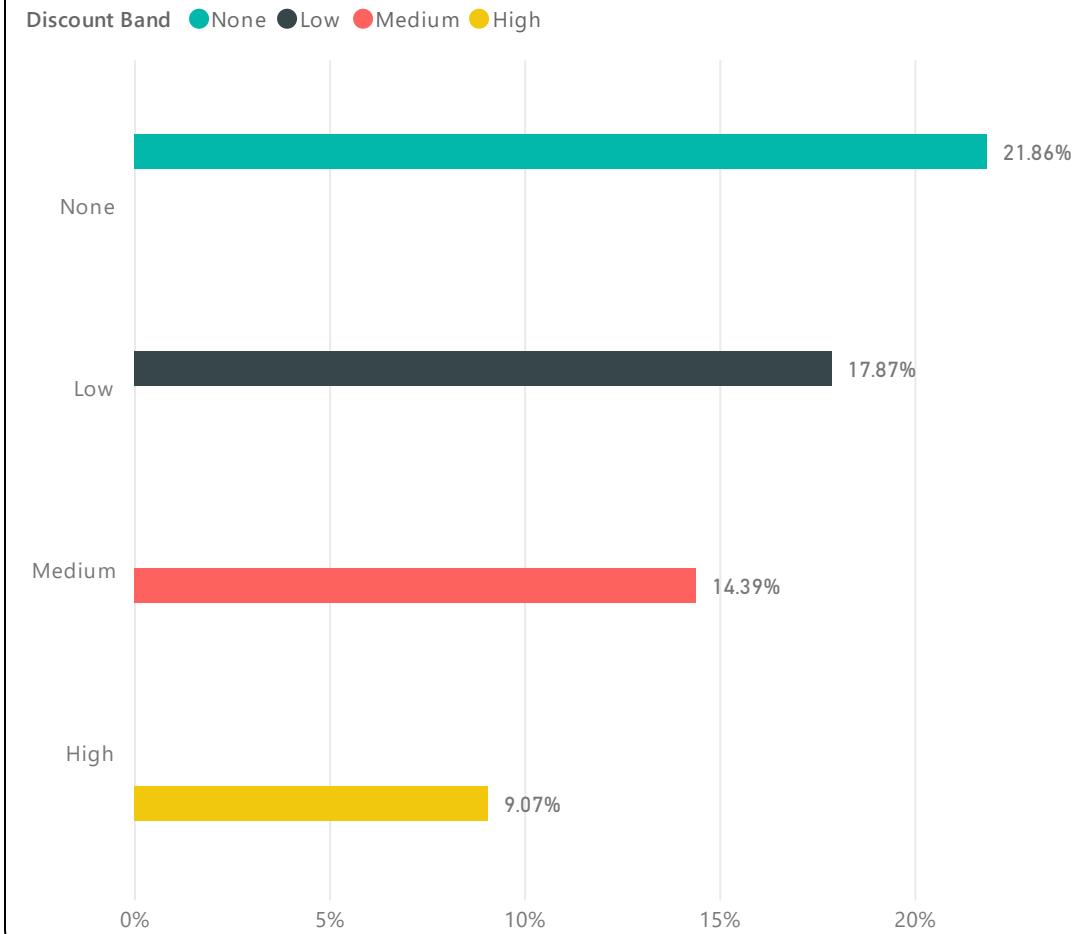
Margin %

14.23%

Sales vs Profit by Discount Band



Margin % by Discount Band and Discount Band



Discount Band	Sum of Sales	Sum of Discounts	Sum of Profit	Margin %
High	37,372,486.72	5,317,026.28	3,388,866.73	9.07%
Low	34,629,778.70	885,675.80	6,188,857.70	17.87%
Medium	38,780,430.84	3,002,546.16	5,579,522.84	14.39%
None	7,943,654.00	0.00	1,736,455.00	21.86%
Total	118,726,350.26	9,205,248.24	16,893,702.26	14.23%

