

# **Sales Performance Report**

## **2013-2014**

**Presented by**  
**Vishwa**

# Agenda

Key Highlights

Overall KPIs

Country-Level Sales

Segment Performance

Product Insights

Discount Impact

Monthly Trends

Financial Analysis (Sales vs COGS vs Profit)

Insights

Recommendations

# Executive Summary

Total sales reached **\$16.89M** across 2013–2014.

Total profit is also **\$16.89M**, indicating highly profitable products.

Total units sold: **1.12M units**

Highest revenue-generating country: **USA (~\$2.50M)**

Strongest segment: **Midmarket (44% contribution)**

Discounts significantly impact sales, especially in the **Low and Medium** bands.

Sales peak in **October & November**.

Top product by sales: **Paseo (≈ \$3.3M)**

# Overall KPIs



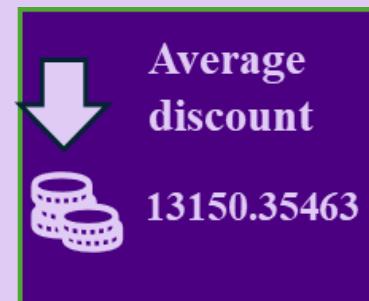
•Total Sales: 118726350.26

•Total Profit: 16,893,702.26

•Total units sold: 1.12M units

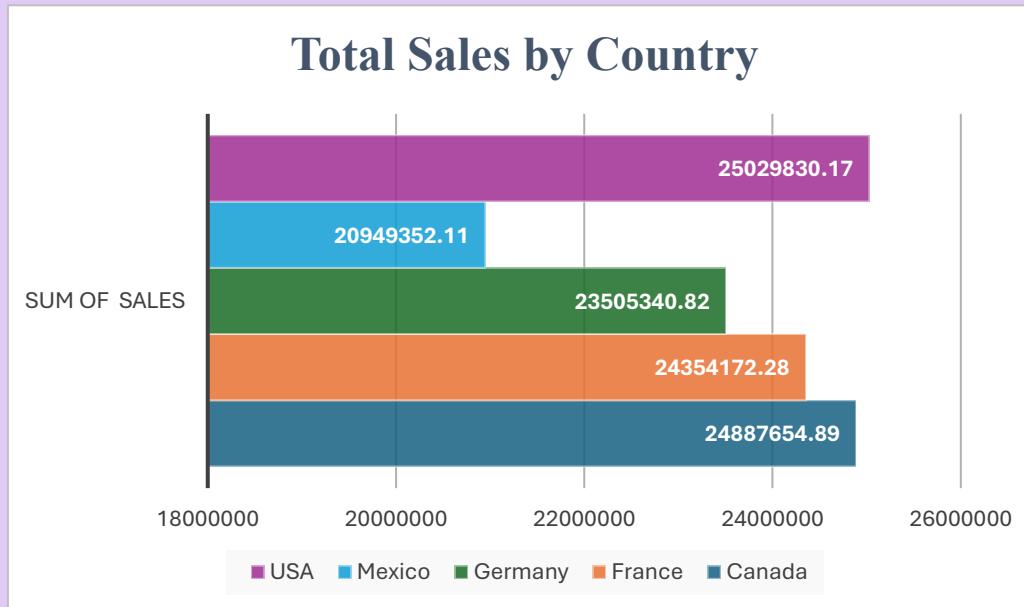


