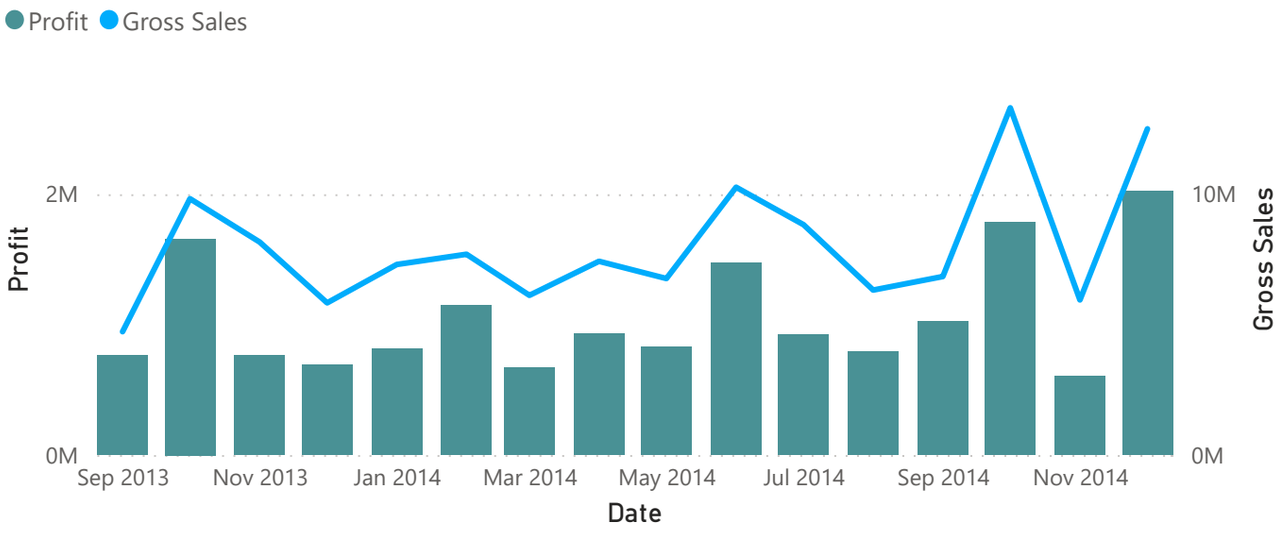
Time Series Analysis of Sales Data

Product: All | Segment: All | Discount Band: All

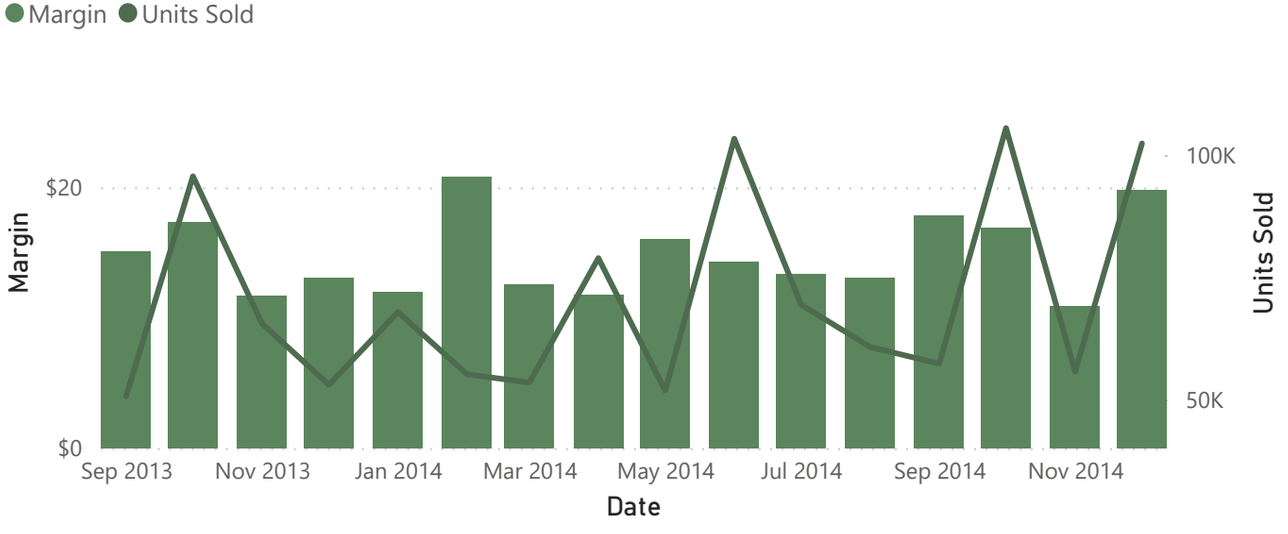
Financials by Period

Year	Gross Sales	Sales	Profit	Units Sold	Margin
2013	**28,560,787**	**26,415,256**	**3,878,465**	**264,674**	**$14.65**
December	5,835,025	5,368,441	691,564	52,970	$13.06
November	8,167,338	7,267,203	765,502	65,481	$11.69
October	9,828,688	9,295,611	1,657,795	95,622	$17.34
September	4,729,736	4,484,000	763,603	50,601	$15.09
2014	**99,370,812**	**92,311,095**	**13,015,238**	**861,132**	**$15.11**
April	7,429,393	6,964,775	929,985	78,887	$11.79
August	6,325,959	5,864,622	791,066	60,705	$13.03
December	12,508,268	11,998,788	2,025,766	102,336	$19.80
February	7,699,201	7,297,531	1,148,547	55,115	$20.84
January	7,307,404	6,607,762	814,029	67,836	$12.00
July	8,833,028	8,102,920	923,866	69,349	$13.32
June	10,268,972	9,518,894	1,473,754	103,302	$14.27
March	6,124,026	5,586,860	669,867	53,420	$12.54
May	6,767,911	6,210,211	828,640	51,771	$16.01
November	5,947,910	5,384,214	604,600	55,650	$10.86
October	13,313,424	12,375,820	1,781,986	105,482	$16.89
September	6,845,317	6,398,697	1,023,132	57,280	$17.86
Total	**127,931,599**	**118,726,350**	**16,893,702**	**1,125,806**	**$15.01**

