

Sales Performance Analysis

Goods

1125824

↓ -21.19% YoY

COGS

\$101,832,648.0

↓ -37.39% YoY

SALES

\$127,931,598.5

↓ -36.15% YoY

PROFITS

\$26,098,950.5

↓ -31.27% YoY

PICK A YEAR

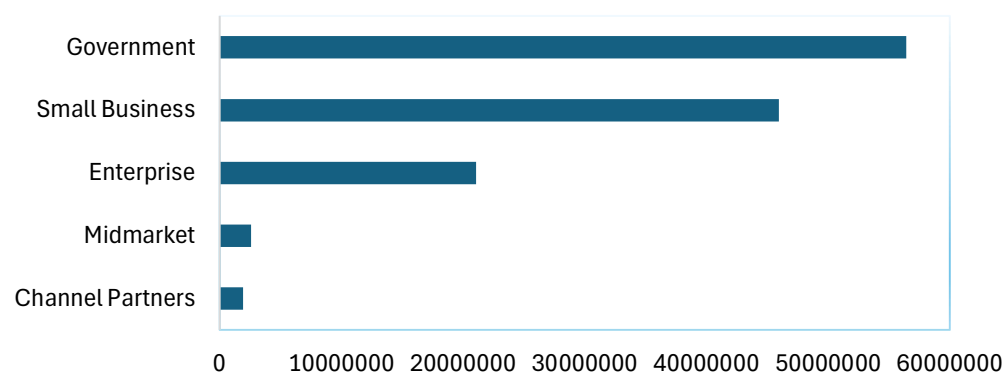
2009

2010

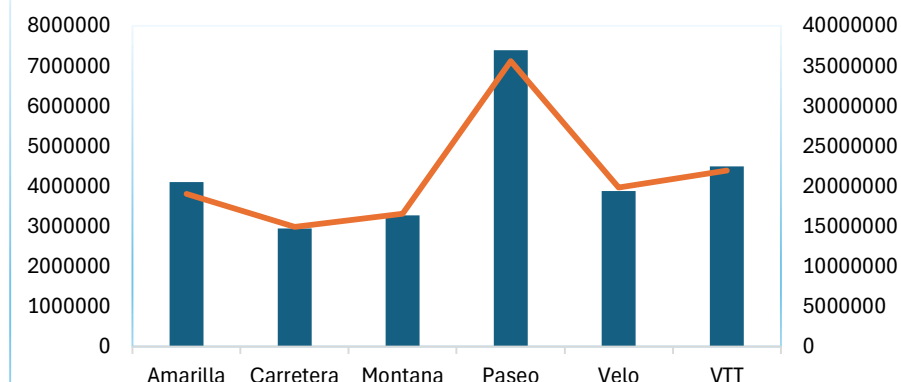
2011

2012

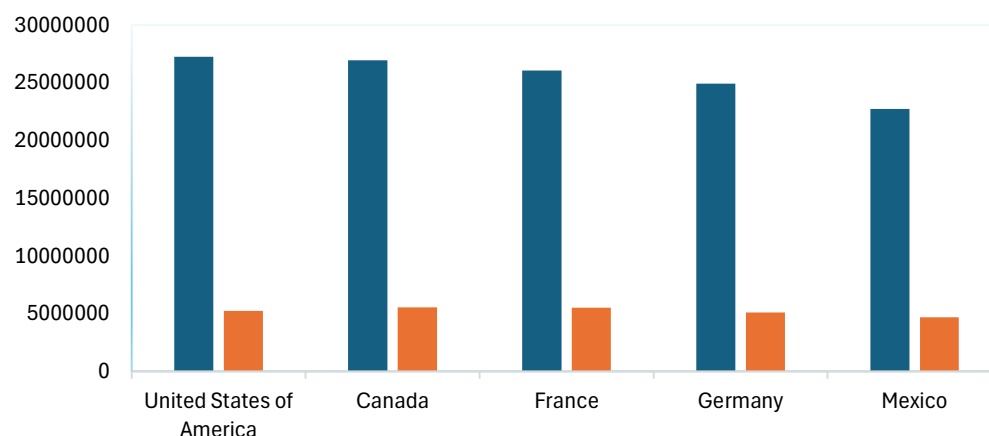
Sales by Segments



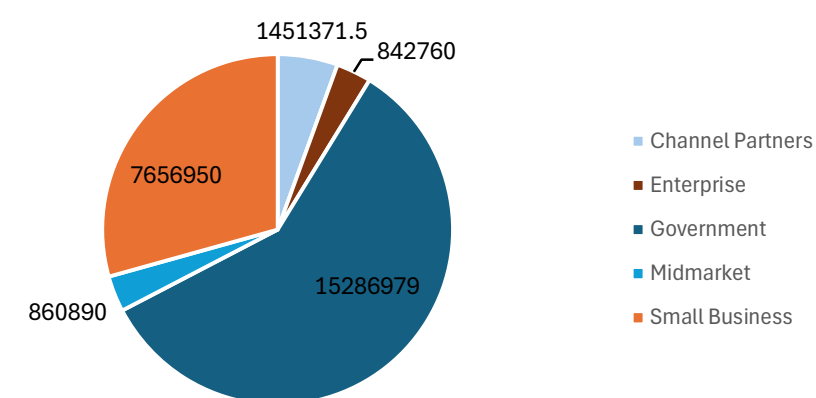
Sales and profit by products



Revenue by Country



Profit by Segments



INSIGHT

Sales Performance Analysis

Good Morning,
Sowande



Goods
1 125 824
↓ -21.19% YoY

COGS
\$101,832,648.0
↓ -37.39% YoY

SALES
\$127,931,598.5
↓ -36.15% YoY

PROFITS
\$26,098,950.5
↓ -31.27% YoY

PICK A YEAR

2009

2010

2011

2012

REPORT INSIGHT

- 🎯 The Enterprise is third segment by sales with \$21,069,000 but not making the expected profit from the said segment. The Enterprise segment is the third selling enterprise but the least profit making segment. The sales team should look out to the segment and maximize the profit from the segment.
- 🎯 U.S.A is the best selling country but Canada is the most profit making country.
- 🎯 Sales and Profits are equilibrium across all products i.e The best selling product produces the highest profit while the least selling product gives the least profit.
- 🎯 The Small business was our best selling segment across 3years but Government sales boosted in 2011 and makes the Government the best selling segment across the 4years.
- 🎯 The YoY kept decreasing across all section throughout the 4years and must be look into to maximize profit.



DASHBOARD

