

Segment

Channel Partners

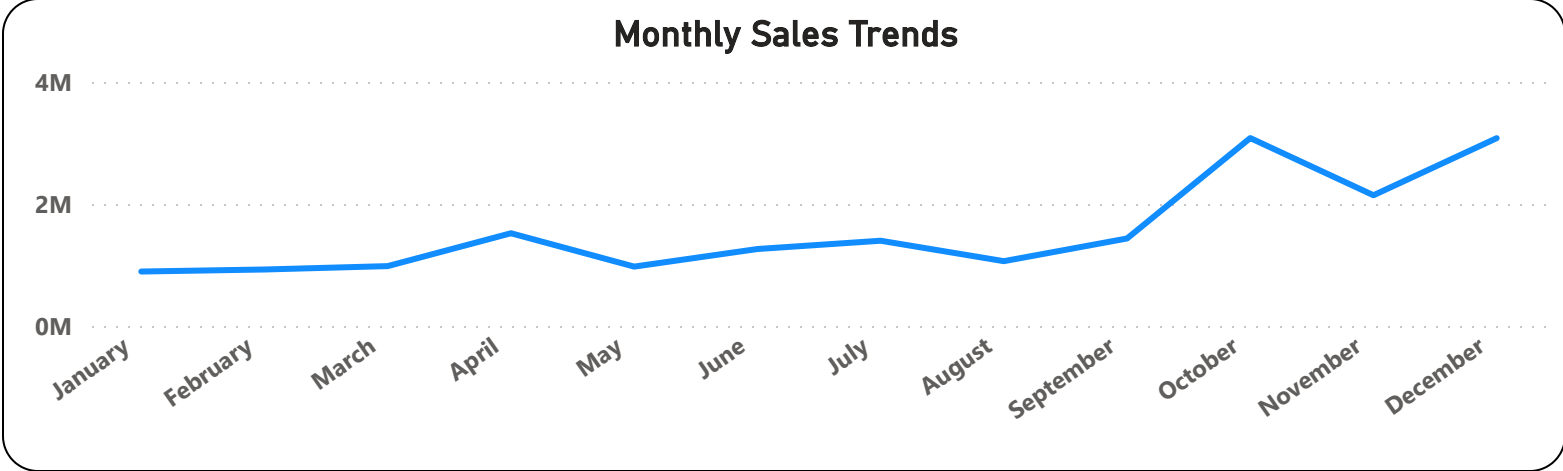
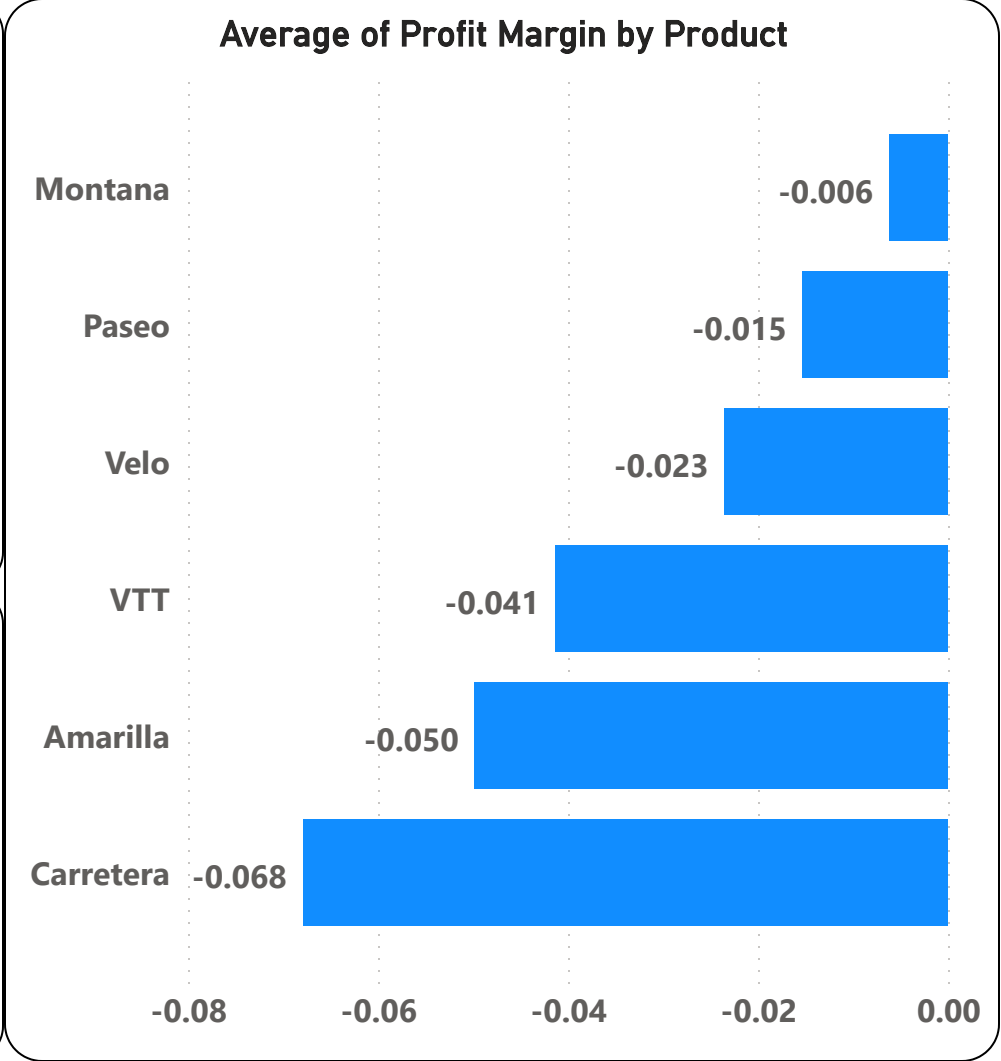
