

The background of the top section is a light gray with a grid of dashed lines. Various financial and business icons are scattered throughout, including a person with a plus sign, a money bag, a target, a pie chart, a handshake, a dollar bill, a coin, a cube, a checkmark, a globe, and a hand holding a coin.

# FINANCIAL STATEMENT

## DATA ANALYTICS PROJECT

By Lighthouse (Hải Đăng)

Company Finance Analysis

# Introduction

This report analyzes **the sales data of a company**, covering information on revenue, profit and various factor related to product sales. The objective of the report is to identify business trends, potential market segment and make strategic recommendations based on the collected data.



# AGENDA

- Problem
- Goals
- Data
- Analysis
- Recommendation



# Problem Statement

The company faces challenges in **optimizing its sales strategies to increase revenue and profit** while effectively managing costs across different markets segments and regions.



# Goal

The goal of this analysis is to leverage historical sales data to **uncover insights that can guide strategic decision-making**.



# Data Overview

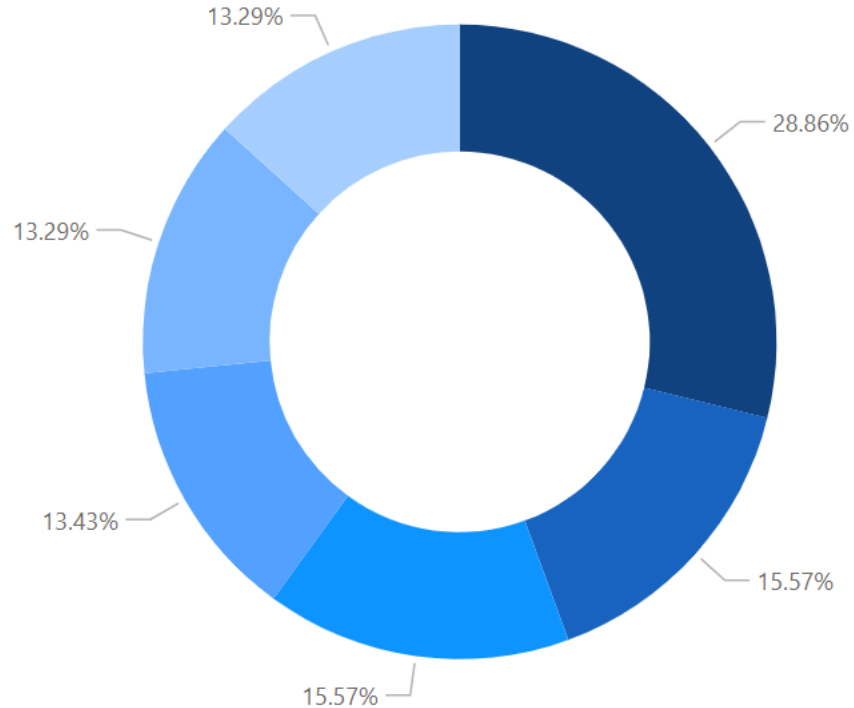
**Data:** Company Financials

**Source:** Company Financials Dataset

**Size:** 16 columns, 700 rows

**Fields:** Segment, Country, Product, Discount Band, Unit Sold, Manufacturing Price, Sale Price, Gross Sales, Discount, Sales, COGS, Profit, Date, Month Number, Month Name, Year

# ANALYSIS: Product



- Paseo: 28.86%
- Velo: 15.57%
- VTT: 15.57%
- Amarilla: 13.43%
- Carretera: 29%
- Montana: 29%

“Paseo” has the highest percentage at 29%, while “Amarilla”, “Carretera” and “Montana” each have the lowest at 13%



