

Financial Performance Analysis

**Sales, Profitability & Growth
Trends (2013–2014)**

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Introduction

Every successful business — whether it's **Amazon, Dangote Group, or a fast-growing startup** — survives on one key ability:

👉 **understanding its numbers and acting on them at the right time.**

Many companies generate large volumes of sales data daily, yet still struggle to answer critical questions like:

- Are we actually growing, or just selling more?
- Which products truly drive profit?
- Which customer segments deserve more focus?

This analysis uses historical financial data from **2013 to 2014** to transform raw numbers into **clear business insights**.

Through this interactive dashboard, we uncover **sales performance, profitability trends, product impact, and regional contribution** — helping decision-makers move from *guesswork* to *data-driven strategy*.

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Problem Statement

Despite recording increasing sales figures, the business lacks a **centralized analytical view** to answer important performance questions such as:

- Is revenue growth translating into real profit?
- Which products and customer segments are most valuable?
- How does performance vary across time and regions?

Without this clarity, leadership risks:

- Over-investing in low-profit products
- Missing early warning signs of declining performance
- Making strategic decisions based on assumptions instead of evidence



Objectives of the Analysis

The goal of this analysis is to:

- Evaluate **overall financial performance** year-over-year
- Track **sales, profit, quantity sold, and product growth**
- Identify **top-performing products, countries, and segments**
- Reveal **monthly sales patterns and seasonality**
- Provide insights that support **strategic planning and growth decisions**

Dashboard Overview

The dashboard is structured to give **executive-level visibility at a glance**, supported by deeper analytical visuals:

- KPI cards summarizing performance
- Time-series trends for monthly sales
- Distribution analysis by segment and geography
- Product-level profitability comparison



Financial Performance Analysis:

Sales, profitability, & Growth Trends (2013-2014)

YEARS

VTT



↑ \$119M
Sales



PY: \$66M

249.46%

↑ \$17M
Profit



PY: \$9M

235.58%

↑ 1M
Quantity



PY: 596 K

225.36%

↑ 6
Product



PY: 350

200.00%

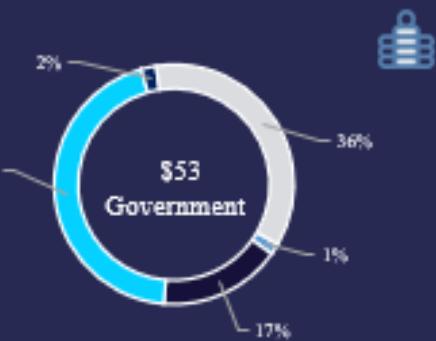


Monthly Sales Trend



Sales by Segment

- Channel Partners
- Enterprise
- Government
- Midmarket
- Small Business



Sales by Country

Country with the Highest Sale is USA: \$25M



Sales & Profit by Product



KPI Summary

Total Sales reached **\$119M**, up from **\$66M** in the previous year (**+80% growth**)

Product count expanded to **6**, reflecting product diversification

Profit increased to **\$17M**, compared to **\$9M**, showing strong profitability growth

Quantity sold reached **1 million units**, indicating increased market demand

Business Questions

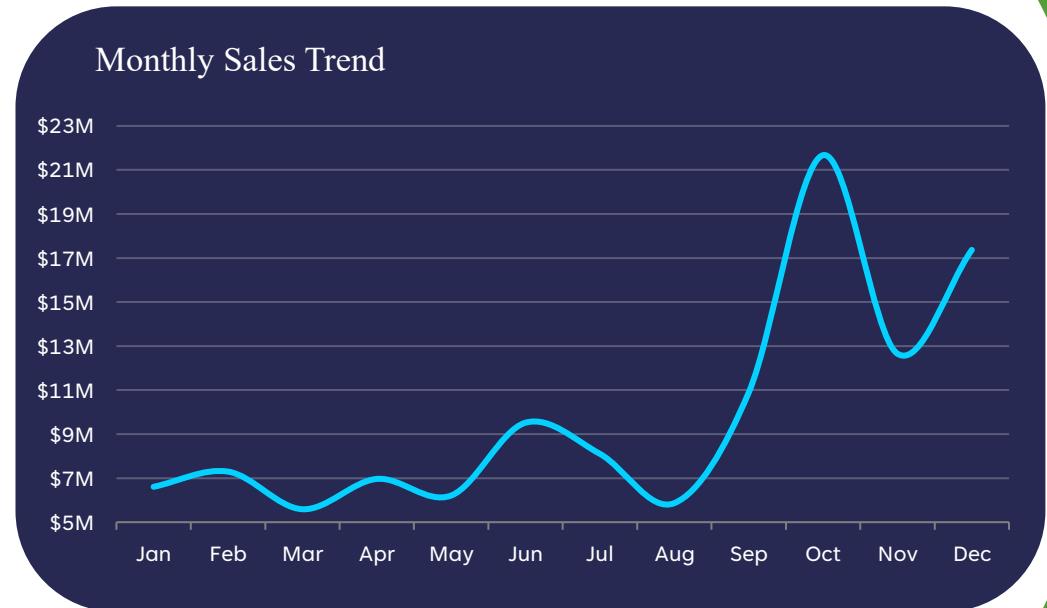
1. How do sales fluctuate throughout the year?
2. Which customer segment drives the most revenue?
3. Which geographic markets perform best?
4. Which products generate the highest value?