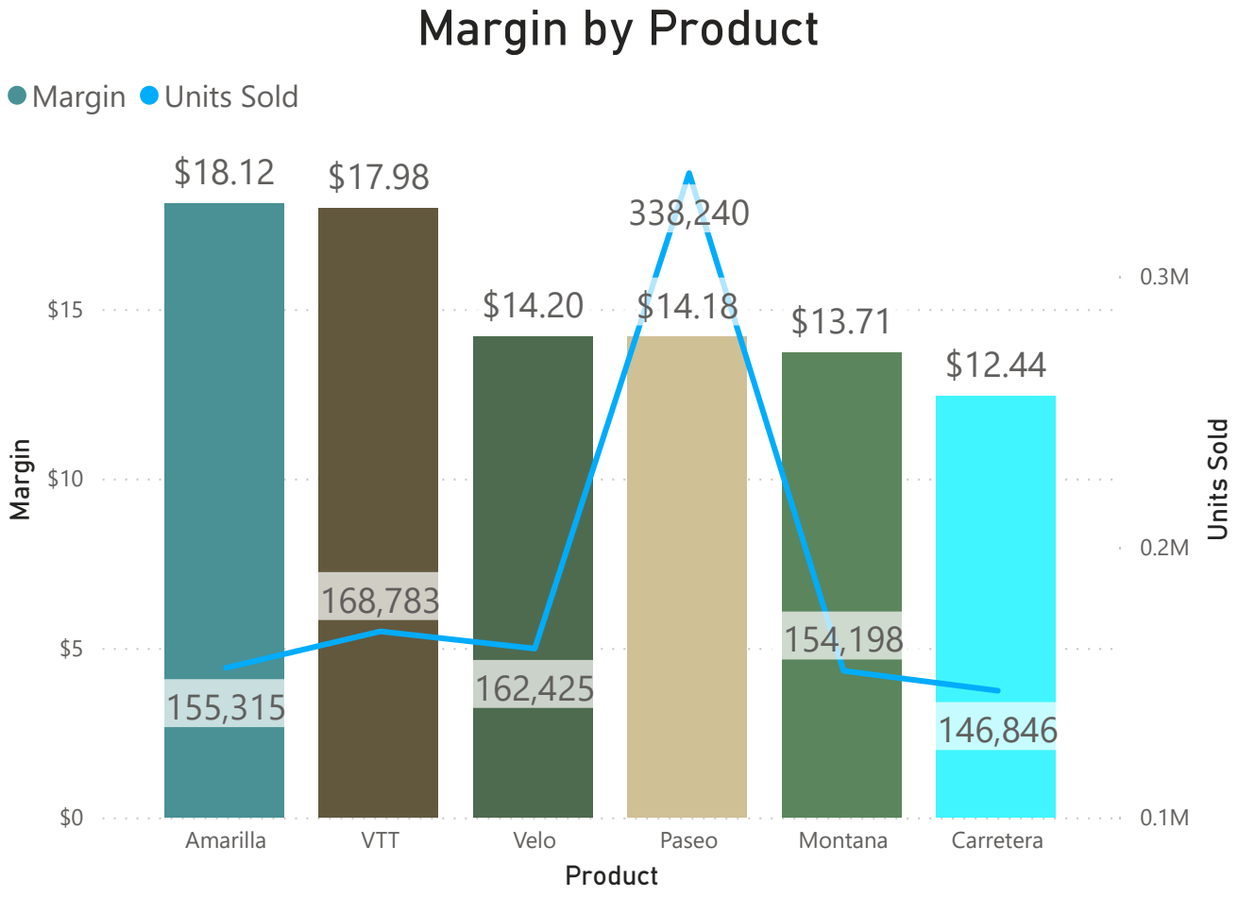
Profit and Gross Sales by Date

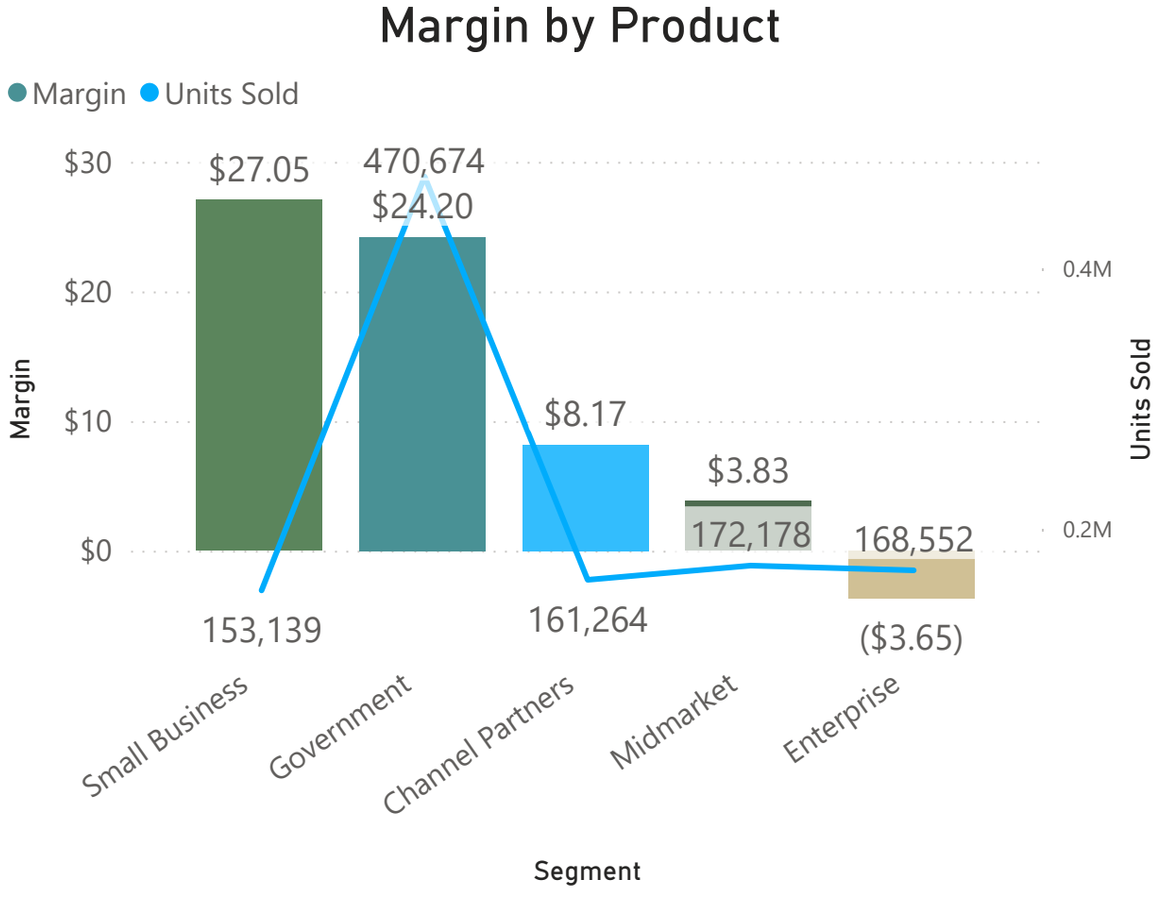


Margin and Units Sold by Date



Margin by Product and Segment



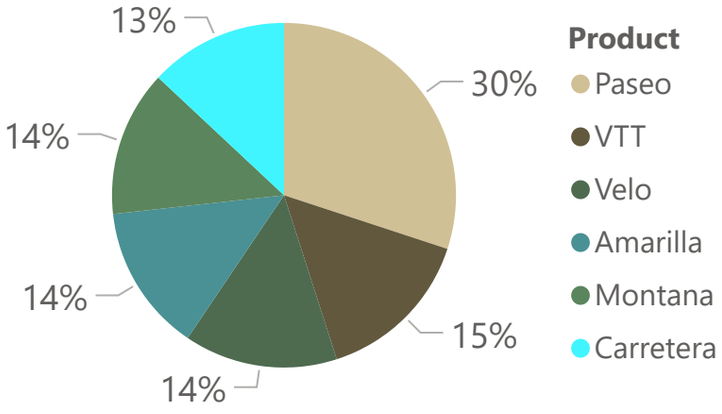


Analysis:

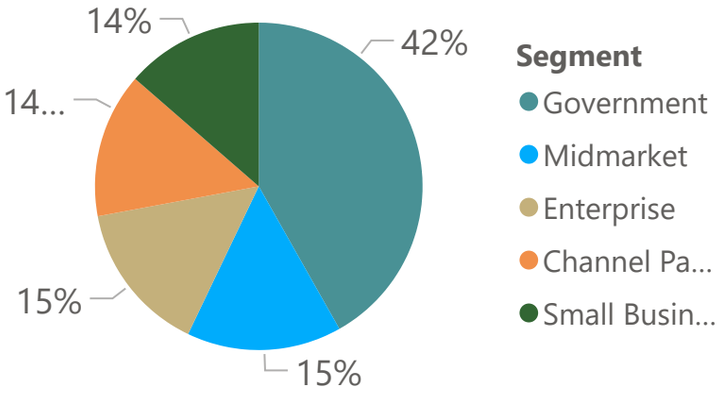
The sales team should focus on selling more high margin products such as Amarilla and VTT. Pricing team should consider a price increase to our highest volume product, Paseo. When analyzing margin by Segment, it appears that we are losing money on our Enterprise customers. Further analysis needs to be done as to why we are losing money and if we should drop that customer class.

