

# Sales Analysis Report

High Low Medium None Period Segment Product Country

2022

2023

**Gross Sales**

\$7,429,393



1.1M | 22.7% ▲

**Discount**

\$464,617



-72.5K | 13.5% ▼

**Net Sales**

\$6,964,775



1,377.9K | 24.7% ▲

**COGS**

\$6,034,791



1.1M | 22.7% ▲

**Profit**

14%

\$929,985



260.1K | 38.8% ▲

**Units Sold**

78,885



25.5K | 47.7% ▲

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

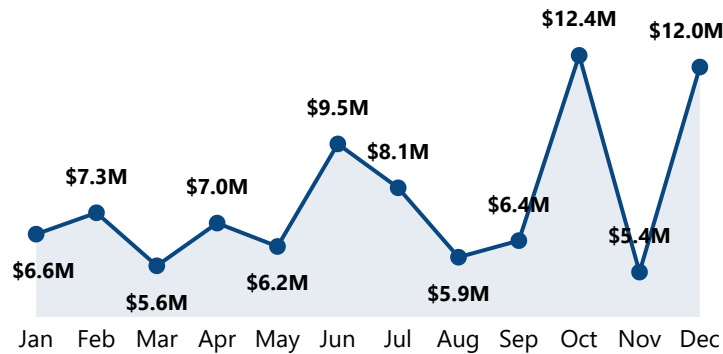
Sep

Oct

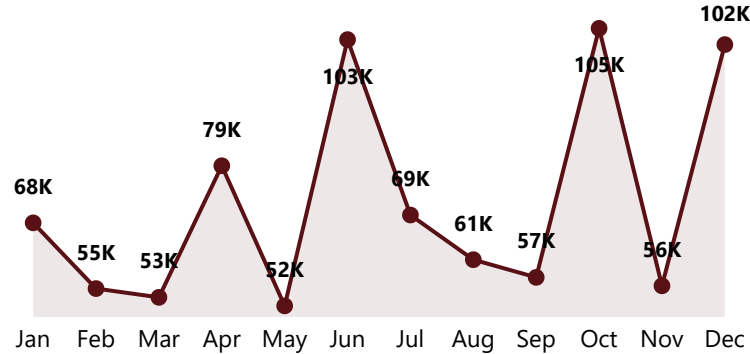
Nov

Dec

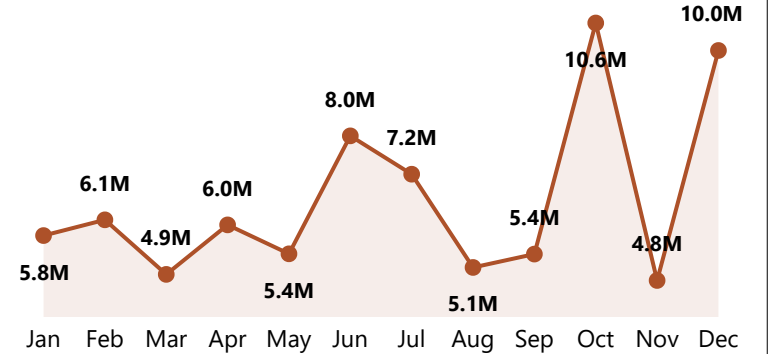
Sales by Month



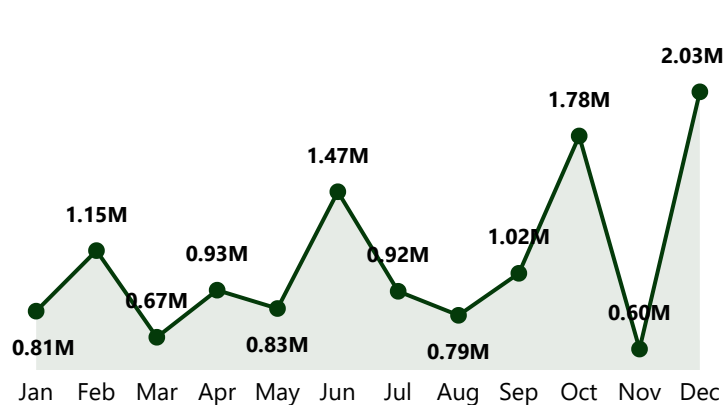
Units Sold by Month



COGS by Month



Profit by Month



Year	Month	Units Sold	Gross Sales	Discount	Net Sales	COGS	Profit	Profit Margin
2023	Jan	67,835	\$7,307,403.5	\$699,641.8	\$6,607,762	\$5,793,733	\$814,029	12%
2023	Feb	55,115	\$7,699,201.0	\$401,669.6	\$7,297,531	\$6,148,984	\$1,148,547	16%
2023	Mar	53,420	\$6,124,026.0	\$537,166.1	\$5,586,860	\$4,916,993	\$669,867	12%
