Financial Sales Dashboard Summary

Dataset Overview

- - 700 records across 16 columns
- - Key fields: Segment, Country, Product, Discount Band, Units Sold, Sales, Profit
- - Covers 5 countries: Canada, France, Germany, Mexico, USA
- - Time period: 2013–2014

Dashboard Overview

- - Built using Power BI

- - KPIs tracked:

- • Total Sales: $1,125,806

- • Units Sold: ~700K

- • Profit and COGS monitored

Sales by Segment

- - Government: ~42% share
- - Midmarket: ~15%
- - Enterprise, Channel Partners, Small Business make up the rest

Sales by Country

- - Canada and USA lead with 40K+ units each
- - France, Germany, Mexico contribute significantly

Sales by Product

- - Top performers: Paseo, VTT, Velo
- - Amarilla, Carretera, Montana are steady but lower in sales

Discount Band Impact

- - High, Medium, Low, and None categories analyzed
- - Discounts increase sales volume but reduce profit margins

Insights & Recommendations

- - Government is the key revenue driver → prioritize contracts
- - USA & Canada are priority markets
- - Paseo & VTT are best sellers → expand production
- - Optimize discount strategy to balance profit and sales volume

Conclusion

- - Dashboard enables tracking of sales, profit, and market performance
- - Key insights support strategic business decisions