

Total Sales

118.73M

Total Sales

Total Profit

16.89M

Total Profit

Units Sold

1.13M

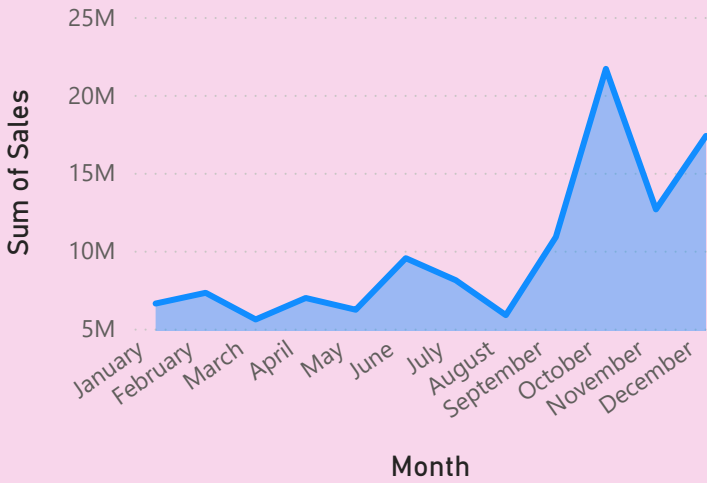
Sum of Units Sold

SF Dashboard 1

Dashboard 2

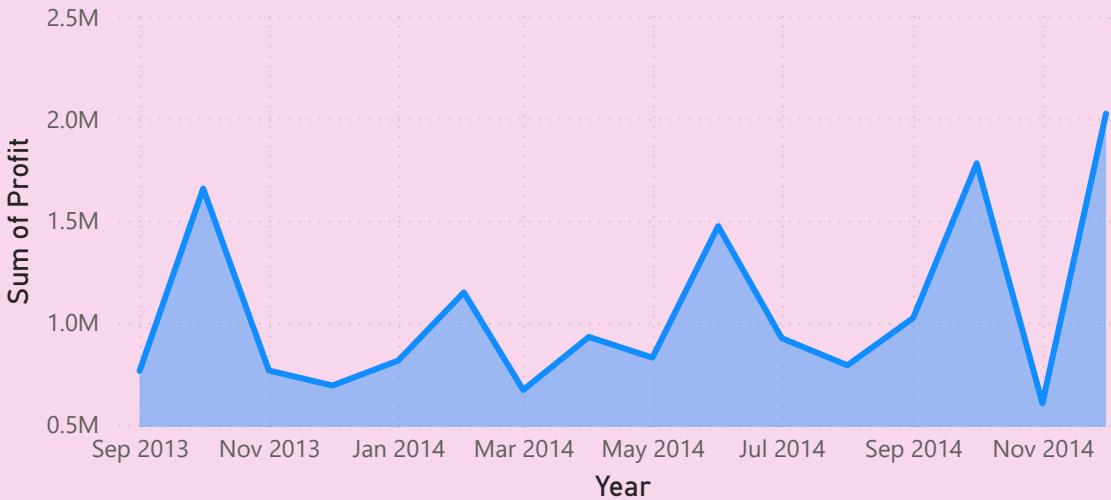
Summary

Sales by Month



Sales steadily increased from 2013 to 2016, with peak revenue in 2014.

