Financial Analysis Overview:

This Financial Data Analysis Project is focused on analysing the financial performance of a business using structured dataset that includes key sales metrics across countries, segments, products, and time periods

Project Objective:

To uncover business insights through exploratory data analysis (EDA), KPI evaluation, financial ratio calculation, and the development of a dynamic dashboard in Power BI.

Introductory Page

Sales Overview

Product Performance

Country Performance

Key Insights & Recommendations

Ayeni Joshua Adaviriku
+2348168568711

Sales Overview

Total Sales	Total Profit	Total Units Sold	Average Discount	Profit Margin
$118.73M	$16.89M	1.13M	7.33%	14.23%

Segment
All

Country
All

Year
All

Product
All

in Ayeni Joshua Adaviriku
+2348168568711

Profit and Sales by Country

Country	Total Profit
France	$3.78M
Germany	$3.68M
Canada	$3.53M
USA	$3.00M
Mexico	$2.91M
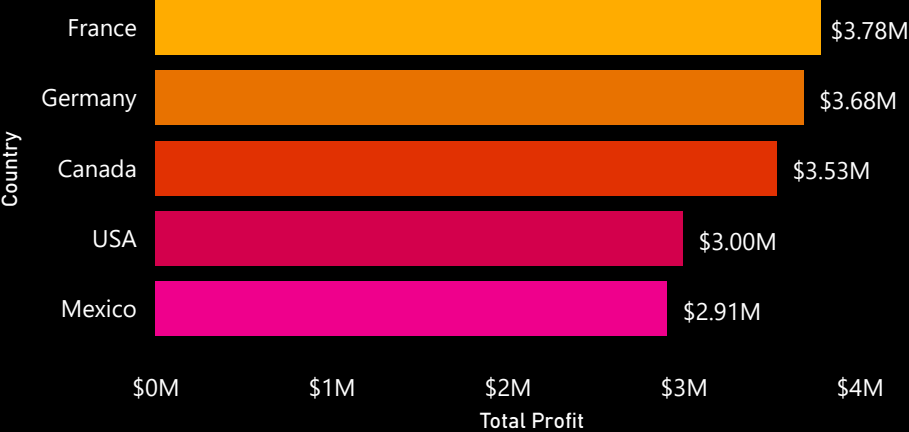
Sales and Profit by Month and Year

(Line chart: Total Sales and Total Profit over Year, Sep 2013 – Nov 2014)

Sales by Product

Product	Total Sales
Paseo	$33.01M
VTT	$20.51M
Velo	$18.25M
Amarilla	$17.75M
Montana	$15.39M
Carretera	$13.82M