2023	Apr	78,885	\$7,429,392.5	\$464,617.4	\$6,964,775	\$6,034,791	\$929,985	13%
2023	May	51,771	\$6,767,911.0	\$557,699.9	\$6,210,211	\$5,381,571	\$828,640	13%
2023	Jun	103,302	\$10,268,972.0	\$750,078.2	\$9,518,894	\$8,045,140	\$1,473,754	15%
2023	Jul	69,351	\$8,833,027.5	\$730,107.3	\$8,102,920	\$7,179,055	\$923,866	11%
2023	Aug	60,705	\$6,325,959.0	\$461,336.6	\$5,864,622	\$5,073,556	\$791,066	13%
2023	Sep	57,280	\$6,845,317.0	\$446,619.8	\$6,398,697	\$5,375,565	\$1,023,132	16%
2023	Oct	105,482	\$13,313,424.0	\$937,604.1	\$12,375,820	\$10,593,834	\$1,781,986	14%
<b>Total</b>		<b>861,132</b>	<b>\$99,370,811.5</b>	<b>\$7,059,716.8</b>	<b>\$92,311,095</b>	<b>\$79,295,857</b>	<b>\$13,015,238</b>	<b>14%</b>

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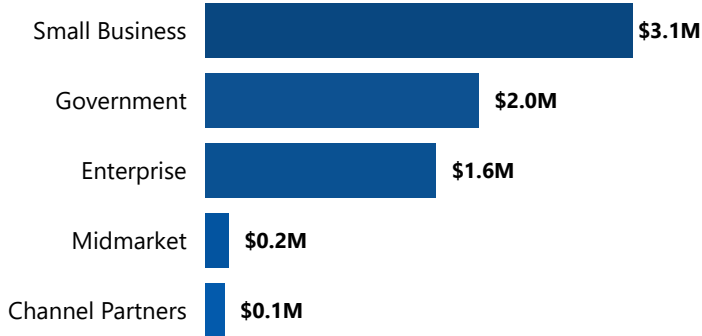
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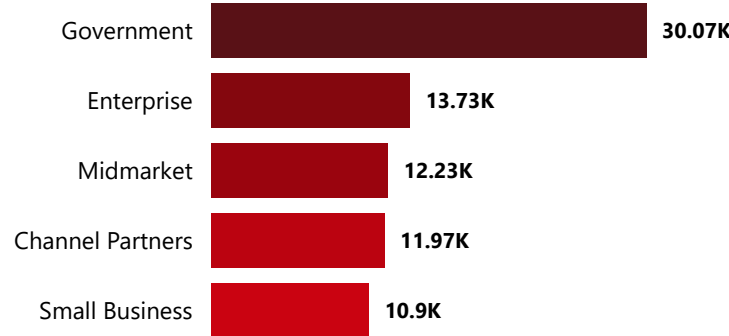
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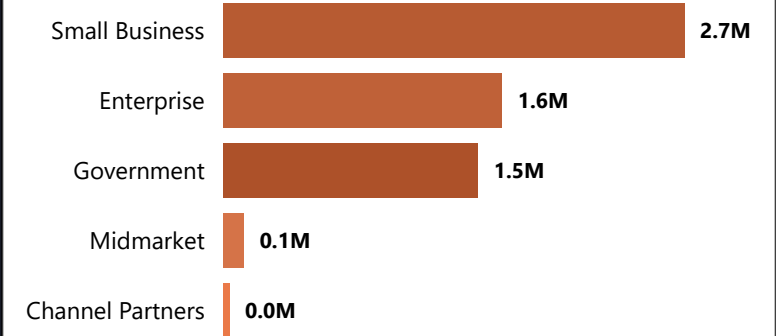
## Sales by Segment