Profit by Year



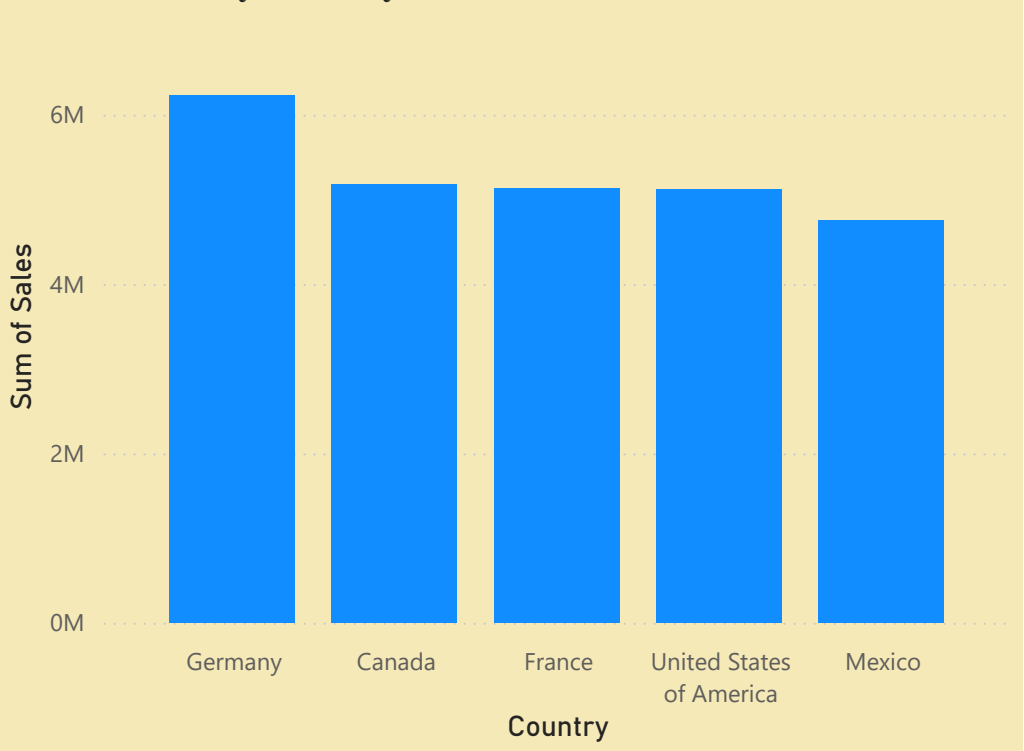
Select Year

All

Select Country

- ☐ Canada
- ☐ France
- ☐ Germany
- ☐ Mexico
- ☐ United States of America

Sum of Sales by Country

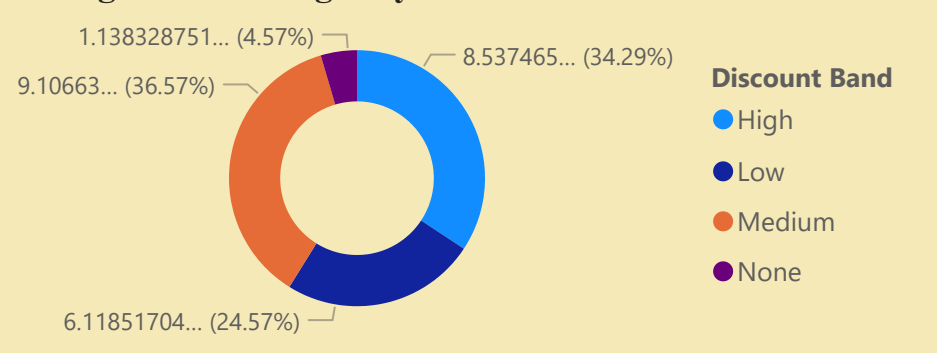


SF Dashboard 1

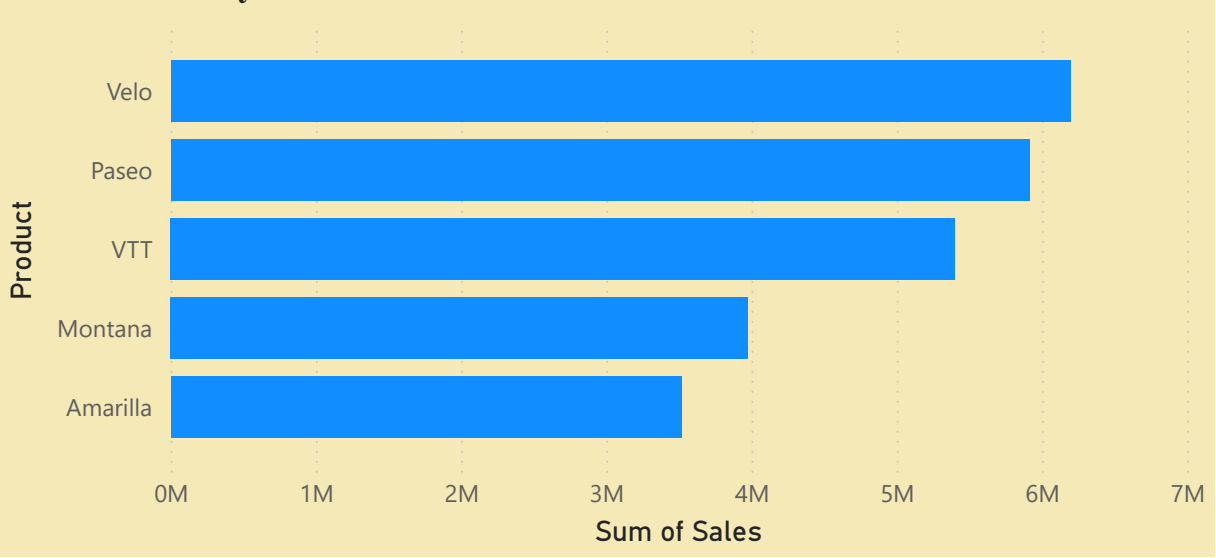
Dashboard 2

Summary

Average Profit Margin by Discount Band



Sum of Sales by Product



Select Year

2013

Select Country

☐ Canada
☐ France
☐ Germany
☐ Mexico
☐ United States of America

Summary

- . Total Sales: \$2.3M | Total Profit: \$286K | Avg Profit Margin: 12.4%
- . The Consumer segment had the highest sales but lowest profit margin.
- . Sales peaked in 2014 and 2015, showing strong seasonal demand.
- . Germany and Mexico led in sales; Mexico had the highest profitability.
- . Copiers and Phones were top-performing products.
- . Products in higher discount bands often had lower profit margins.



- Recommendations:
- Focus on promoting high-margin products (e.g., Copiers)
 - Review discount strategy to improve profit in low-margin segments