Sales by Segment

Segment	Total Sales
Government	$52.50M
Small Business	$42.43M
Enterprise	$19.61M
Midmarket	$2.38M
Channel Partn...	$1.80M
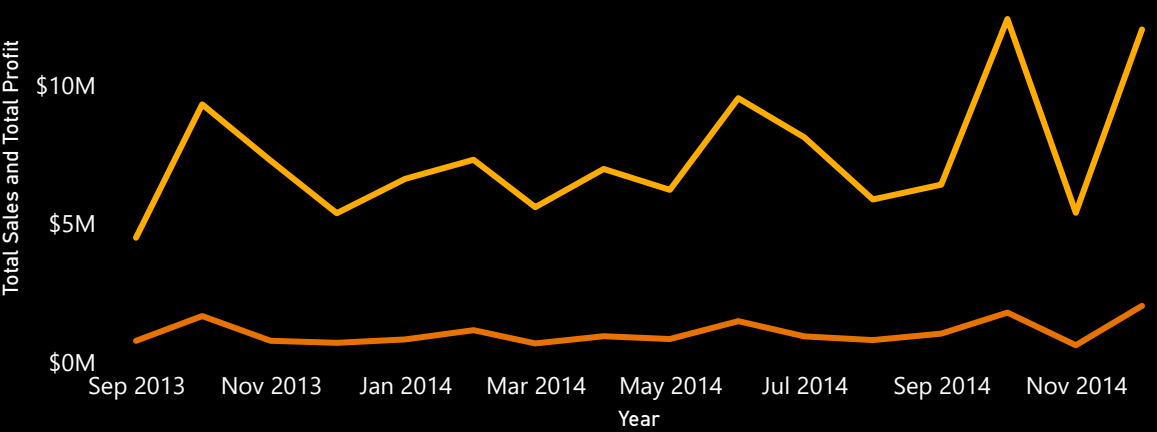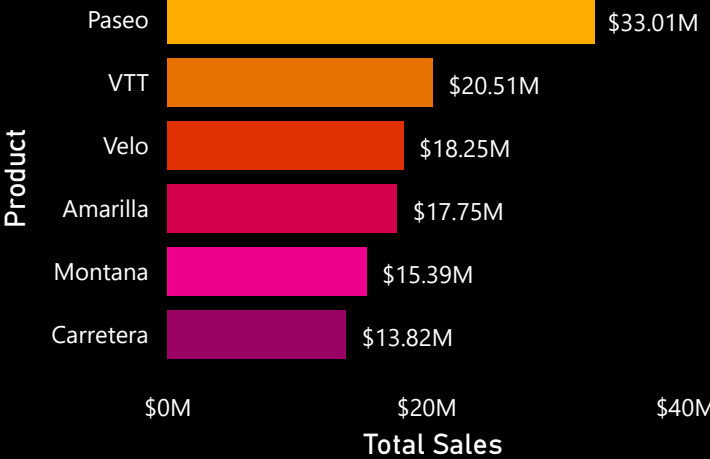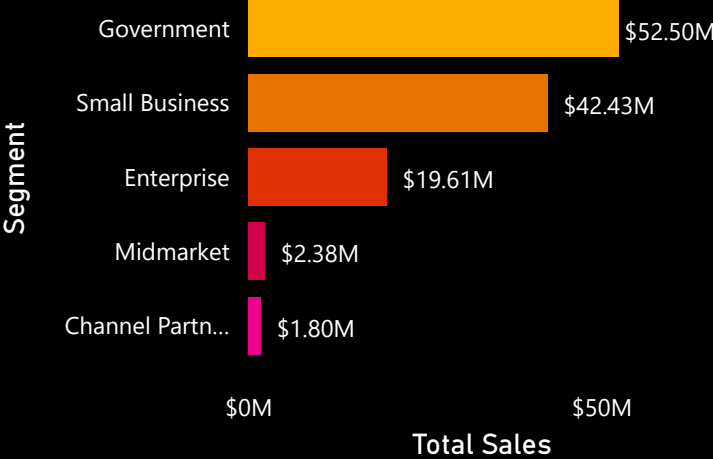
Average Discount by Discount Band

- 2.38% (10.89%)
- 6.97% (31.87%)
- 12.51% (57.24%)

Product Performance

Total Sales
$118.73M

Total Profit
$16.89M

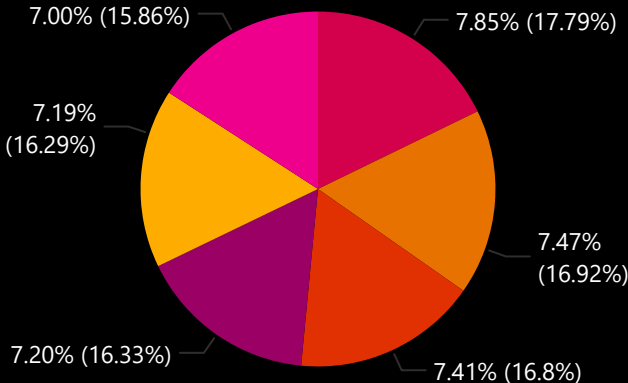**Top Product by Sales**
Paseo

Top Product by Profit
Paseo

Total Units Sold
1.13M

Average Discount by Product

- 7.85% (17.79%)
- 7.00% (15.86%)
- 7.19% (16.29%)
- 7.20% (16.33%)
- 7.41% (16.8%)
- 7.47% (16.92%)