•Average sale: 118.43



•Average Discount: 13,150.35

# Sales by Country

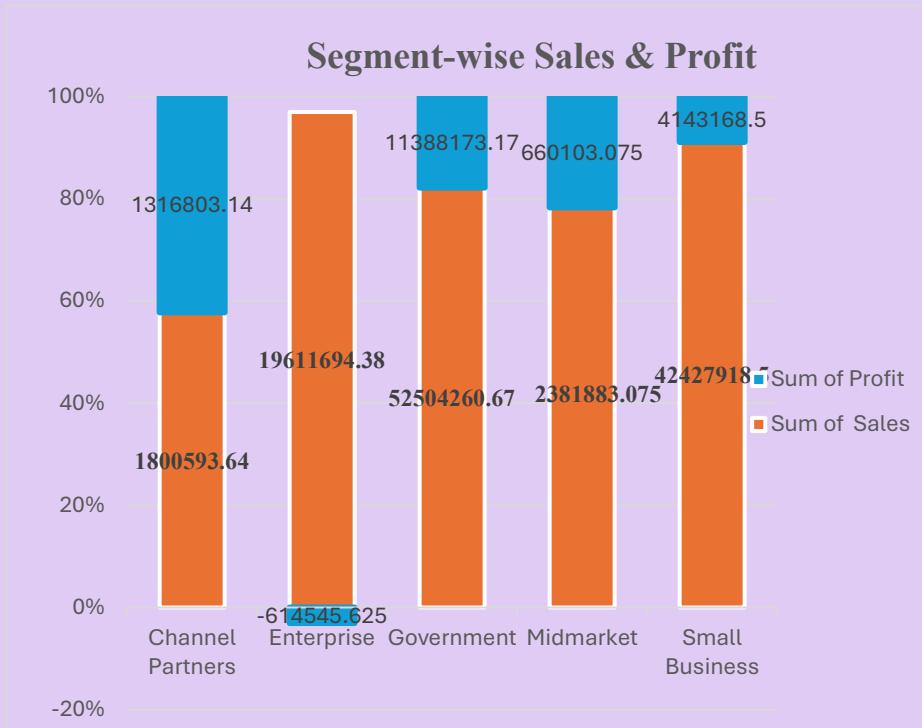


Country	Sales
USA	25,028,830.17
Mexico	24,887,654.89
Germany	23,505,340.82
France	24,354,172.28
Canada	20,949,352.11

### Key Insight

- USA leads with **\$25M**, followed closely by Mexico and France.  
Canada has the lowest sales among the five countries.

# Segment-wise Sales & Profit



- Midmarket → 44%
- Government → 36%
- Enterprise → 17%
- Channel Partners → 1%
- Small Business → 2%

## Key Insight

- Midmarket + Government together generate **80%+** of revenue.

# Discount Band Impact



## Interpretation:

- Lower discount bands drive **maximum sales volume**.
- High discounts reduce profitability.

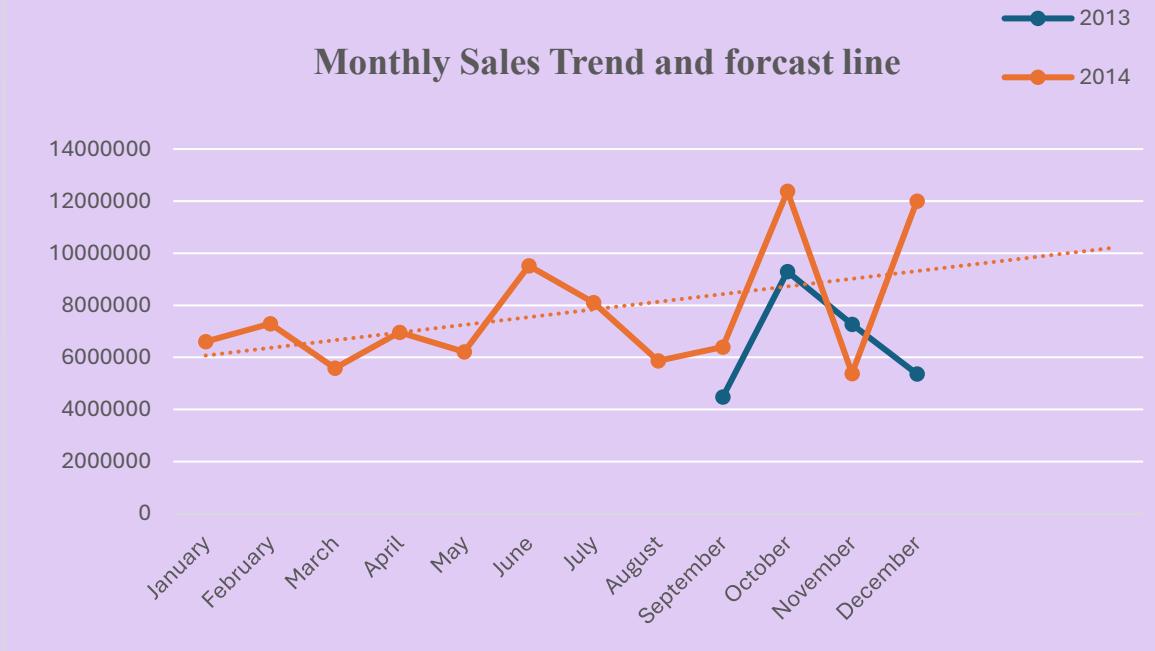
# Monthly Sales Trend

## (2013 vs 2014)

2013

- Stable sales around \$4M–\$8M per month
- Slight drop in June
- Peak in December