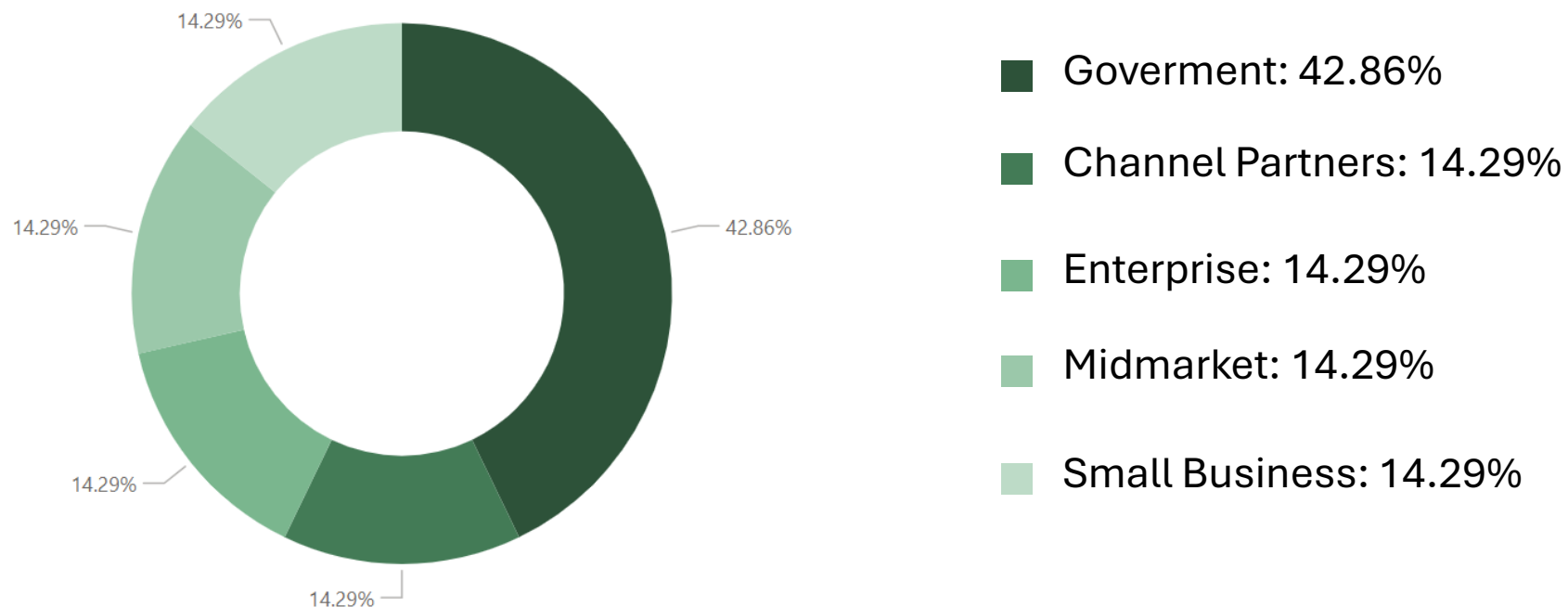
# ANALYSIS: Product

Product	Sales	Profit
Paseo	33,011,143.97	4,797,437.96
VTT	20,511,921.02	3,034,608.02
Velo	18,250,059.48	2,305,992.47
Amarilla	17,747,116.07	2,814,104.07
Montana	15,390,801.89	2,114,754.88
Carretera	13,815,307.88	1,826,804.89

**Paseo:** Has the highest sales figures, indicating a strong demand, it also leads in profit, which suggests not only high sales volume but also effective cost management or high-profit margins



# ANALYSIS: Market Segment



# ANALYSIS: Market Segment

Segment	Sales	Profit
Government	52,504,260.70	11,388,173.17
Small Business	42,427,918.50	4,143,168.50
Enterprise	19,611,694.38	-614,545.62
Midmarket	2,381,883.09	660,103.09
Channel Partners	1,800,593.64	1,316,803.14

**Government:** Accounts for the majority of revenue and profit, indicating strong performance and potential stable contracts or high-value project

