

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

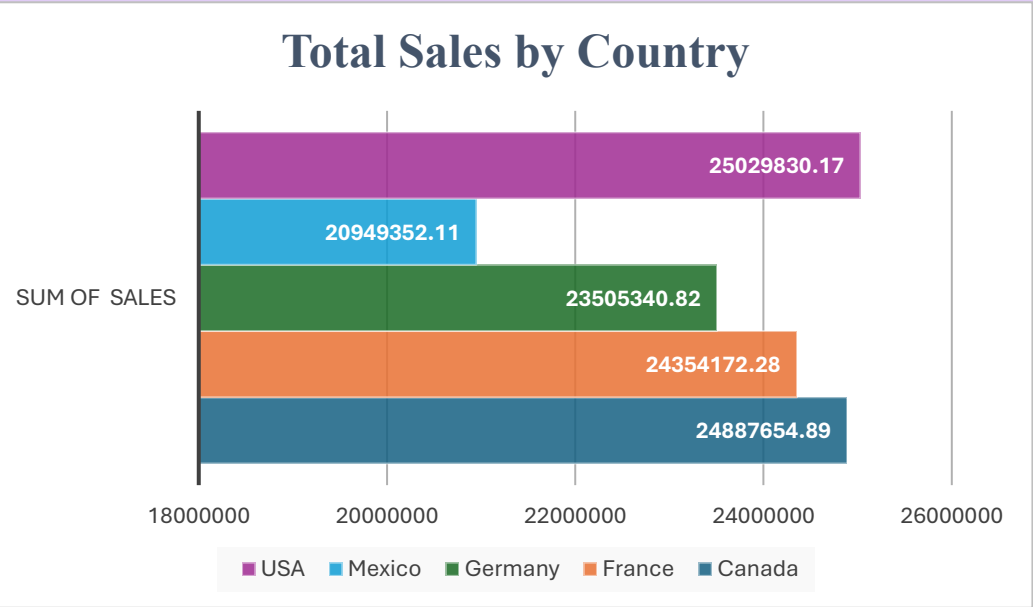


•Average sale: 118.43



•Average Discount: 13,150.35

Sales by Country

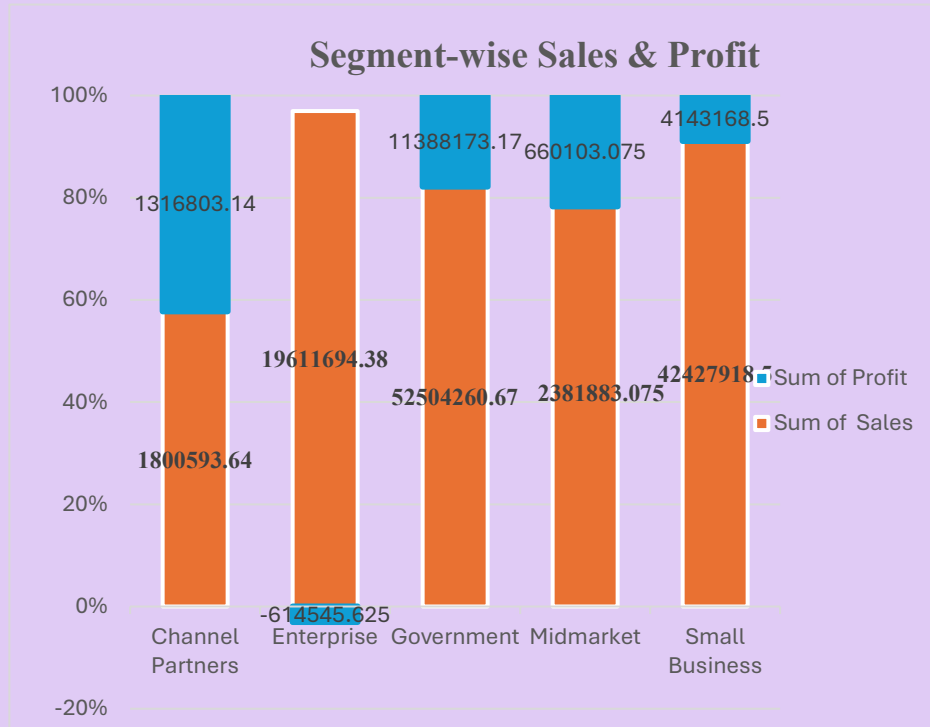


Country	Sales
USA	25,028,830.17
Mexico	24,887,654.89
Germany	23,505,340.82
France	24,354,172.28
Canada	20,949,352.11

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



Low Discount
→ \$6,188,857

Medium →
\$5,575,222

High →
\$3,388,866

None →
\$1,736,455

Interpretation:

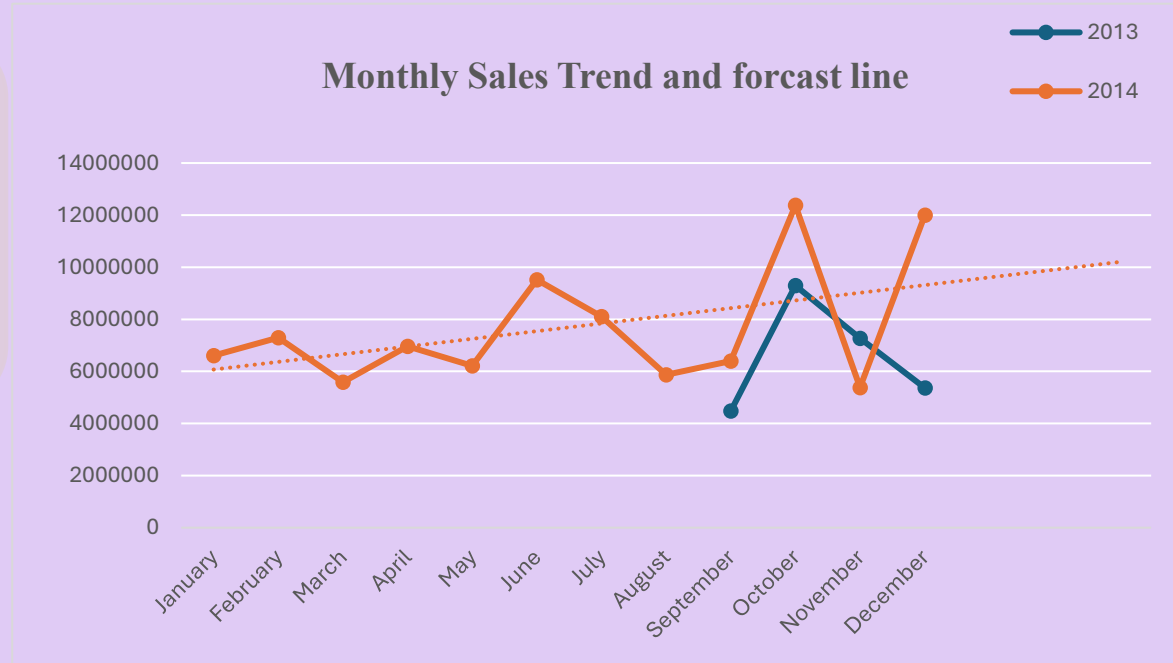
- Lower discount bands drive **maximum sales volume**.
- High discounts reduce profitability.

Monthly Sales Trend

(2013 vs 2014)

2013

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



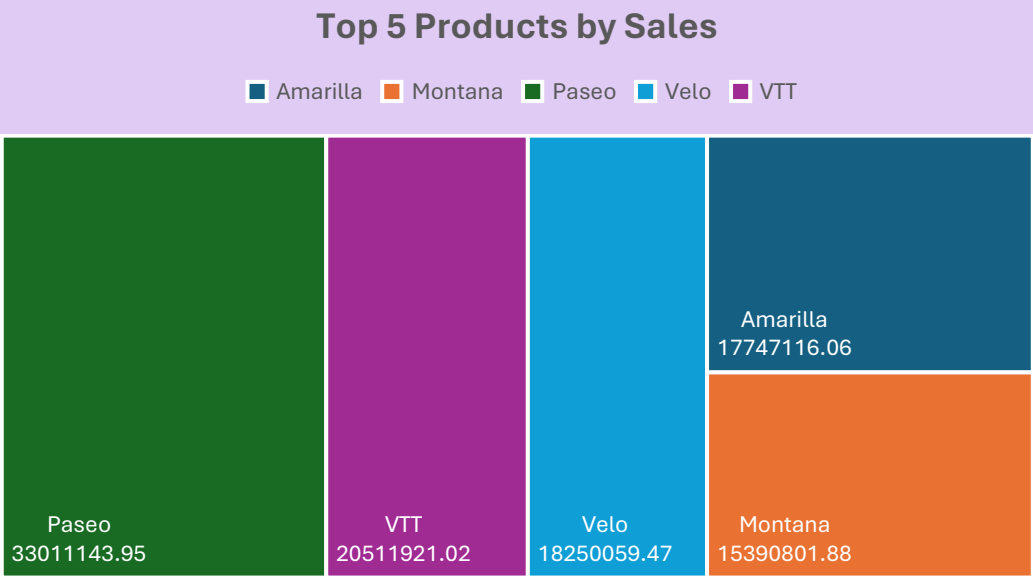
2014

- 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



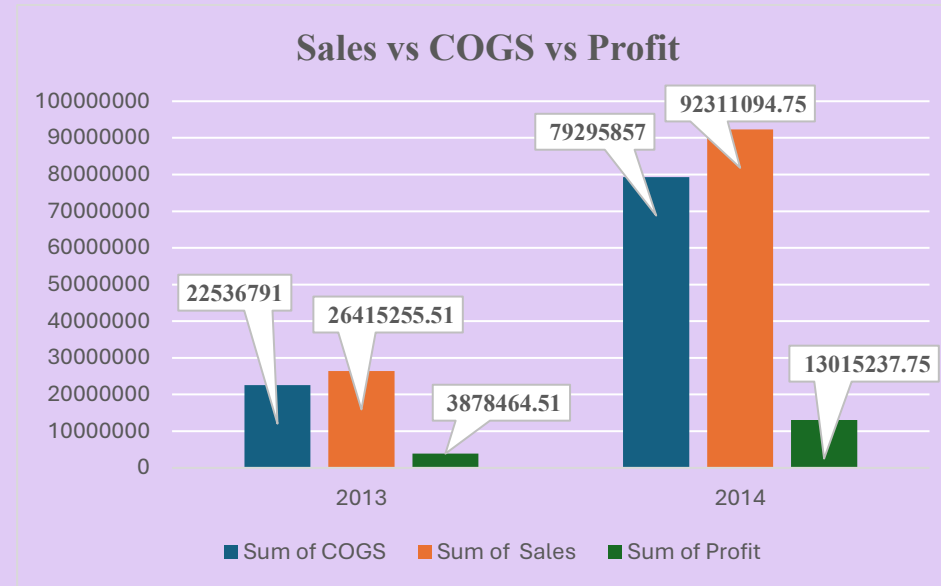
Interpretation:

- 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