Volume Metrics

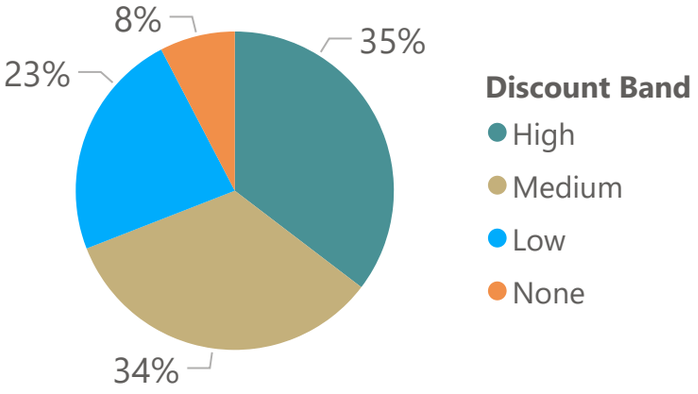
Product Mix



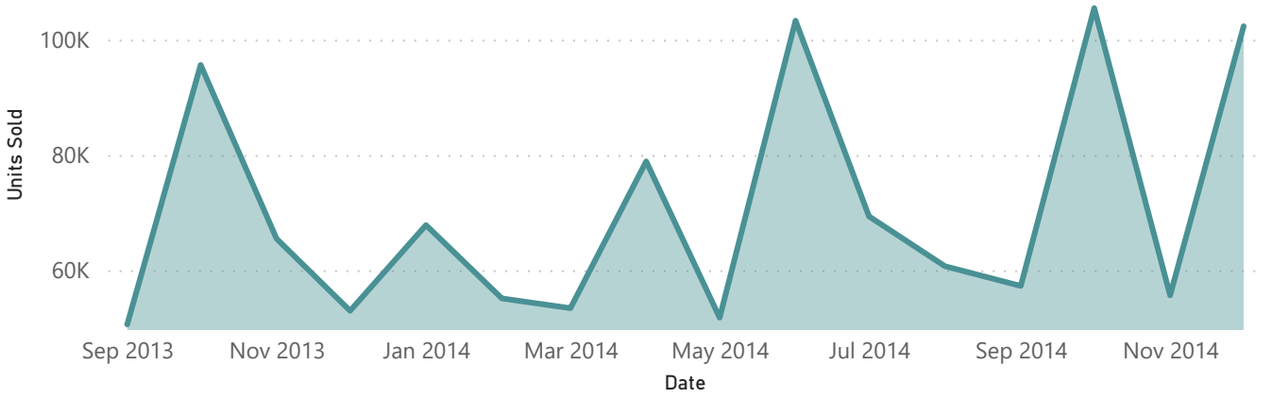
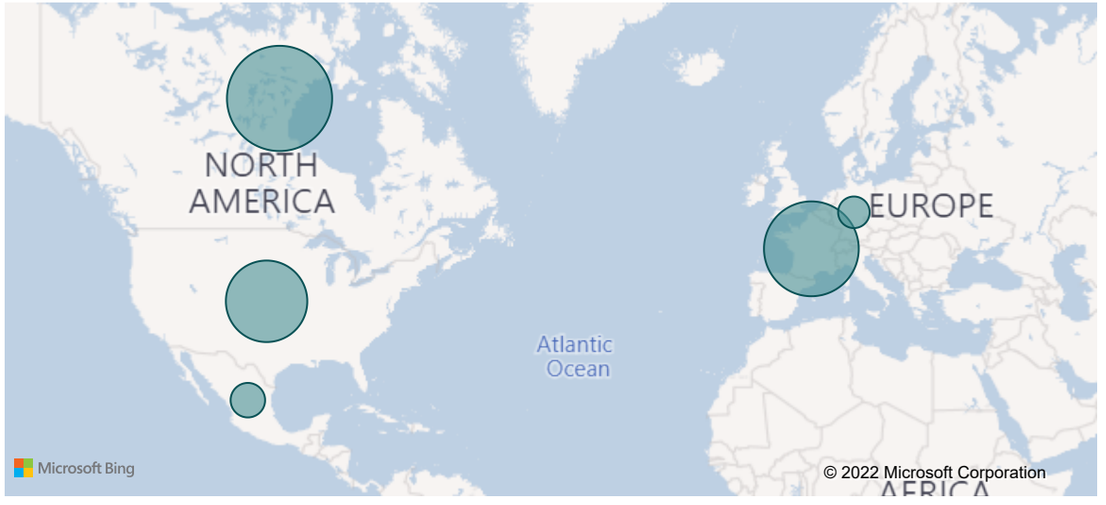
Segment Mix



Discount Band Mix



Tending Volume



Volume by Country