



What the Data Tells Us

- **Strong YoY Growth:**
 - Sales: \$119M (▲349%)
 - Gross Sales: \$128M (▲348%)
 - COGS: \$102M (▲352%)
 - Profit: \$17M (▲336%)
 -  *High top-line growth is matched by high COGS, limiting profit leverage.*
 - **2014 vs 2013 Sales Trends:**
 - 2014 consistently outperforms 2013 month-over-month.
 - Spikes observed in June and October 2014 suggest seasonal campaigns or launches.
 - **Profitability Concerns in Certain Segments:**
 - Despite high sales, the *Enterprise* and *Government* segments show negative profit margins on certain products (e.g., VTT and Paseo).
 - **Geographic Sales Performance:**
 - U.S., France, and Germany dominate 2014 sales.
 - Canada and Mexico have opportunity for growth but currently lag.
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Business Impact

- **Margin Compression:**
 - High YoY growth in COGS is eroding profits. Growth is not translating into proportionate profitability.
- **Segment/Product Profitability Imbalance:**
 - High-revenue products (e.g., VTT in Enterprise) are actually unprofitable, indicating possible over-discounting or high fulfillment costs.
- **Geographic Imbalance:**
 - U.S. is a stronghold. Other regions underperform despite global presence, suggesting marketing, pricing, or distribution inefficiencies.

Recommendations & Strategic Approaches

Cost Optimization

- Analyze COGS components for top-selling but low-margin products.
- Negotiate supplier costs or optimize production/shipping.

Reprice or Retire Unprofitable Products

- Especially in Enterprise and Government segments.
- Introduce pricing tiers or bundles with better margin profiles.

Marketing Focus on Growth Regions

- Double down on U.S. but also invest in growing presence in Mexico and Canada.
- Tailor campaigns based on top-performing products in those markets.

Expand Top Performers to New Segments

- Products like *Paseo* and *Velo* are strong across segments. Consider pushing these into underperforming segments with tailored offers.

Dashboard Enhancements

- Add filters for "Profit Margin by Product" and "Cost Breakdown by Segment" for real-time analysis.
- Set alert thresholds for negative profit contributions.