Profit by Product

Product	Total Profit
Paseo	$4.80M
VTT	$3.03M
Amarilla	$2.81M
Velo	$2.31M
Montana	$2.11M
Carretera	$1.83M
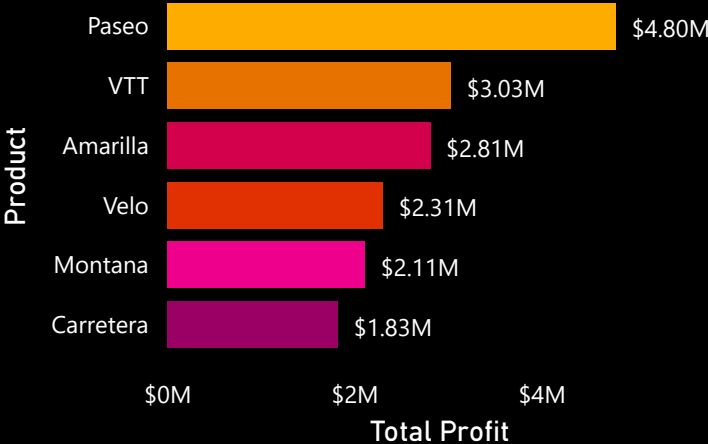
Product	Total Sales	Total Profit	Total U...
Amarilla	$17,747,116.06	$2,814,104.06	15
Carretera	$13,815,307.89	$1,826,804.89	14
Montana	$15,390,801.88	$2,114,754.88	15
Paseo	$33,011,143.95	$4,797,437.95	33
Velo	$18,250,059.47	$2,305,992.47	16
VTT	$20,511,921.02	$3,034,608.02	16
Total	**$118,726,350.26**	**$16,893,702.26**	**1,12**

MoM Sales Change (%) by Product

(Line chart showing MoM Sales Change (%) declining across products: Carretera, Paseo, Amarilla, Velo, Montana, VTT)

Sales by Product

Product	Total Sales
Paseo	$33.01M
VTT	$20.51M
Velo	$18.25M
Amarilla	$17.75M
Montana	$15.39M
Carretera	$13.82M

Filters:
- Segment: All
- Country: All
- Year: All
- Product: All

Ayeni Joshua Adaviriku
+2348168568711

Country Performance

Total Sales
$118.73M
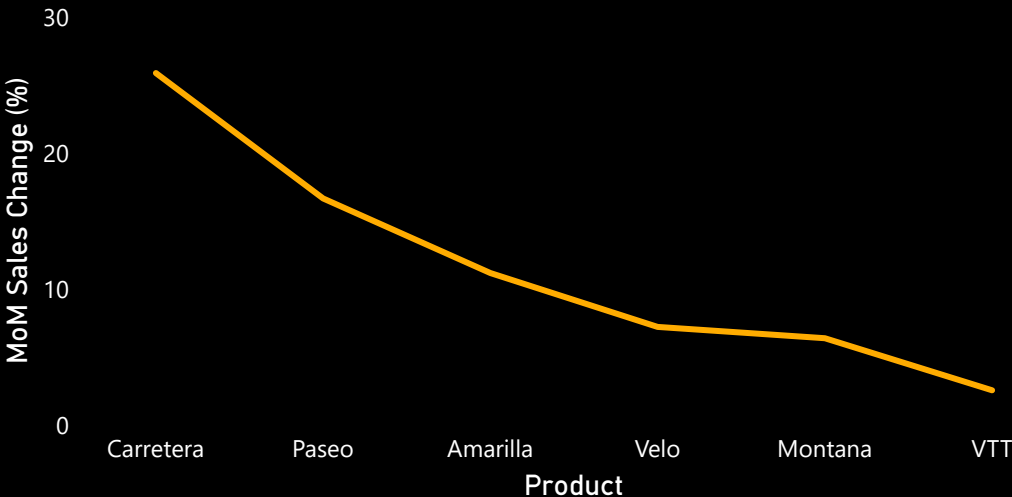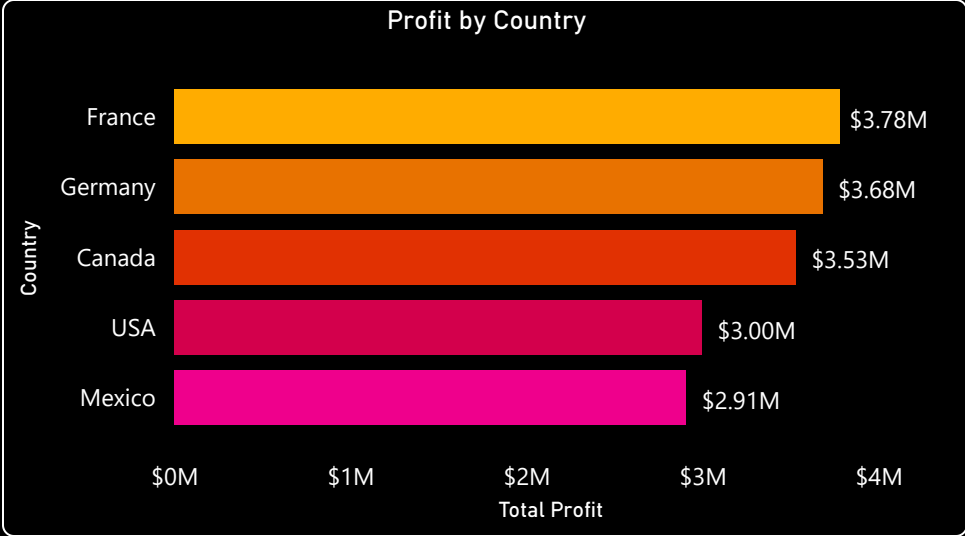
Total Profit
$16.89M