Detailed Drill-Through

Choose Year/Month

All

Choose Product

All

Choose Segment

All

Choose Country

All

Segment	Country	Product	Discount Band	Sum of Units Sold	Sum of Manufacturing Price	Sum of Sale Price	Sum of Gross Sales	Sum of Discounts	Sum of Sales	Sum of COGS	Sum of Profit	Date
Government	United States of America	Paseo	Low	3,450.00	10	350	1,207,500.00	48,300.00	1,159,200.00	897,000.00	262,200.00	Tuesday,
Government	France	Amarilla	None	2,750.00	260	350	962,500.00	0.00	962,500.00	715,000.00	247,500.00	Saturday,
Government	Germany	Amarilla	Low	2,966.00	260	350	1,038,100.00	20,762.00	1,017,338.00	771,160.00	246,178.00	Tuesday,
Government	Germany	Velo	Low	2,966.00	120	350	1,038,100.00	20,762.00	1,017,338.00	771,160.00	246,178.00	Tuesday,
Government	Germany	Velo	Low	2,877.00	120	350	1,006,950.00	20,139.00	986,811.00	748,020.00	238,791.00	Wednesday,
Government	Germany	VTT	Low	2,877.00	250	350	1,006,950.00	20,139.00	986,811.00	748,020.00	238,791.00	Wednesday,
Government	Canada	Carretera	Low	2,852.00	3	350	998,200.00	19,964.00	978,236.00	741,520.00	236,716.00	Monday,
Government	Canada	Paseo	Low	2,852.00	10	350	998,200.00	19,964.00	978,236.00	741,520.00	236,716.00	Monday,
Government	France	Amarilla	Medium	2,876.00	260	350	1,006,600.00	70,462.00	936,138.00	747,760.00	188,378.00	Monday,
Government	France	Carretera	Low	2,155.00	3	350	754,250.00	7,542.50	746,707.50	560,300.00	186,407.50	Monday,
Government	France	Paseo	Low	2,155.00	10	350	754,250.00	7,542.50	746,707.50	560,300.00	186,407.50	Monday,
Government	France	Velo	Low	2,177.00	120	350	761,950.00	30,478.00	731,472.00	566,020.00	165,452.00	Wednesday,
Government	France	VTT	Low	2,177.00	250	350	761,950.00	30,478.00	731,472.00	566,020.00	165,452.00	Wednesday,
Government	Mexico	VTT	Low	1,940.00	250	350	679,000.00	13,580.00	665,420.00	504,400.00	161,020.00	Sunday, D
Government	Canada	Paseo	None	1,725.00	10	350	603,750.00	0.00	603,750.00	448,500.00	155,250.00	Friday, No
Government	United States of America	VTT	High	2,807.00	250	350	982,450.00	98,245.00	884,205.00	729,820.00	154,385.00	Friday, Au
Government	France	Amarilla	Medium	3,479.00	520	357	736,421.00	44,185.26	692,235.74	546,775.00	145,460.74	Tuesday,
Government	Germany	Amarilla	Low	1,907.00	260	350	667,450.00	26,698.00	640,752.00	495,820.00	144,932.00	Monday,
Government	France	Velo	Medium	2,076.00	120	350	726,600.00	43,596.00	683,004.00	539,760.00	143,244.00	Tuesday,
Government	Germany	Montana	Low	1,797.00	5	350	628,950.00	18,868.50	610,081.50	467,220.00	142,861.50	Sunday, S
Government	Mexico	Amarilla	Low	1,865.00	260	350	652,750.00	26,110.00	626,640.00	484,900.00	141,740.00	Saturday,
Government	Mexico	Paseo	Medium	2,417.00	10	350	845,950.00	76,135.50	769,814.50	628,420.00	141,394.50	Wednesday,
Government	France	VTT	None	1,527.00	250	350	534,450.00	0.00	534,450.00	397,020.00	137,430.00	Sunday, S
Small Business	United States of America	Paseo	Low	2,905.00	10	300	871,500.00	8,715.00	862,785.00	726,250.00	136,535.00	Saturday,
Government	Germany	Carretera	None	1,513.00	3	350	529,550.00	0.00	529,550.00	393,380.00	136,170.00	Monday,
Government	Germany	Paseo	None	1,513.00	10	350	529,550.00	0.00	529,550.00	393,380.00	136,170.00	Monday,
Government	Canada	Amarilla	Low	1,778.00	260	350	622,300.00	24,892.00	597,408.00	462,280.00	135,128.00	Sunday, D
Government	Germany	Paseo	Medium	2,146.00	10	350	751,100.00	60,088.00	691,012.00	557,960.00	133,052.00	Friday, No
Government	Mexico	VTT	Low	1,642.00	250	350	574,700.00	17,241.00	557,459.00	426,920.00	130,539.00	Friday, Au
Government	United States of America	Montana	High	2,313.00	5	350	809,550.00	80,955.00	728,595.00	601,380.00	127,215.00	Thursday,
Government	Canada	Amarilla	High	2,240.00	260	350	784,000.00	78,400.00	705,600.00	582,400.00	123,200.00	Saturday,
Government	United States of America	Amarilla	Medium	2,071.00	260	350	724,850.00	65,236.50	659,613.50	538,460.00	121,153.50	Monday,
Government	Mexico	Carretera	Low	1,397.00	3	350	488,950.00	4,889.50	484,060.50	363,220.00	120,840.50	Wednesday,
Government	Mexico	VTT	Low	1,397.00	250	350	488,950.00	4,889.50	484,060.50	363,220.00	120,840.50	Wednesday,
Small Business	United States of America	Montana	Low	2,498.00	5	300	749,400.00	7,494.00	741,906.00	624,500.00	117,406.00	Sunday, S
Total	Canada	Paseo	High	2,622.00	10	250	921,200.00	110,755.00	901,444.00	694,220.00	117,124.00	Sunday, S
				1,125,806.00	67534	82900	127,931,598.50	9,205,248.24	118,726,350.26	101,832,648.00	16,893,702.26	