**Dashboard Insights Summary**

**Key Metrics**

* **Total Revenue**: 15.70M
* **Gross Profit**: 10.82M
* **Total Cost**: 4.87M

This indicates a **healthy profit margin** with costs well-controlled.

**Country-Level Analysis**

* **Germany** contributes the most to total cost (57.5%) and leads in revenue (9M).
* **Czech Republic** (28.2%) and **Denmark** (14.3%) follow in terms of cost share.

**Product Performance**

* Top products by revenue:
  + **Quad**: 4.3M
  + **Carlota**: 2.7M
  + **Magnum**: 2.3M
  + **Black Monk**: 1.8M

This suggests Quad is the highest-selling product in 2017.

**Time-Based Trends**

* Significant **Month-over-Month (MoM) growth** of over **9900%** (likely due to early months having very low values).
* Quarterly performance fluctuates:
  + Q1 and Q2 had strong revenues.
  + Q3 showed a **modest increase** over Q2 (+4.27%).

**Revenue Trends by Month**

* Peak revenue months include **April** and **December**.
* A dip occurred mid-year around **July–August**, possibly due to seasonal factors.

**Revenue by Country and Product**

* **Germany with Quad** is the strongest combination.
* Several products and countries show **negative or low returns**, e.g., **Vanhey**, **Carlota in Czech Republic**, suggesting areas for review.

THANK YOU…