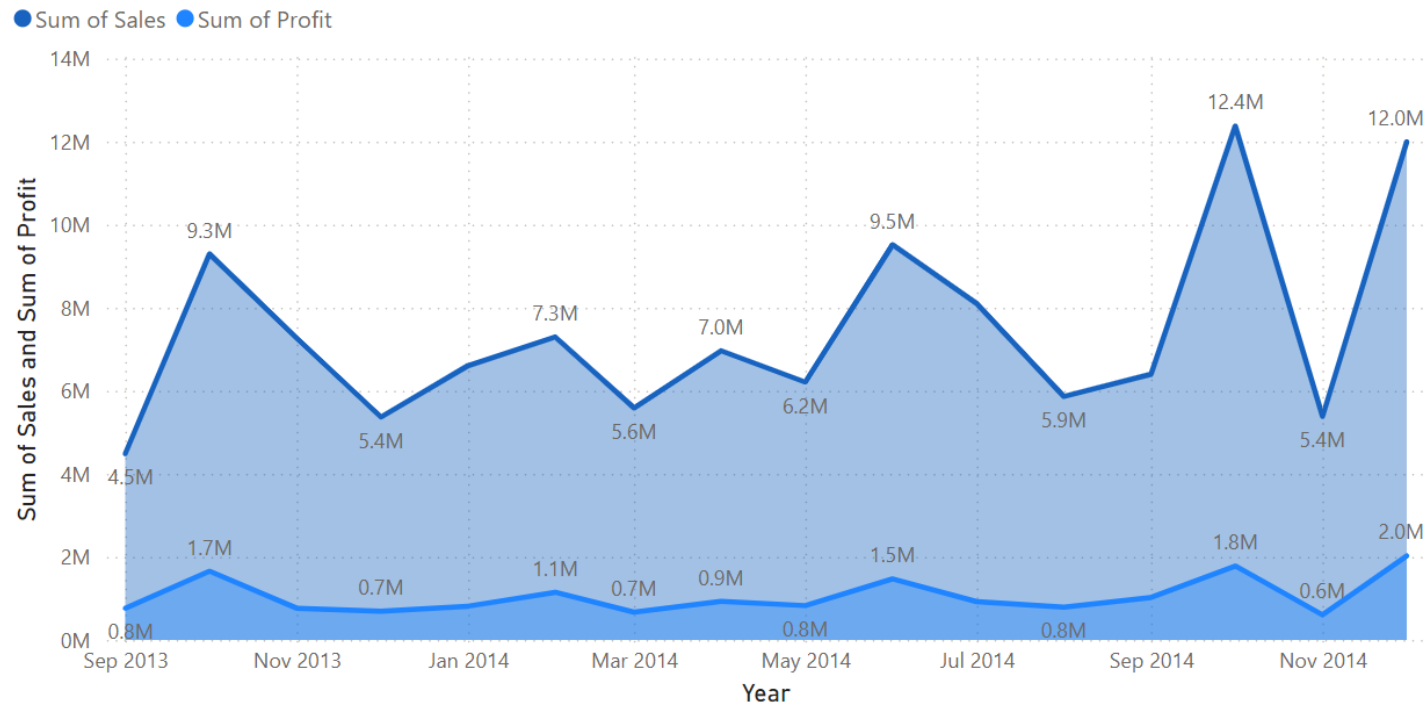
**Enterprise:** Has a substantial sales volume but is experiencing a loss, suggesting the need for the cost management or strategy reevaluation

# ANALYSIS: Country

Country	Sales	Profit
United States of America	25,029,830.18	2,995,540.68
Canada	24,887,654.89	3,529,228.89
France	24,354,172.30	3,781,020.79
Germany	23,505,340.82	3,680,388.82
Mexico	20,949,352.11	2,907,523.11

