

Select A Year

2013

2014

16.89M

Total Profit

83K

Total Sales

101.83M

Total Cost

# SALES PERFORMANCE

Segment

All

Country

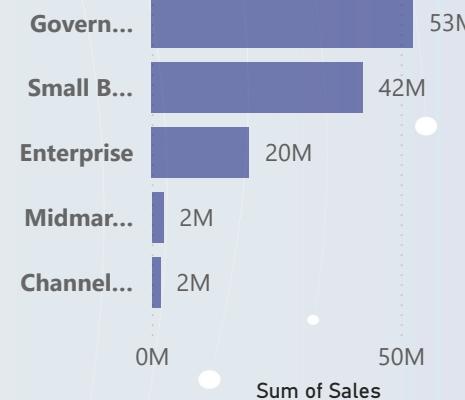
All

Product

All

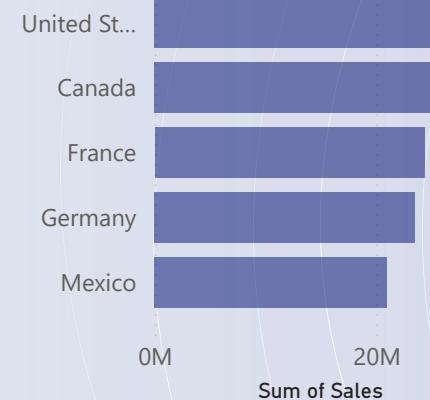
## Sales Distribution Across Segments

Segment



## Sales Performance by Country

Country



## Monthly Sales and Profit Trends

● Sum of Sales ● Sum of Profit

Sum(sales&profit)



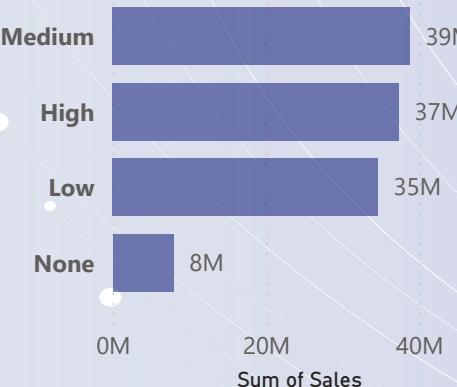
## Sales by Product Line

Product



## Impact of Discounts on Sales

Discount Band



## Yearly Sales Growth Analysis

● Sum of Sales ● %GT Sales Growth

Sum of Sales

0M

2013

100M

2014

200%

100%

0%

100%

200%

300%

400%

500%

600%

700%

800%

900%

1000%

1100%

1200%

1300%

1400%

1500%

1600%

1700%

1800%

1900%

2000%

2100%

2200%

2300%

2400%

2500%

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# PROFITABILITY ANALYSIS

