



FINANCIAL DASHBOARD

2013 - 2014

Total Units Sold

1,13M

Total Profit

16,89M

Total Sales

118,73M

FILTERS

Date

All

Month

All

Product

All

Country

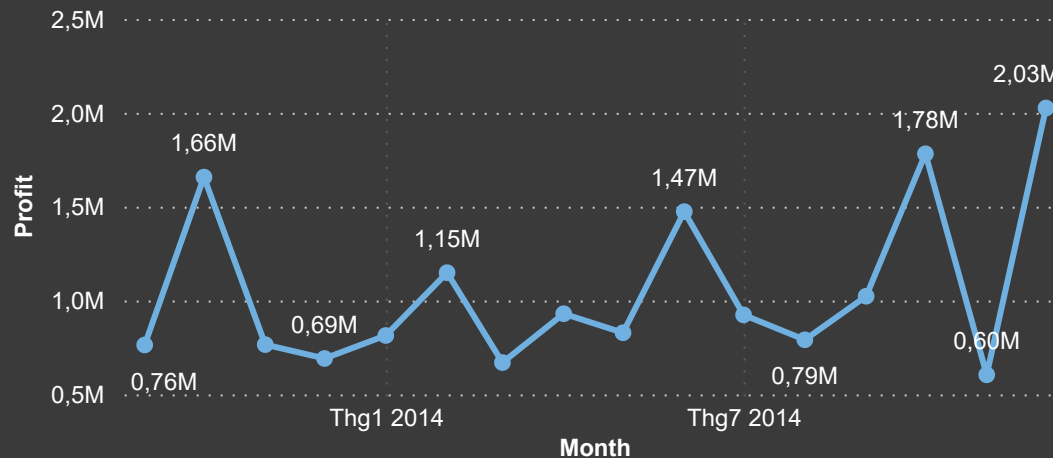
All

Segment

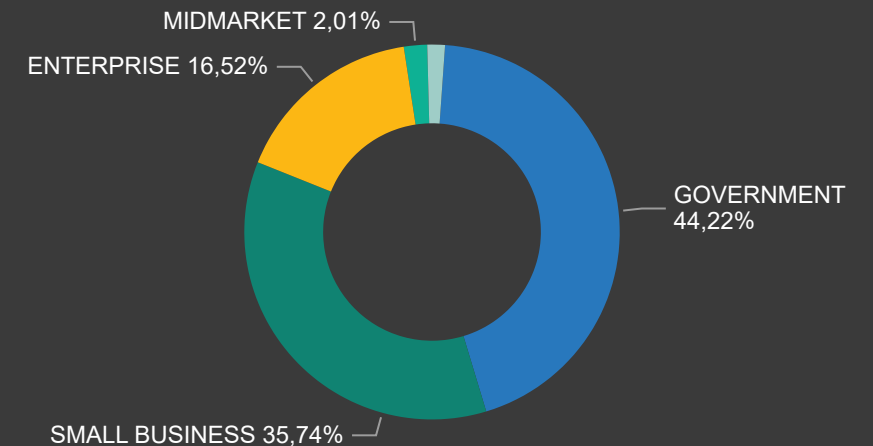
All

Clear all slicers

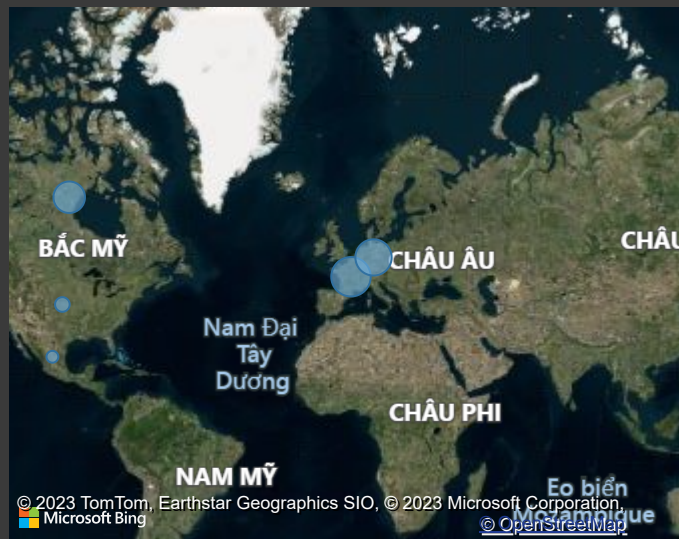
Total Profit per Month



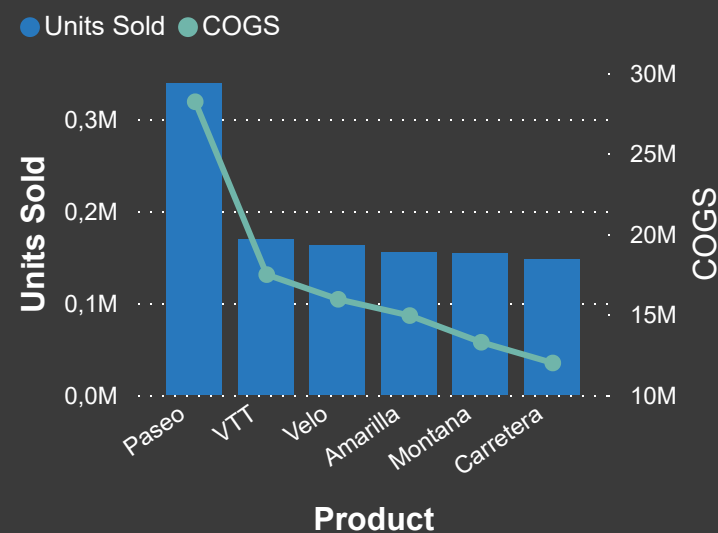
Sales by Segments



Profit by Country



Total Units Sold and Total COGS



Key observations:

1. The highest profit was recorded in December 2014 but the dataset only contained data from Sep 2013.
2. The company experiences significant success in Canada, Germany but the most highest profit is France.
3. The most successful product is Paseo, and the top segment is Government, followed by Small Business Segment.

Recommendations:

1. Focus on leveraging the success in France to expand market share and drive profitability.
2. Allocate additional resources to promote and enhance the performance of the top product, Paseo.
3. Develop targeted strategies to further penetrate the Government and Small Business segments as well as maximize revenue potential.