Top Country by Sales
USA

Total Units Sold
1.13M

Top Country by Profit Margin
Germany

Profit by Country

Country	Total Profit
France	$3.78M
Germany	$3.68M
Canada	$3.53M
USA	$3.00M
Mexico	$2.91M

Country	Total COGS	Total Sales	Total Profit	Total Units Sold	Profit Margin
Canada	$21,358,426.00	$24,887,654.89	$3,529,228.89	247,428.50	14.18%
France	$20,573,151.50	$24,354,172.28	$3,781,020.78	240,931.00	15.53%
Germany	$19,824,952.00	$23,505,340.82	$3,680,388.82	201,494.00	15.66%
Mexico	$18,041,829.00	$20,949,352.11	$2,907,523.11	203,325.00	13.88%
USA	$22,034,289.50	$25,029,830.17	$2,995,540.67	232,627.50	11.97%
Total	**$101,832,648.00**	**$118,726,350.26**	**$16,893,702.26**	**1,125,806.00**	**14.23%**
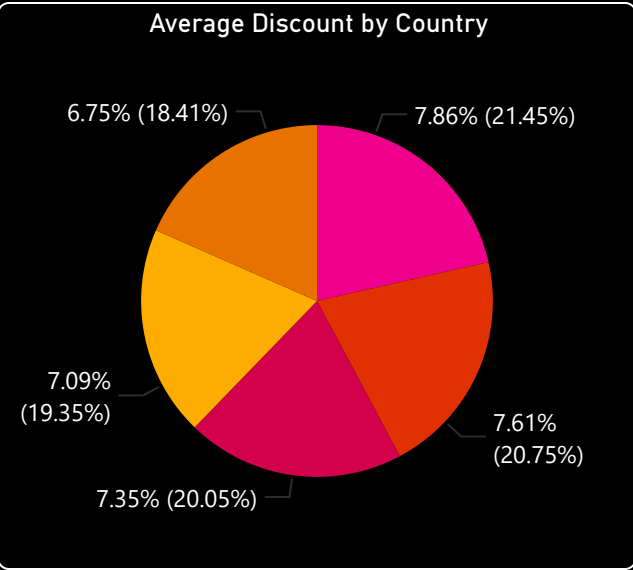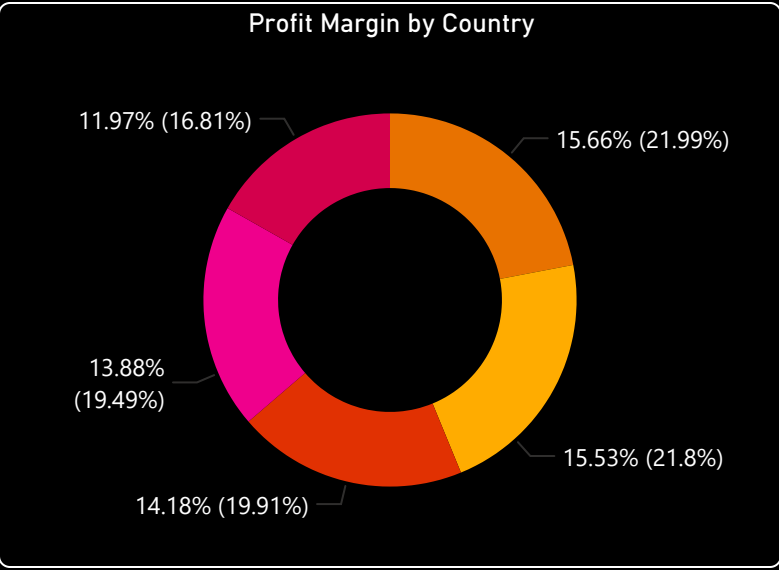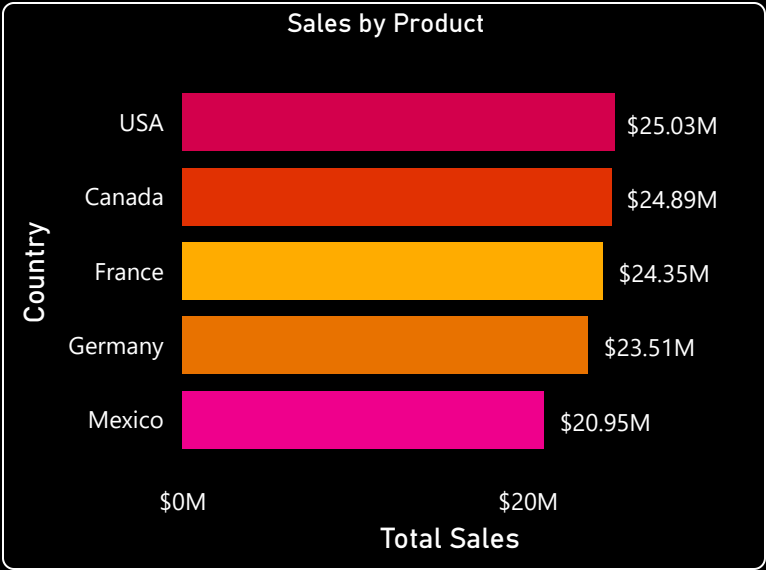
Segment
All

