

Financial Performance Dashboard

Executive Summary

Headline: Strong Sales of \$118.72M and \$16.89M Profit Driven by Key Segments in North America

Narrative:

This period saw a robust financial performance, achieving **\$118.72 million in total sales** and generating a healthy **\$16.89 million in profit**. This was accomplished through the sale of over **1.6 million units** globally.

A strategic investment of **\$6.21 million in discounts** was instrumental in capturing market share, particularly within our high-volume **Government** and **Midmarket** segments.

Geographically, the **United States** and **Canada** were the primary drivers of this success, establishing a strong foundation for future growth.

118.73M

Sum of Sales

1.13M

Sum of Units Sold

16.89M

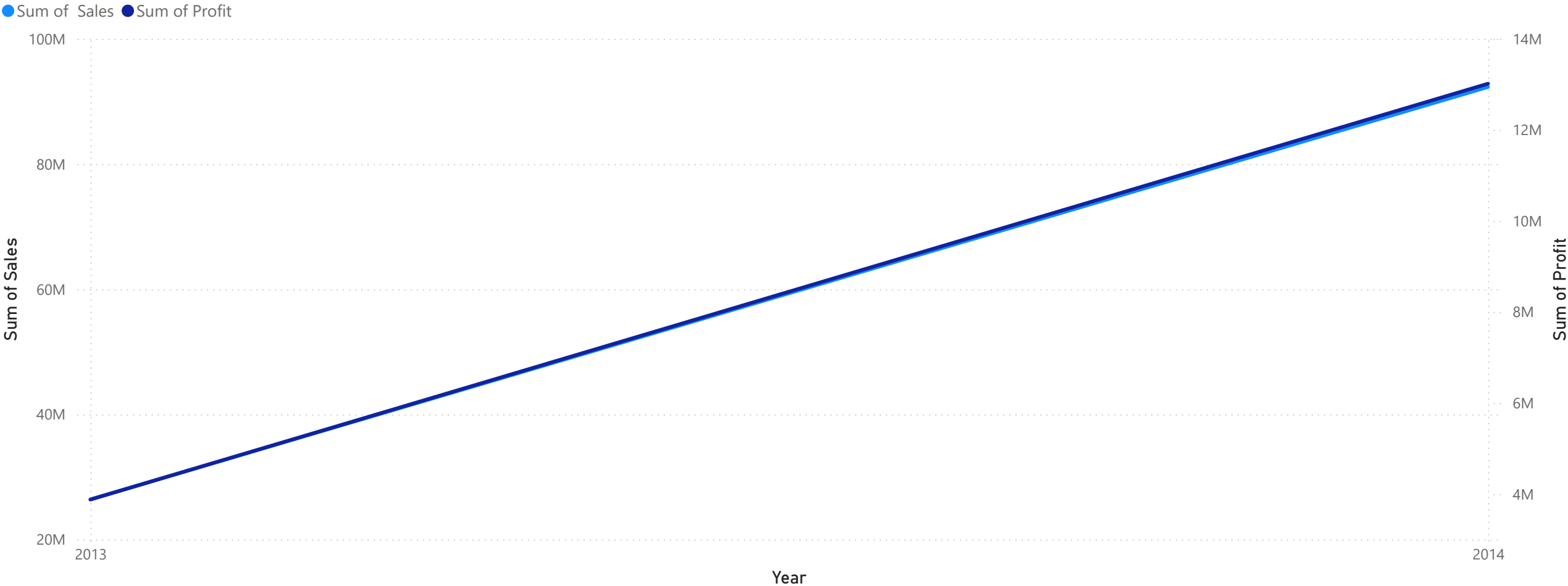
Sum of Profit

9.21M

Sum of Discounts

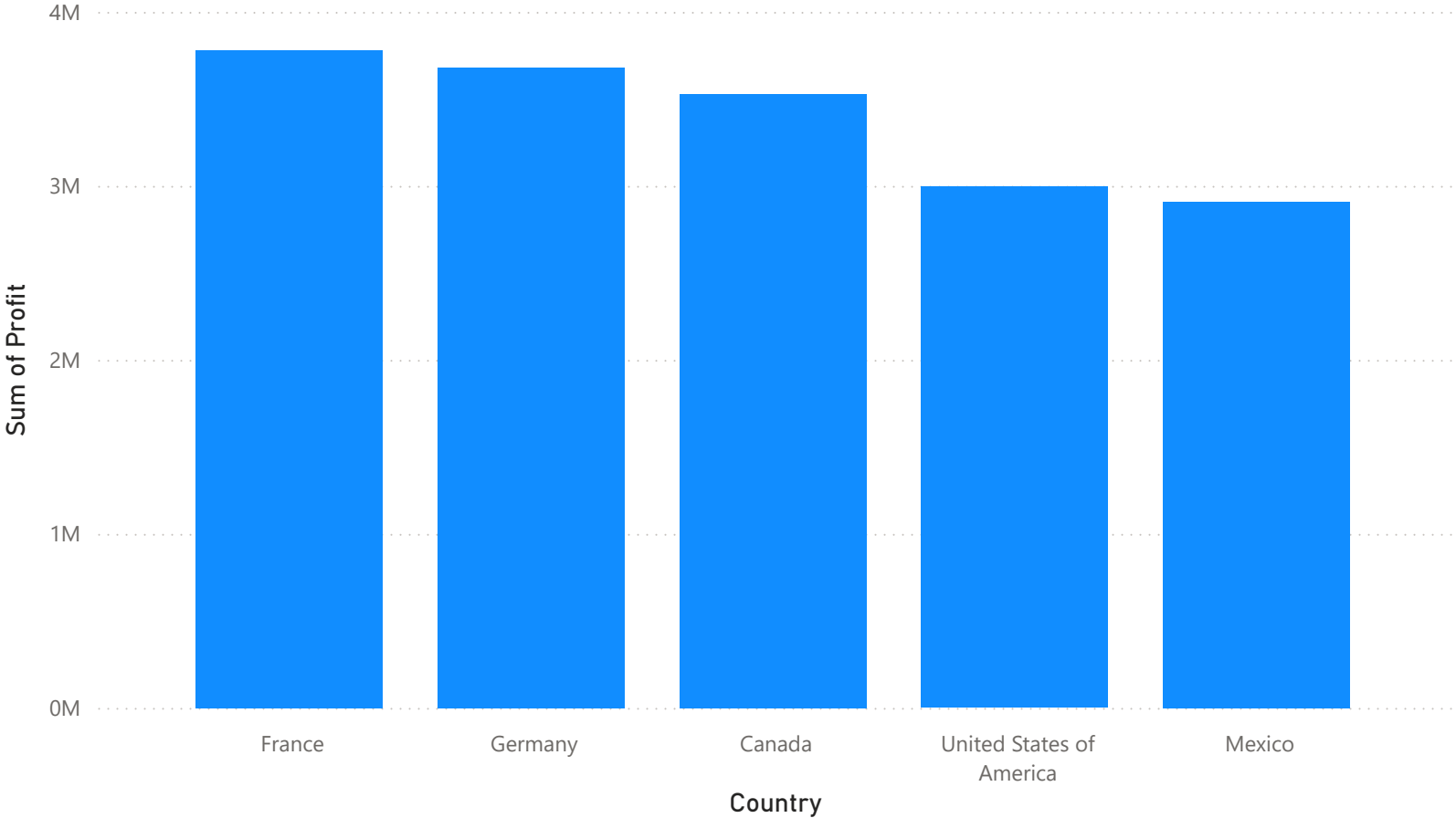
Insight from Time-Series Chart

Sum of Sales and Sum of Profit by Year



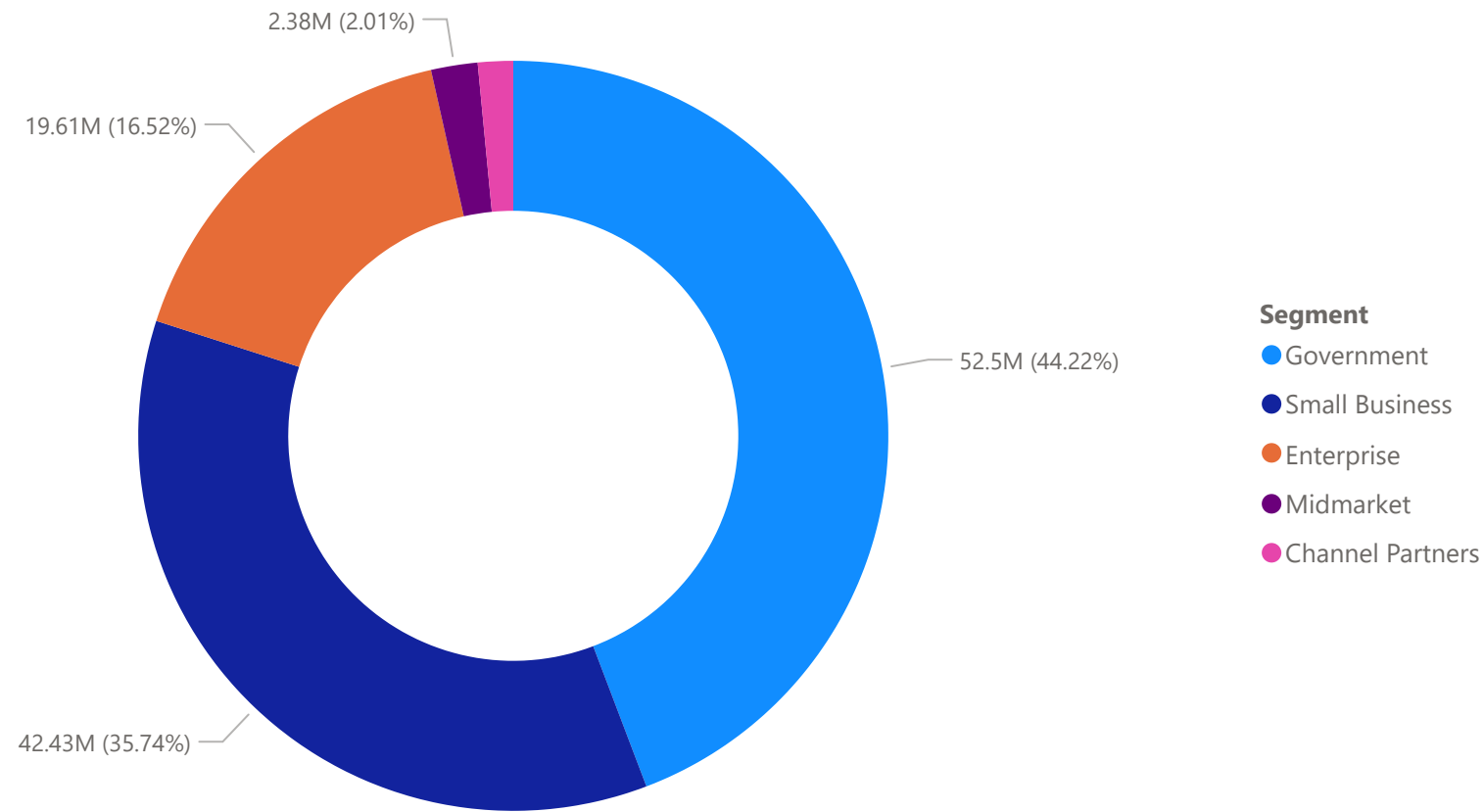
Insight from Country Chart

Sum of Profit by Country



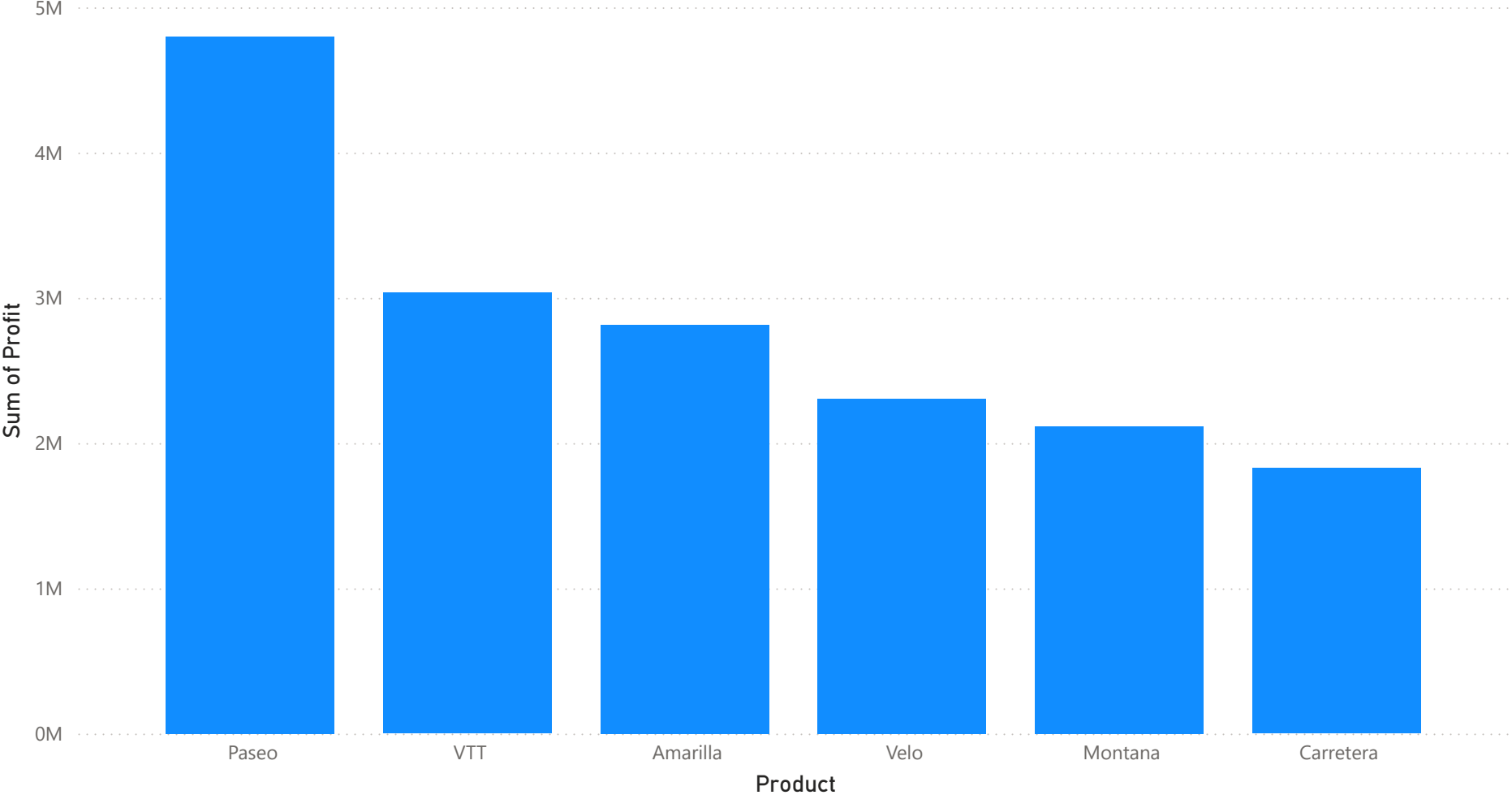
Title	Summary	KPI	Insight from Time-Series Chart	Insight from Country Chart	Insight from Donut Chart	Insight from Product-Profit Chart
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Insight from Donut Chart



Insight from Product-Profit Chart

Sum of Profit by Product



Title	Summary	KPI	Insight from Time-Series Chart	Insight from Country Chart	Insight from Donut Chart	Insight from Product-Profit Chart
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