

Key insights from dataset.

- Total sales and profit by country
 - The analysis reveals that in these two years, sales are highest in US, while France leads in profitability. The US is likely a larger market with high demand, which contribute to high sales volume. The population size and economic conditions may be the key drivers of these high sales.
 - Various segments might be operating more efficiently in France with lower costs. optimized operations could lead to higher profitability.
 - **Suggestions:** Consider revising the pricing strategy in the US to strike a better balance between sales and profit. Explore opportunities to reduce operational cost in Us without compromising quality or customer satisfaction. Analyse what is driving the high profitability in France and explore how similar strategies can be applied to other countries.
- Total sales by discount band
 - The fact that 44% of total sales are generated from the high discount band suggest that the sales are heavily dependent on offering significant discounts. This indicates that customers may be highly price-sensitive and are more likely to purchase when discounts are substantial. With only 1% of total sales coming from the no discount band, it appears that the products have limited appeal at full price.
 - The current sales distribution indicates a strong dependency on discounting to drive sales, which could be detrimental to profitability in the long term.
- Total profit by segment
 - The government segment contributes 54% of total profit. All other segments combined to contribute in the remaining 46 % of total profit. The dominant profit contribution is from government segment. It may be due to long term contract, stable demand or higher margins in government dealings.
 - The under performance of other segments presents an opportunity for growth. By identifying the reasons for their lower contribution, the countries can develop targeted strategies to improve performance in these areas.
- Total sales and profit by year
 - During the first quarter of 2014, both sales and profit experienced a decline compared to the last quarter of 2013. However, by the end of 2014, there was a significant rebound , resulting in a substantial increase in both sales and profit.
 - The reduction in sales during Q1 2014 could be attributed to seasonal variations, market conditions or other factors such as competitive pressures. The significant recovery in sales and profit by the end of 2014 suggests effective strategies were implemented to counter the initial decline.