Country
All

Year
All

Product
All

Sales by Product

Country	Total Sales
USA	$25.03M
Canada	$24.89M
France	$24.35M
Germany	$23.51M
Mexico	$20.95M

Profit Margin by Country

- 11.97% (16.81%)
- 15.66% (21.99%)
- 15.53% (21.8%)
- 14.18% (19.91%)
- 13.88% (19.49%)

Average Discount by Country

- 6.75% (18.41%)
- 7.86% (21.45%)
- 7.61% (20.75%)
- 7.35% (20.05%)
- 7.09% (19.35%)

Ayeni Joshua Adaviriku
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Key Insights & Recommendations

Segment

All

Country

All

Year

All

Product

All

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+2348168568711

Key Business Insights:

1. **United States, Mexico and Germany** stood out as the top-performing countries, contributing significantly to overall sales and profit.
2. **Government Segment** displayed volatile month-over-month (MoM) profit trends, indicating inconsistency in procurement cycles and revenue flow.
3. **France** demonstrated healthy sales volume but suffered from lower profit margins, suggesting potential cost or pricing challenges.
4. **Limited use of discounts** preserved margins, but strategic discounting could unlock potential in underperforming segments or slower sales periods.
5. **Seasonal performance spikes** were identified in Quarter 2 (Q2) and Quarter 4 (Q4), revealing opportunities to better align marketing campaigns and inventory management with demand cycles.

Recommendations:

1. **Double Down on High-Performing Countries**: Invest further in the United States, Mexico and Germany to maintain and accelerate growth momentum.
2. **Stabilize Government Segment Performance:** Implement closer pipeline monitoring and margin optimization strategies for government deals.
3. **Investigate Margin Compression in France:** Conduct pricing strategy reviews and cost audits to restore healthy profit margins.
4. **Leverage Seasonal Sales Cycles:** Align promotional activities and stock levels of Q2 and Q4 to maximize revenue.