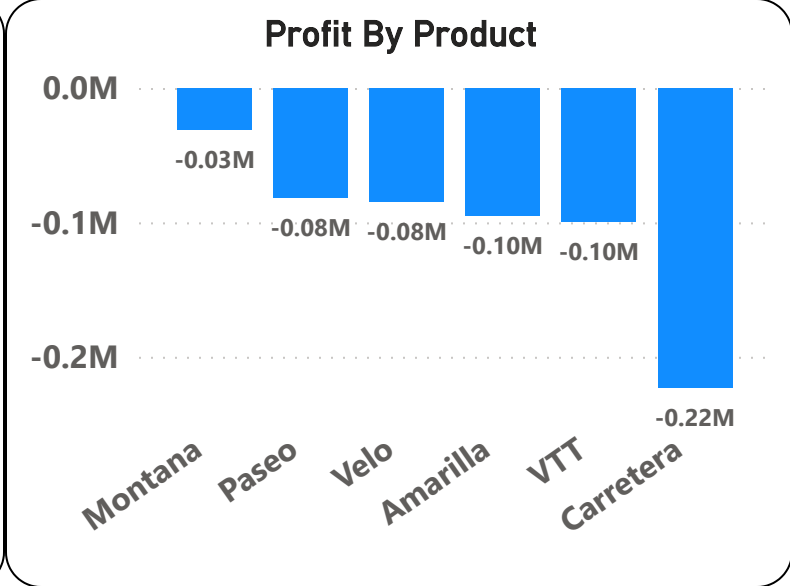
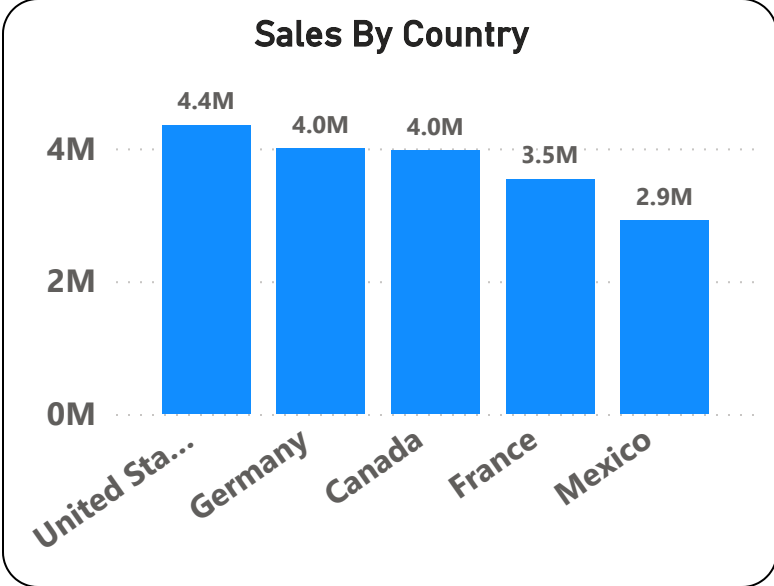
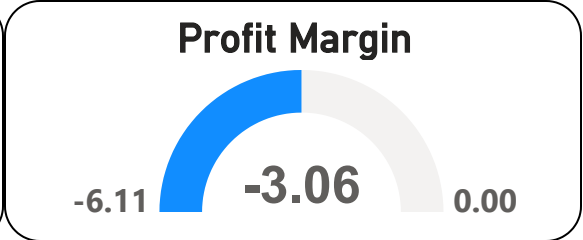
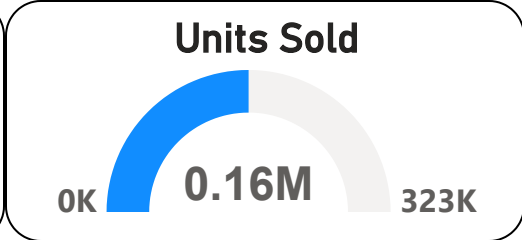
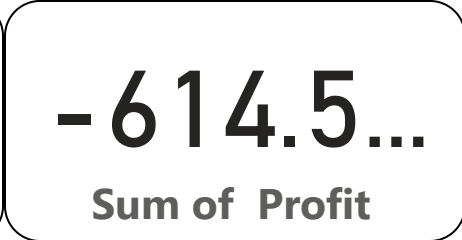
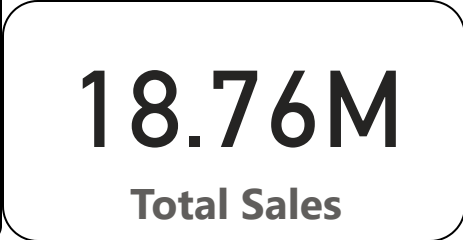
Enterprise

