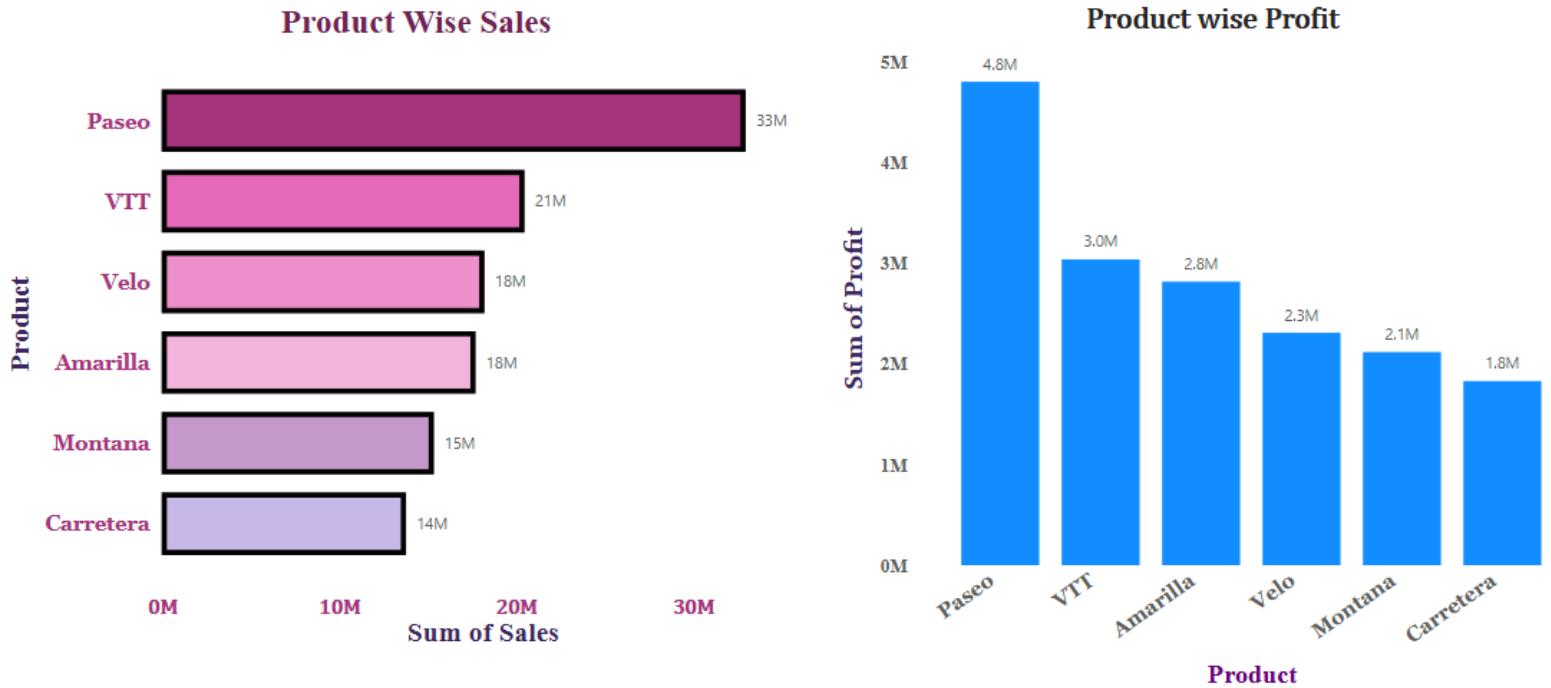


Power BI



INSIGHTS:

- Paseo is the leading product in both sales and profit indicating that Paseo is most valuable product overall, contributing the largest share to revenue and profitability.
 - Sales - \$33M
 - Profit - \$4.8M
- VTT and Amarilla follow the strong performance:
 - VTT: \$21M in sales and \$3.0M in profit
 - Amarilla: \$18M in sales and \$2.8M in profit
- Velo Shows moderate sales of \$18M but comparatively lower profit of 2.3M
This may indicate higher production for Velo compared to Amarilla despite similar sales figures.
- Montana and Carretera are the lowest in both sales and profit.
 - Montana - \$15M sales, \$2.1M profit

- Carretera - \$14M sales, \$1.8M profit

These products may need strategic view either marketing push or cost optimization to optimization to improve margins.

- While sales and profit are positively correlated, the profit margin varies:
 - Paseo and VTT maintains high margins, reflecting efficient pricing and cost structure.
 - Velo and Montana have lower margins, suggesting for operational improvement.
- Focus on marketing and distribution resources on Paseo to maintain its lead.
- Optimize cost structure for Velo and Montana to improve profit margins.