# Sales and Profitability Report

Based on the provided financial data from September 2013 to December 2014, this report is a summary of the key findings regarding sales and profitability.

## Overall Performance

The total sales for the period amounted to **$118.73 million**, with 1.13 million units sold, generating a total profit of **$16.89 million**. The dashboards show a clear spike in sales in the last three months of the year. The average month-over-month sales growth was **17.53%**, and the overall profit margin was **14.23%**.

## Sales Analysis

The sales spikes observed in late 2014 were largely driven by the **Enterprise** and **Government** segments. These segments saw a significant increase in sales volume.

* **Segment Performance:** The highest sales by far came from the **Government** segment, followed by **Small Business** and **Enterprise**. The **Midmarket** and **Channel Partners** segments showed lower sales contributions.
* **Product Performance:** The products driving the sales surge were **Montana** and **Paseo**. This indicates strong demand for these specific products during the period.
* **Discount Band:** A higher proportion of sales during the spike was associated with a **Low** discount band, suggesting that the increase was not due to heavy discounting but rather strong demand.
* **Geographic Performance:** The sales spikes were most prominent in **Canada, France, and Germany**.

## Profitability Analysis

The profitability dashboards highlight significant differences in performance across segments, products, and countries.

* **Segment Profitability:** The **Government** segment was the most profitable, generating **$11.4 million** in profit. In contrast, the **Enterprise** segment had a negative profit of **-$0.6 million**, indicating that sales in this segment were not profitable and were likely sacrificing profit for volume.
* **Product Profitability:** **Paseo** was the leading product in terms of profitability. The **Velo** and **Montana** products, while contributing to sales, were performing poorly in some countries, particularly in **Mexico**, where their sales were nearly half of what they were in other countries.
* **Geographic Profitability:** **Germany, France, and Canada** had the highest profit margins, while **USA** and **Mexico** had lower margins. This suggests that while Mexico may not be a major driver of sales, it is highly profitable at 14% margin, compared to the USA which only has a margin of 12%.

## Recommendations

To improve overall profitability, it is recommended to investigate the root causes of the negative profit in the **Enterprise** segment. Additionally, a deeper analysis into the performance of **Velo** and **Montana** in different regions could help uncover strategies to improve their sales and profitability in underperforming markets like Mexico.