Government

Midmarket

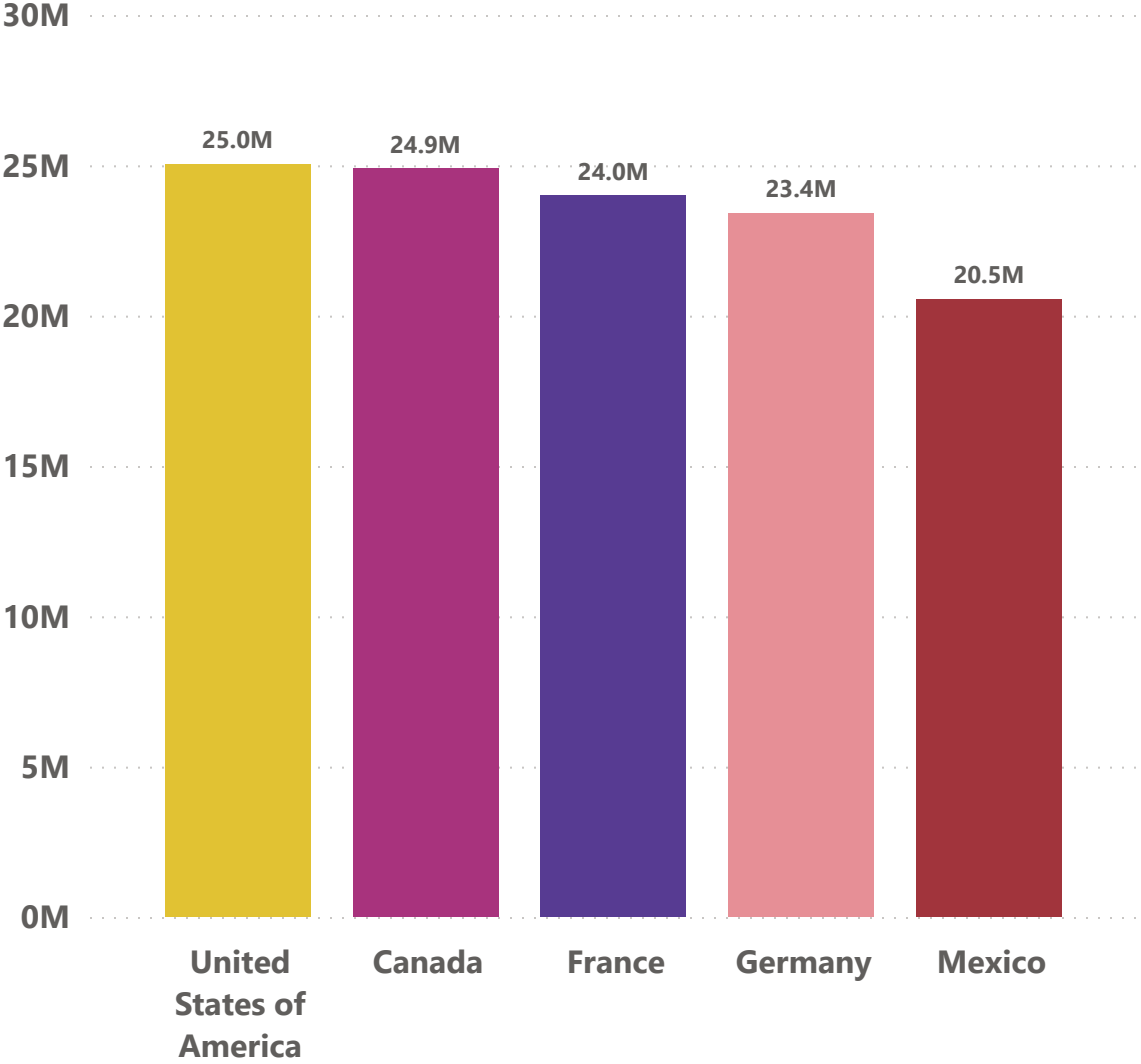
Small Business