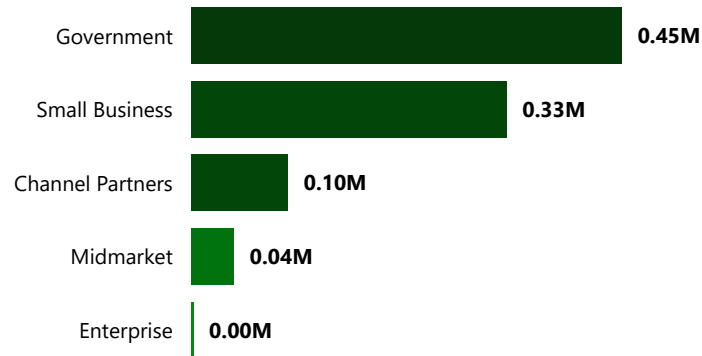
## Units Sold by Segment



## COGS by Segment



## Profit by Segment



Segment	Units Sold	Gross Sales	Discount	Net Sales	COGS	Profit	Profit Margin
Channel Partners	125,196	\$1,502,358.0	\$99,854.6	\$1,402,503	\$375,590	\$1,026,914	73%
Enterprise	133,193	\$16,648,875.0	\$1,086,743.1	\$15,562,132	\$15,982,920	(\$420,788)	-3%
Government	347,242	\$42,397,028.5	\$2,978,453.1	\$39,418,575	\$30,917,048	\$8,501,528	22%
Midmarket	132,730	\$1,990,950.0	\$155,310.4	\$1,835,640	\$1,327,300	\$508,340	28%
Small Business	122,771	\$36,831,600.0	\$2,739,355.5	\$34,092,245	\$30,693,000	\$3,399,245	10%
<b>Total</b>	<b>861,132</b>	<b>\$99,370,811.5</b>	<b>\$7,059,716.7</b>	<b>\$92,311,095</b>	<b>\$79,295,857</b>	<b>\$13,015,238</b>	<b>14%</b>

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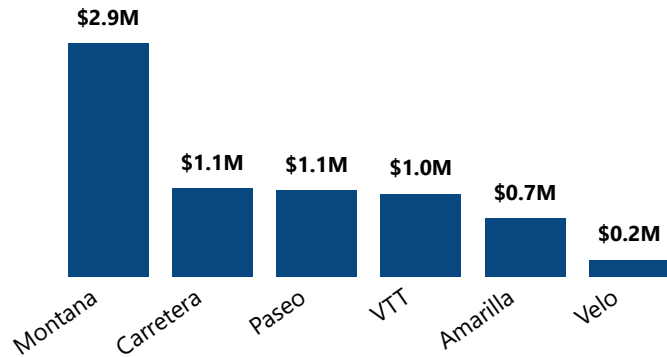
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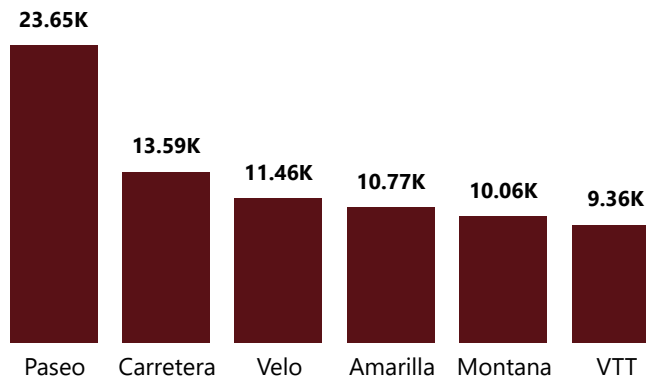
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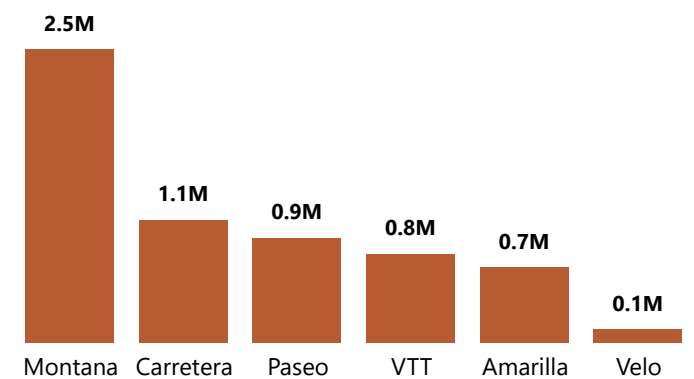
Sales by Product



