



SALES.REPORT

This report presents an in-depth analysis of sales performance for the years 2013 and 2014. It highlights key findings, identifies underperforming products and segments, and provides strategic recommendations to enhance profitability. The report is intended to guide executive decision-making for improved financial outcomes.

Here the product with low profits is CARRETERA ,where its total profits are \$1,826,804 .This product generates a profit but has the lowest profit margin.

Here we have 5 different types of segments which may include Channel Partners, Enterprise , Government , Midmarket and Small Business,In this each and every segment has profits in CARRETERA product but the only one segment(Enterprise) has negative profits with -\$614,545.63.

For Better Sales the board has to plan to reduce Prices and has to offer more discounts on the product and marketing realignment towards profitable segment.