Financial Sales Dashboard

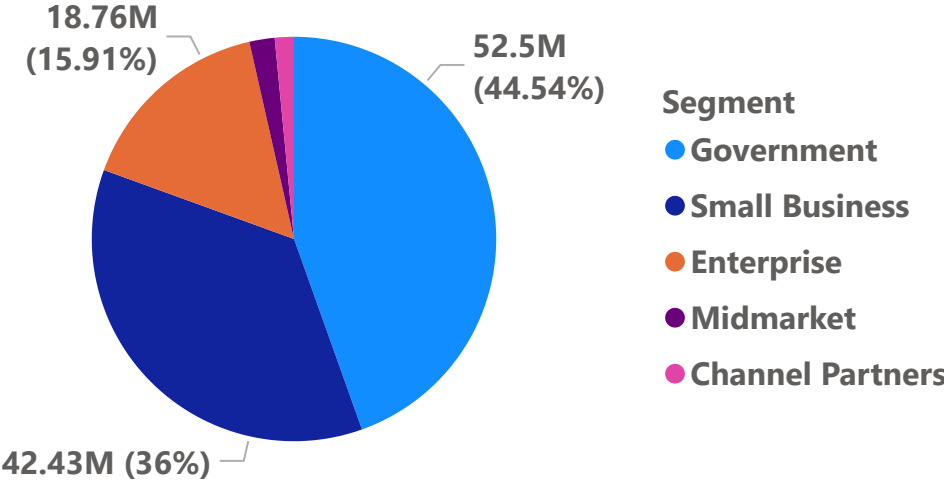


SALES DISTRIBUTION