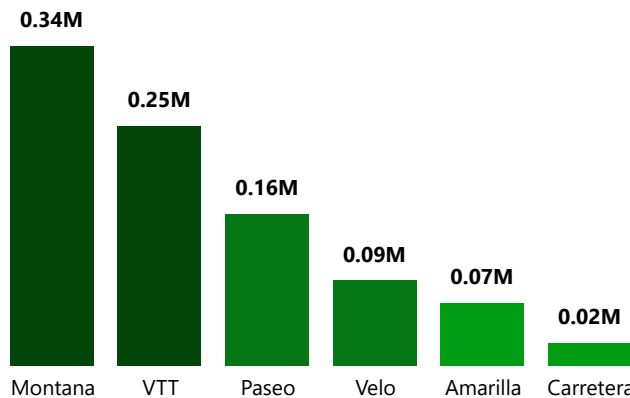
Units Sold by Product



COGS by Product



Profit by Product



Product	Units Sold	Gross Sales	Discount	Net Sales	COGS	Profit	Profit Margin
Amarilla	121,628	\$15,328,544.5	\$1,100,561.0	\$14,227,984	\$12,195,829	\$2,032,155	14%
Carretera	115,443	\$13,381,398.5	\$972,956.5	\$12,408,442	\$10,620,406	\$1,788,036	14%
Montana	117,918	\$12,336,850.5	\$921,831.7	\$11,415,019	\$9,758,022	\$1,656,997	15%
Paseo	255,991	\$29,165,293.0	\$2,068,896.1	\$27,096,397	\$23,398,812	\$3,697,585	14%
Velo	122,954	\$13,018,839.5	\$966,079.8	\$12,052,760	\$10,368,717	\$1,684,043	14%
VTT	127,198	\$16,139,885.5	\$1,029,391.7	\$15,110,494	\$12,954,071	\$2,156,423	14%
<b>Total</b>	<b>861,132</b>	<b>\$99,370,811.5</b>	<b>\$7,059,716.8</b>	<b>\$92,311,095</b>	<b>\$79,295,857</b>	<b>\$13,015,238</b>	<b>14%</b>

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Country	Units Sold	Gross Sales	Discount	Net Sales	COGS	Profit	Profit Margin
Canada	185,136	\$21,376,777.5	\$1,665,011.4	\$19,711,766	\$16,986,209	\$2,725,557	14%
France	189,606	\$20,500,791.5	\$1,279,414.4	\$19,221,377	\$16,251,689	\$2,969,689	15%
Germany	145,709	\$17,761,652.5	\$1,013,597.2	\$16,748,055	\$14,322,056	\$2,425,999	14%
Japan	154,020	\$17,576,034.0	\$1,381,103.2	\$16,194,931	\$13,880,078	\$2,314,853	14%
United States	186,661	\$22,155,556.0	\$1,720,590.7	\$20,434,965	\$17,855,826	\$2,579,140	13%
<b>Total</b>	<b>861,132</b>	<b>\$99,370,811.5</b>	<b>\$7,059,716.8</b>	<b>\$92,311,095</b>	<b>\$79,295,857</b>	<b>\$13,015,238</b>	<b>14%</b>

Sales & Profit % by Country