Monthly Sales Trend and forecast line



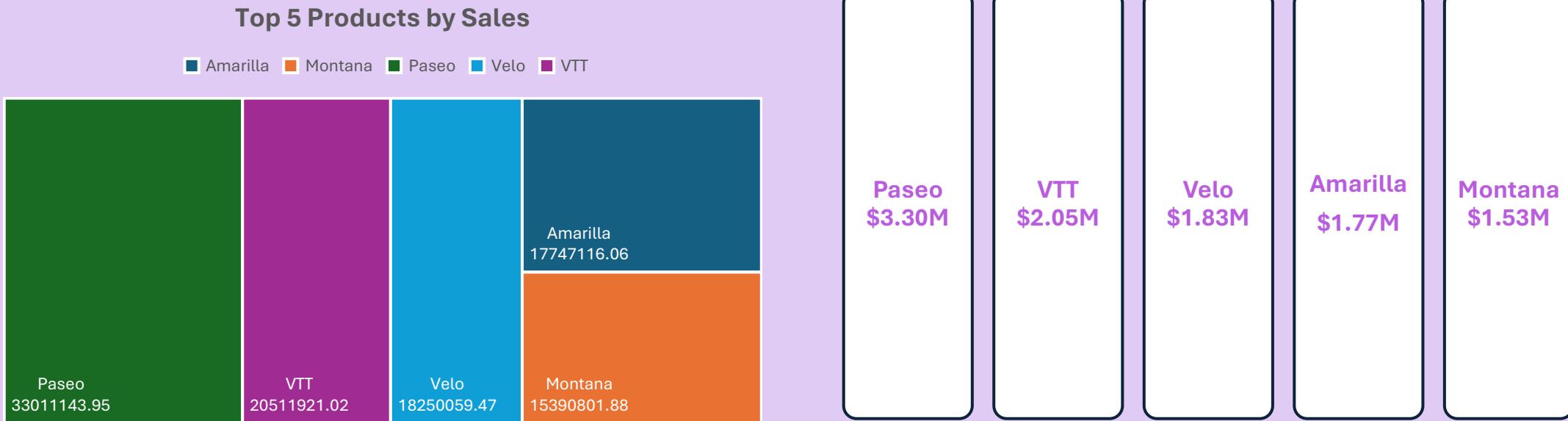
2014

- Higher volatility
- Massive peak in **October (Top performing month)**
- Decline in Nov–Dec.

### Interpretation:

- Sales exhibit clear **Q4 seasonality**, especially in 2014.

# Top 5 Products by Sales



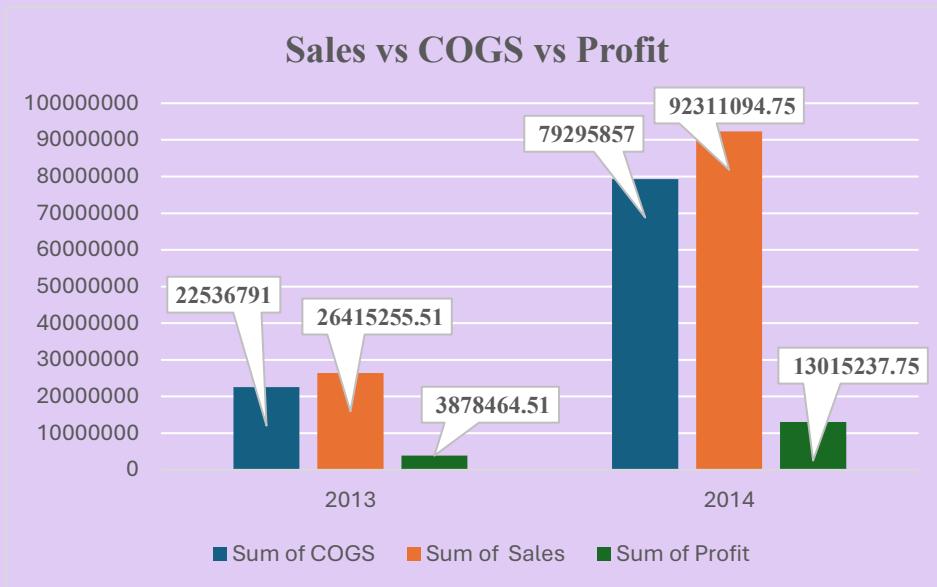
## Interpretation:

- Sales exhibit clear **Q4 seasonality**, especially in 2014.

# Sales vs COGS vs Profit

2013

- Sales: ~\$9.23M
- COGS: ~\$2.25M
- Profit: ~\$7.97M



2014

- Sales: ~\$7.92M
- COGS: ~\$2.64M
- Profit: ~\$5.37M

## Insight

2013 generated **higher profit** than 2014, despite similar sales volumes.

## Insight

- USA is the highest contributing country.
- Midmarket is the strongest performing segment
- Paseo is the top-selling product
- Low & Medium discounts create maximum sales
- Sales improve heavily during October–December
- 2013 had stronger profitability than 2014

## Insight

- **Boost inventory** for top products (Paseo, VTT, Velo) in peak months.
- **Target Midmarket & Government segments** with marketing campaigns.
- **Optimize discount strategy**—reduce high discounts.
- **Focus on Canada** to improve its performance.
- **Investigate profit drop in 2014** to correct cost structure.

**THANK YOU**