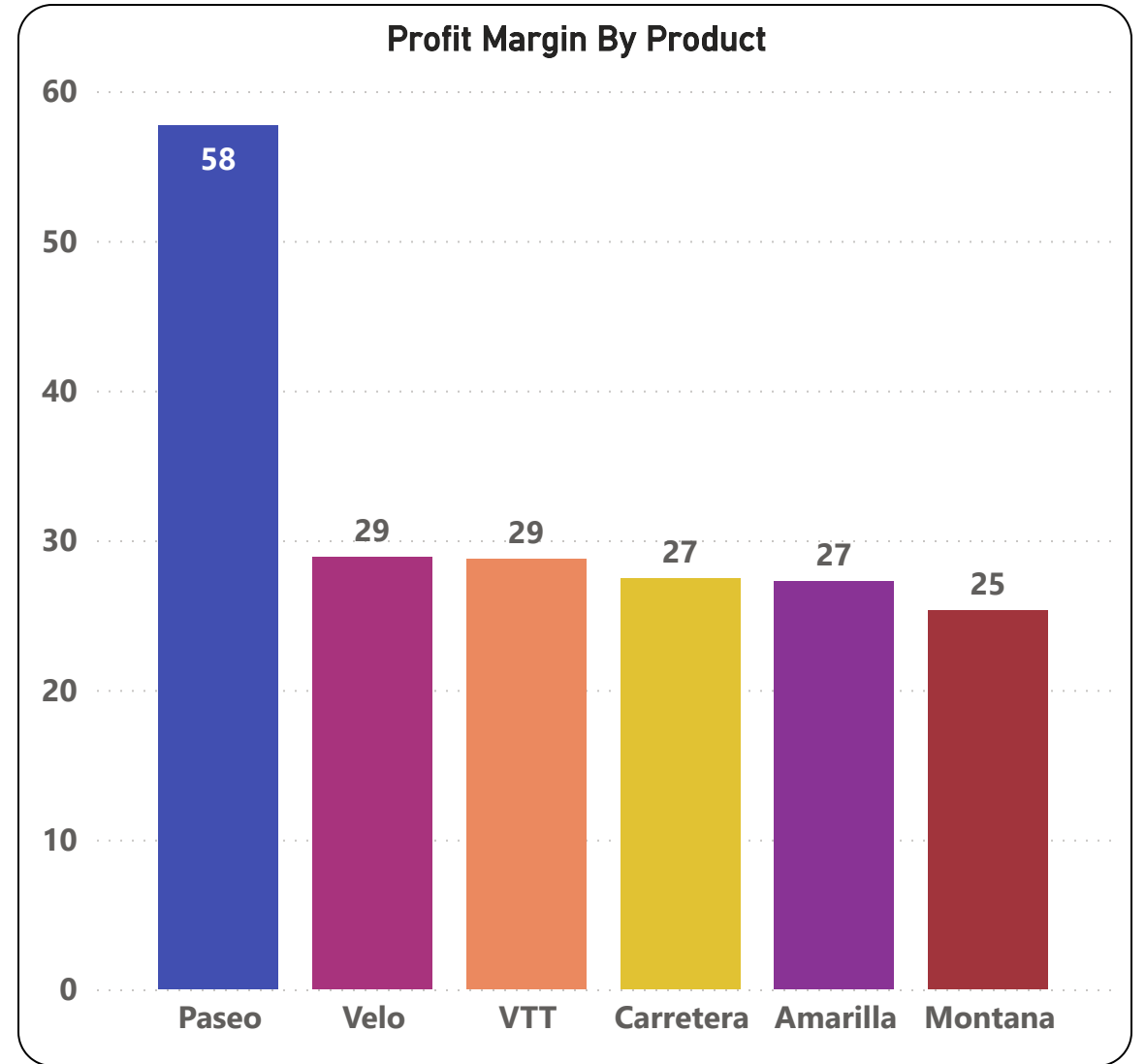
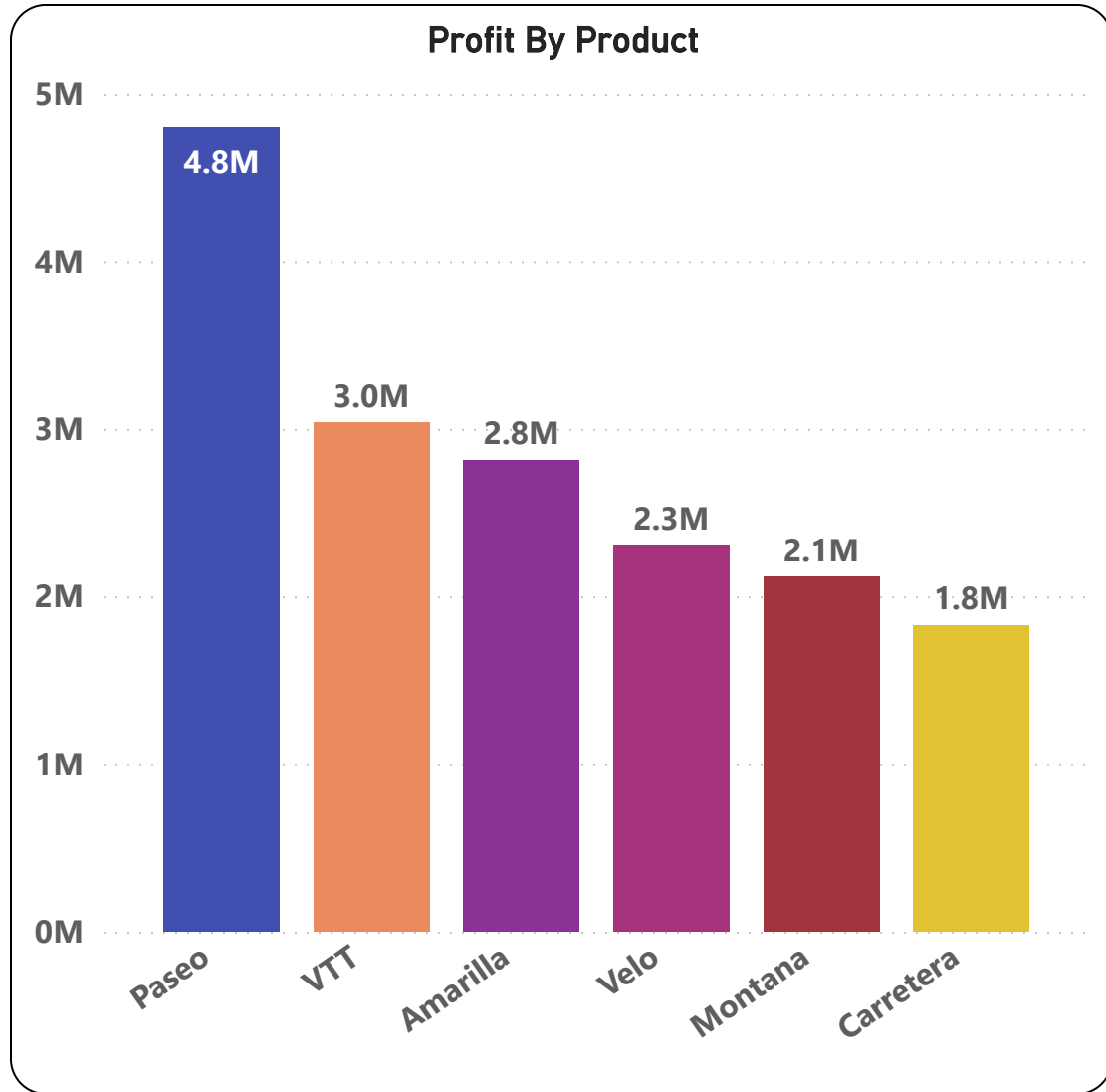
Sales By Country