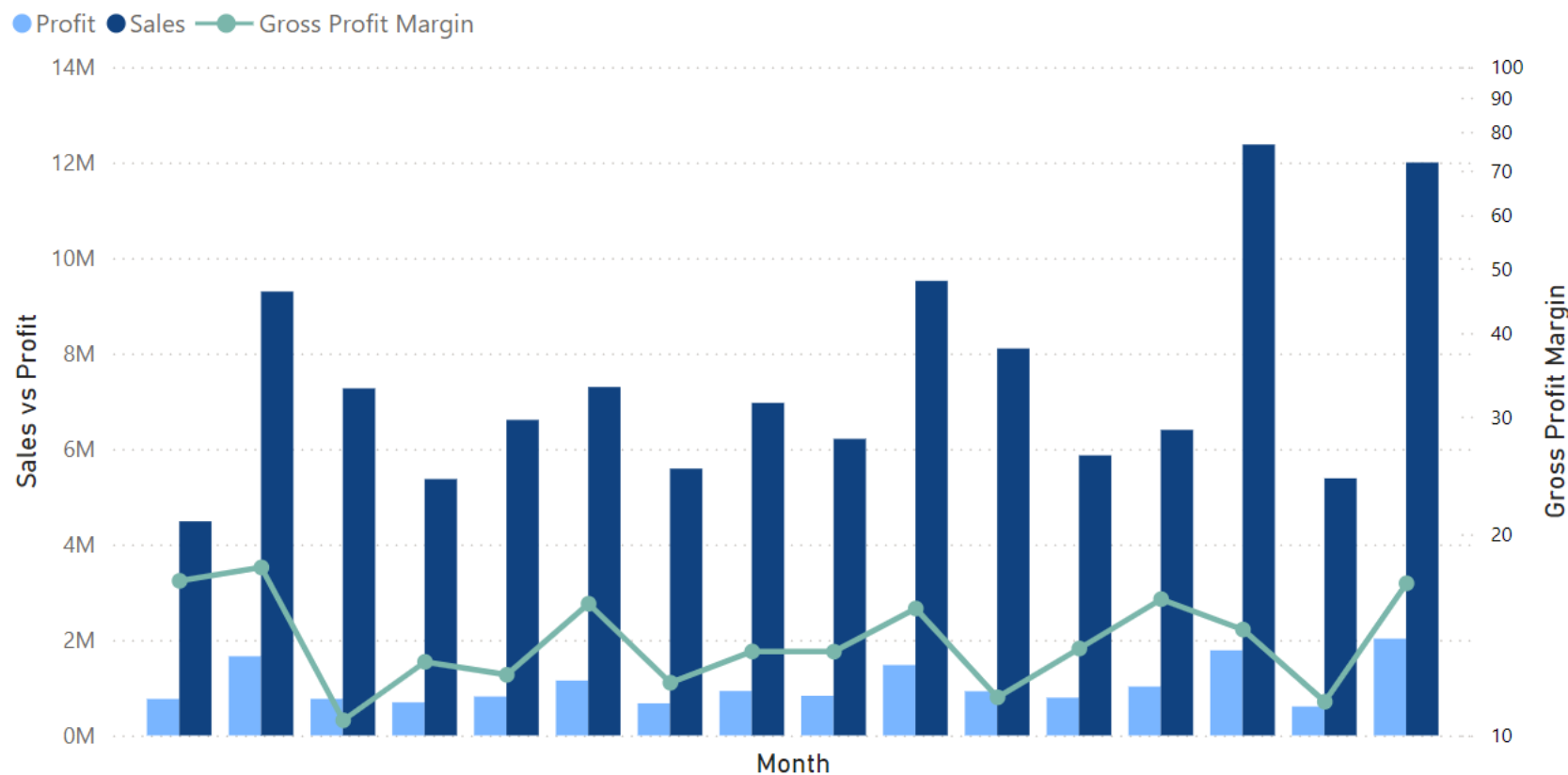
**USA:** Despite the high sales, the USA's profit may need improvement.  
Optimizing pricing strategies could be beneficial

# ANALYSIS: Revenue and profit by month



**Time trend:** Revenue and profit show a steady growth tren over the months. The month with the highest revenue is 2014 October, while the month with the highest profit is 2014 December

# ANALYSIS: Gross Profit Margin



**Time trend:** The fluctuation in profit margins suggests potential areas for optimizing pricing and cost strategies to maintain consistent profitability

# Recommendations

- **Increase Promotions:** Boost promotional activities in low-revenue months to drive consumption
- **Optimize Pricing Strategy:** Adjust sale prices and discounts to optimize revenue and profit while considering manufacturing costs to maintain profit margins.
- **Enhance Enterprise Segment Efficiency:** Continue focusing on the Enterprise segment