

# **SALES AND PROFIT ANALYSIS**

**JANUARY 2013-DECEMBER 2014**

ANJOUS BABAJIDE. G.

# FACTS

## PRODUCTS

PASEO

V V T

VELO

AMARILLA

CARETERRA

## SEGMENTS

GOVERNMENT

MIDMARKET

ENTERPRISE

CHANNEL PARTNERS

SMALL BUSINESSES

## COUNTRY

CANADA

UNITED STATES

FRANCE

GERMANY

MEXICO

# OBJECTIVES

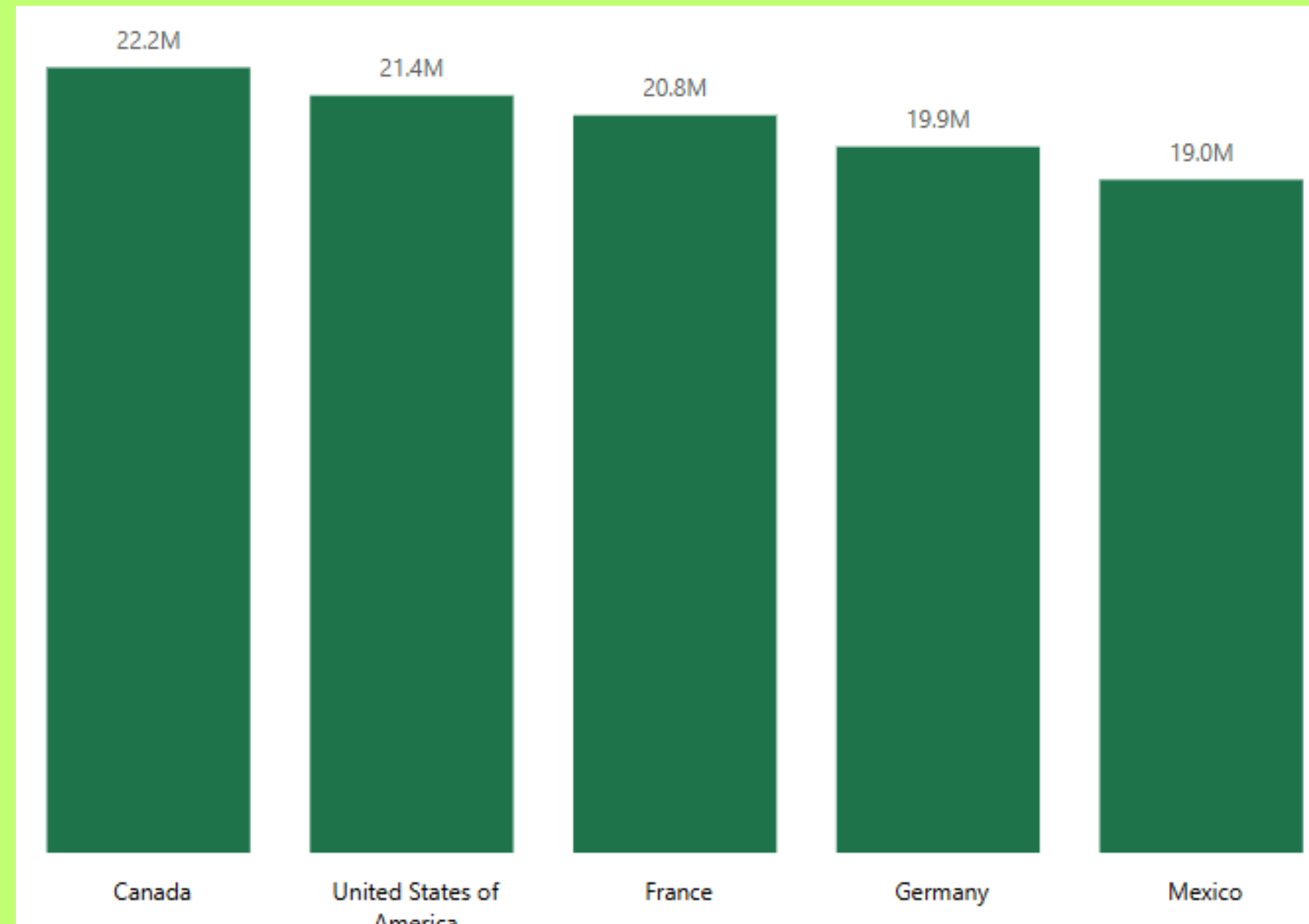
**Which month and year had the highest profit ?**

**Which country/region is the company seeing the most success in ?**

**Which product and segment should the company continue to invest in ?**

# K P I

NUMBER OF PRODUTS	5
NUMBER OF COUNTRY	5
TOTAL NUMBER OF SALES	103.34M
TOTAL NUMBER OF PRODUTS SOLD	88.56M
TOTAL UNITS SOLD	971.61K
SUM OF GROSS SALES	111.38M



**CANADA IS THE HIGEST SELLING COUNTRY**

**After creating the measures of date and profit i realized that december 2014 had the highest profit**

**After creating the measure for country and region through my visual map i realized europe had more sales considering france and germany**

**Considering the indices of product and segment, paseo has the highest sales. while Government is the highest selling segment.**



# SUMMARY

- From our analysis will realize that paseo sold the most and made the highest profit and carretera scored the lowest profit across board.
- Also even though sales and profit was made all year around, december 2014 made more profitable across board.
- It was evident that CANADA was the country with th highest sales but if we put regional sales into perspective europe had more sales considering FRANCE and GERMANY.
- Considering the indicies of segmentation GOVERNMENTS and SMALL BUSINESSES had more sales across board.

# RECOMMENDATIONS

- Increase in the production of paseo due to overwhelming sales and profit
- Governments and small businesses should push out more sales because they reanchout more to the bottom of the pyramid which more populated , HENCE making more profit.
- Highest selling products should be chanelled towards all the five countries.



# Call to Action

**Guide your potential customers to take action. Make your call-to-action statement clear.**

To encourage them to take action, some call-to-action examples you may want to use are “Enjoy free shipping!”, “Sign up for a 30-day free trial” or “Money-back guarantee” - anything to establish rapport and trust.





# Contact Us

123-456-7890

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hello@reallygreatsite.com

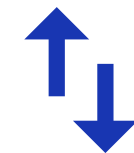
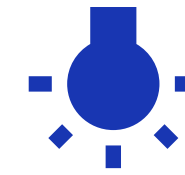
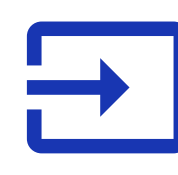
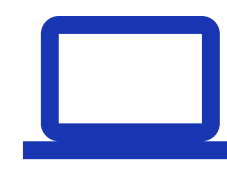
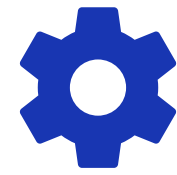
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# Resource Page

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.....

**D** for a drumroll

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**Q** for quiet

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**C** for confetti

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**O** for bubbles

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**X** to close

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**Any number from 0-9 for a timer**

# Resource Page

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