Sum of Sales By Segment

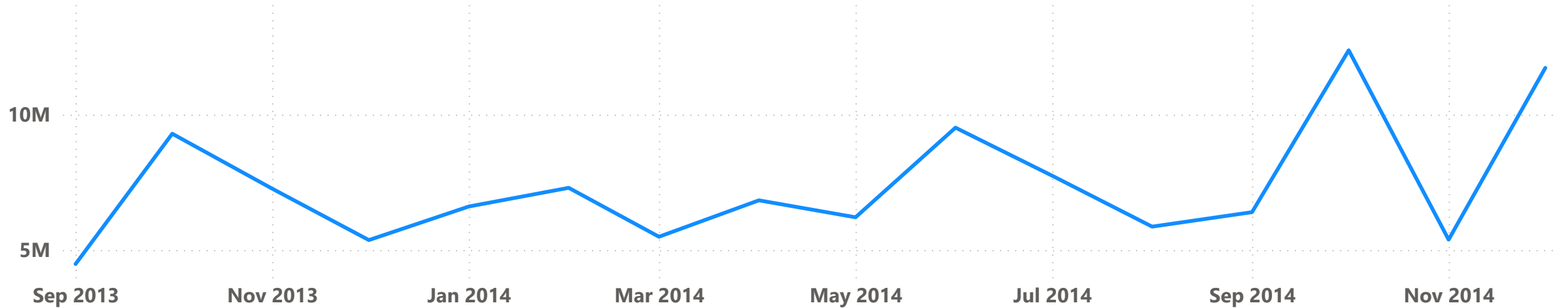


PRODUCT PROFITABILITY

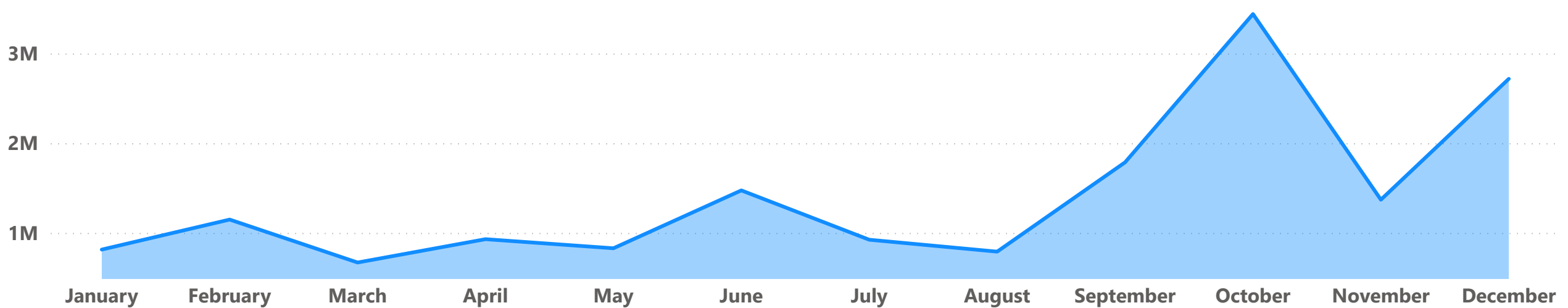


TRENDS

Monthly Sales Trends



Profit Trends Over Time



OBSERVATIONS

- . **Top Sales Performer:** Country X leads in sales, contributing over 25% of total revenue.
- . **High Profit Generator:** Product A delivers the highest overall profit and strong margins.
- . **Low Margin Alert:** Product D has high sales but low profitability due to heavy discounting.
- . **Q4 Trend:** Sales consistently peak in Q4, indicating seasonal demand spikes.
- . **Cost Pressure:** COGS consumes over 60% of revenue in some products—opportunity for cost optimization.
- . **Discount Impact:** Higher discounts correlate with lower profit margins in key regions.
- . **Segment Opportunity:** The Government segment shows stable sales but poor margin performance.
- . **Pandemic Dip:** A sales and profit dip in early 2020 was followed by a strong recovery.