How do sales fluctuate throughout the year?

- Sales remain relatively steady in the first half of the year
- A noticeable surge occurs around **September**, followed by a dip and recovery
- This pattern suggests **seasonal demand or successful campaigns during Q3**

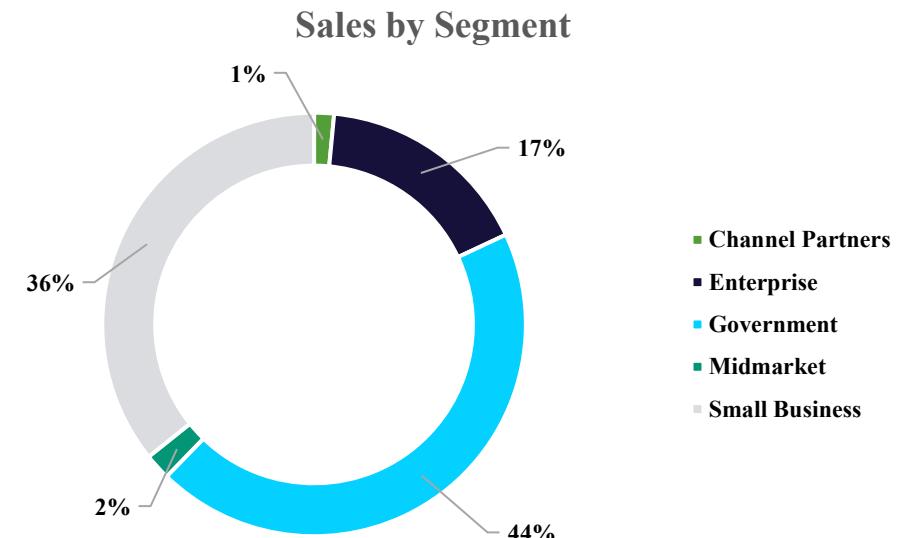
Insight: The business experiences **strong seasonal peaks**, which can be leveraged for targeted promotions.



Which customer segment drives the most revenue?

- **Government segment contributes \$53M**, the largest share of total sales
- Enterprise and small business segments follow
- Mid-market contributes the least

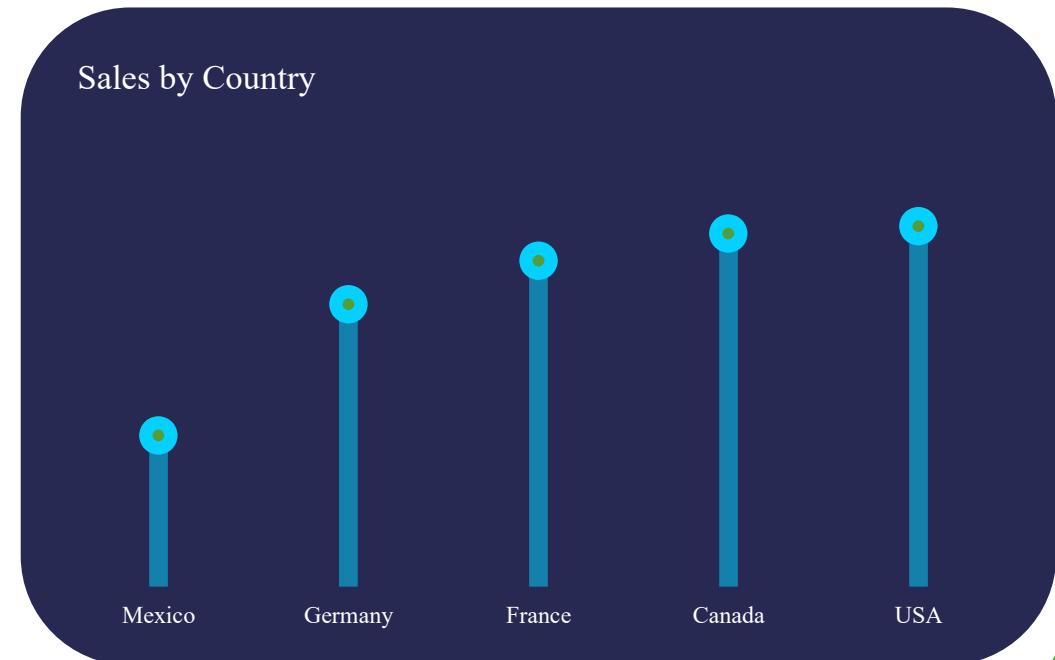
Insight: The business is **highly dependent on government clients**, which presents both stability and risk.



Which geographic markets perform best?

- **USA leads with \$25M in sales**, making it the strongest market
- Canada and France show solid performance
- Mexico contributes the least

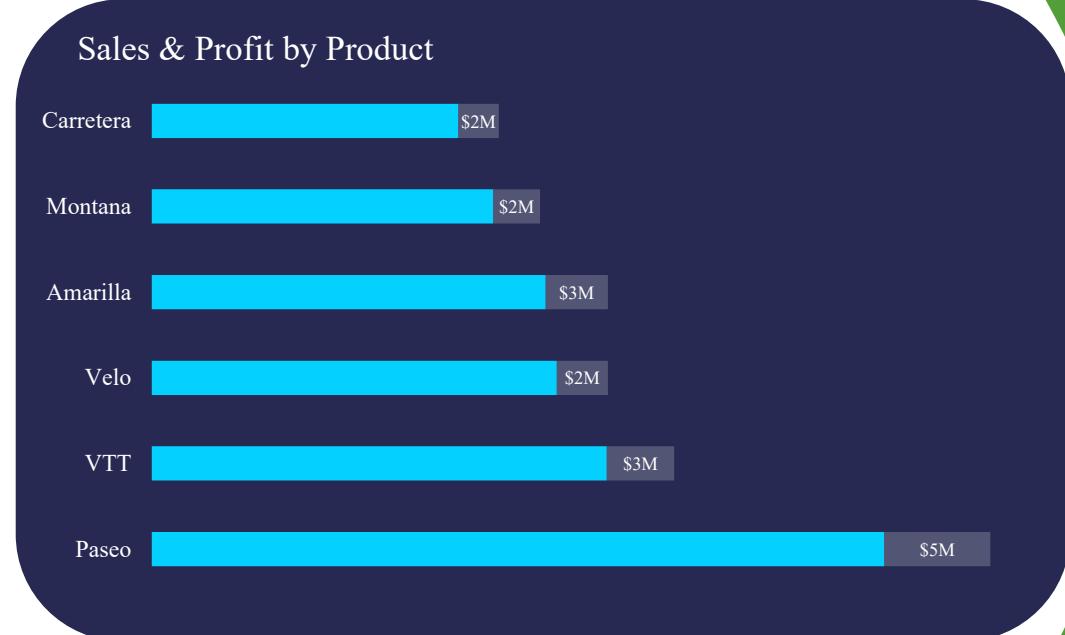
Insight: Revenue concentration in the USA suggests an opportunity to **scale underperforming regions**.



Which products generate the highest value?

- **Paseo** is the top-performing product in both sales and profit
- Products like **VTT** and **Velo** also perform strongly
- Lower-ranking products may require repositioning or cost review

Insight: Not all products contribute equally — **profit-led product optimization** is essential.



Conclusion

This financial analysis reveals a business that is:

- Experiencing **strong revenue and profit growth**
- Benefiting from **seasonal demand peaks**
- Heavily reliant on specific **segments and regions**
- Supported by a few **high-impact products**

Recommendations

Based on the findings, I recommend:

- **Double down on top-performing products** like Paseo
- **Diversify customer segments** to reduce over-dependence on government clients
- Leverage **seasonal sales peaks** with targeted marketing campaigns
- Expand growth efforts in **underperforming regions**
- Review low-performing products for optimization or discontinuation

References

- Internal financial sales dataset (2013–2014)
- Microsoft Excel (Pivot Tables, Charts, Dashboard Design)
- Business intelligence best practices

Thank you