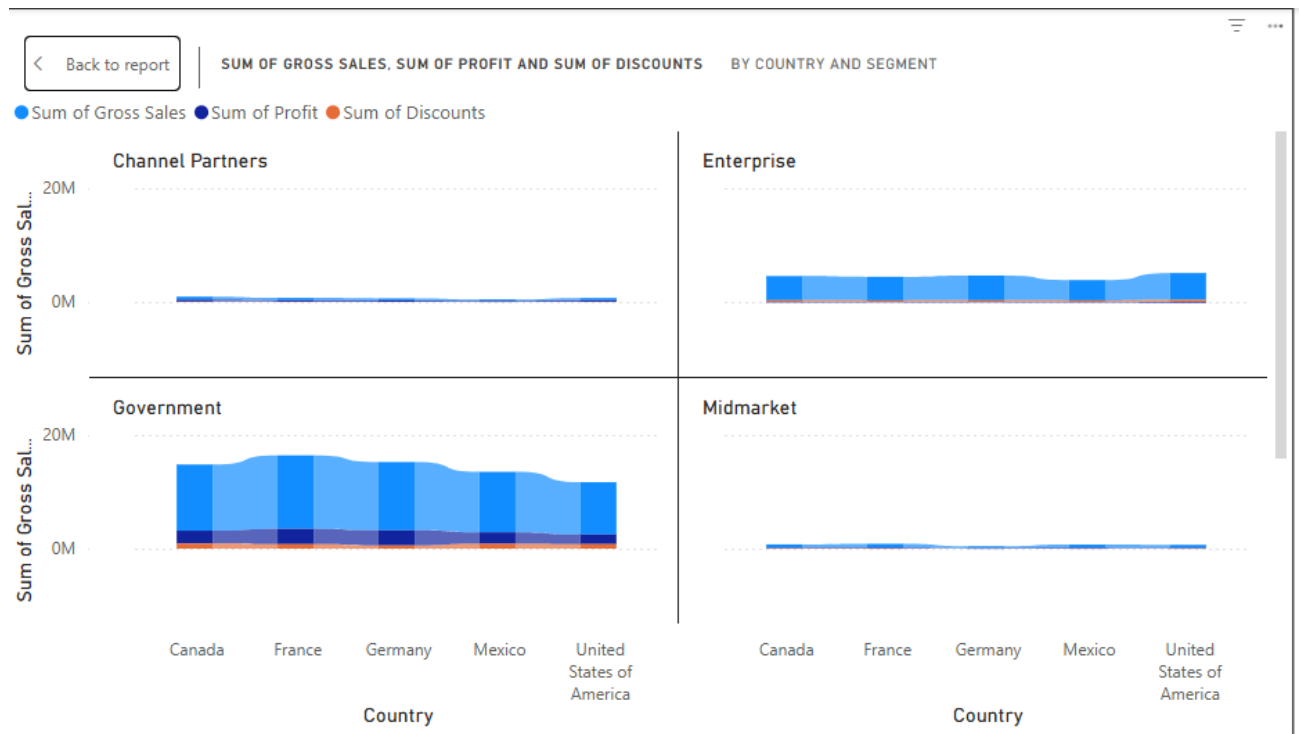


Labhade Siddharth Popat

Power BI:

Graph 1: Sum of Profit, Gross Sales and Discounts by Country and Segment



Storyline: Segment-wise Business Performance across Countries.

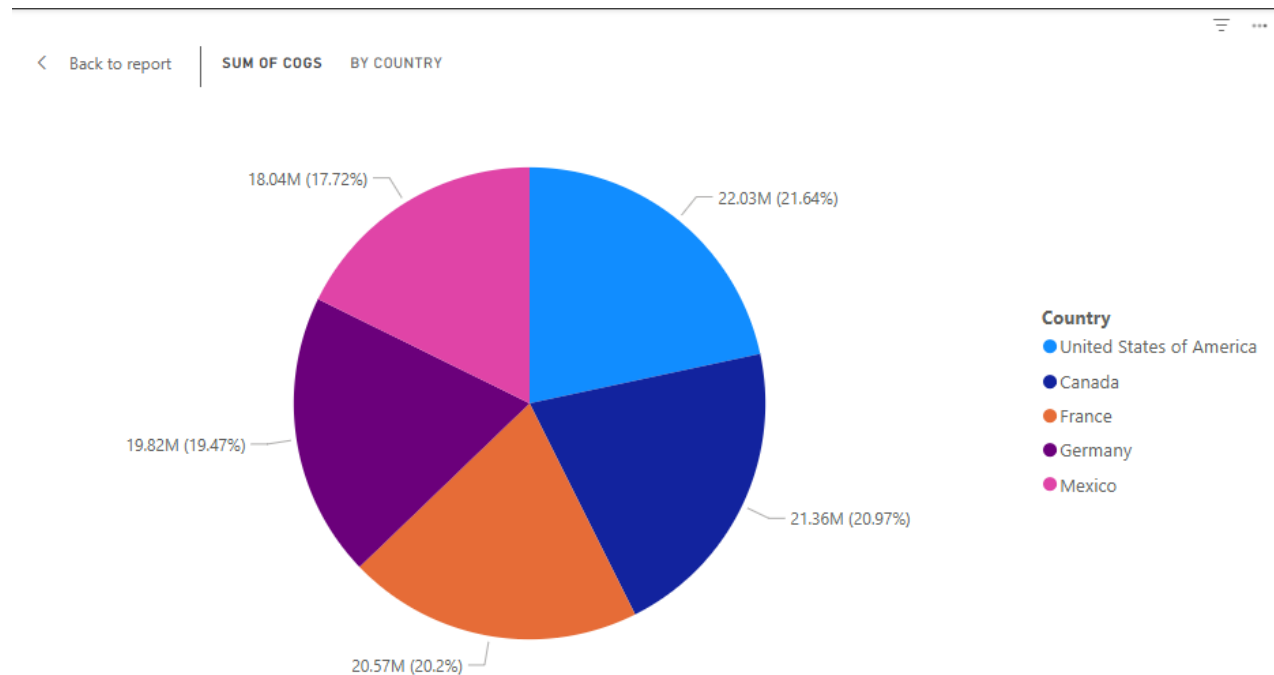
Analysis:

The Government and Enterprise segments generate the highest sales and profit, while Channel Partners show lower performance due to low sales volume. The Midmarket segment provides stable but moderate returns. The USA leads in sales, cost, and profit, Canada and France show balanced performance, and Mexico remains the most cost-efficient country. Focusing on profitable segments and controlling costs can improve overall business growth.

Result:

Focusing on high-profit segments and improving cost control will help increase overall business performance.

Graph 2: Sum of COGS by Country



Storyline : The Sum of COGS differs by country, with the USA having the highest cost and Mexico the lowest due to variations in operational expenses.

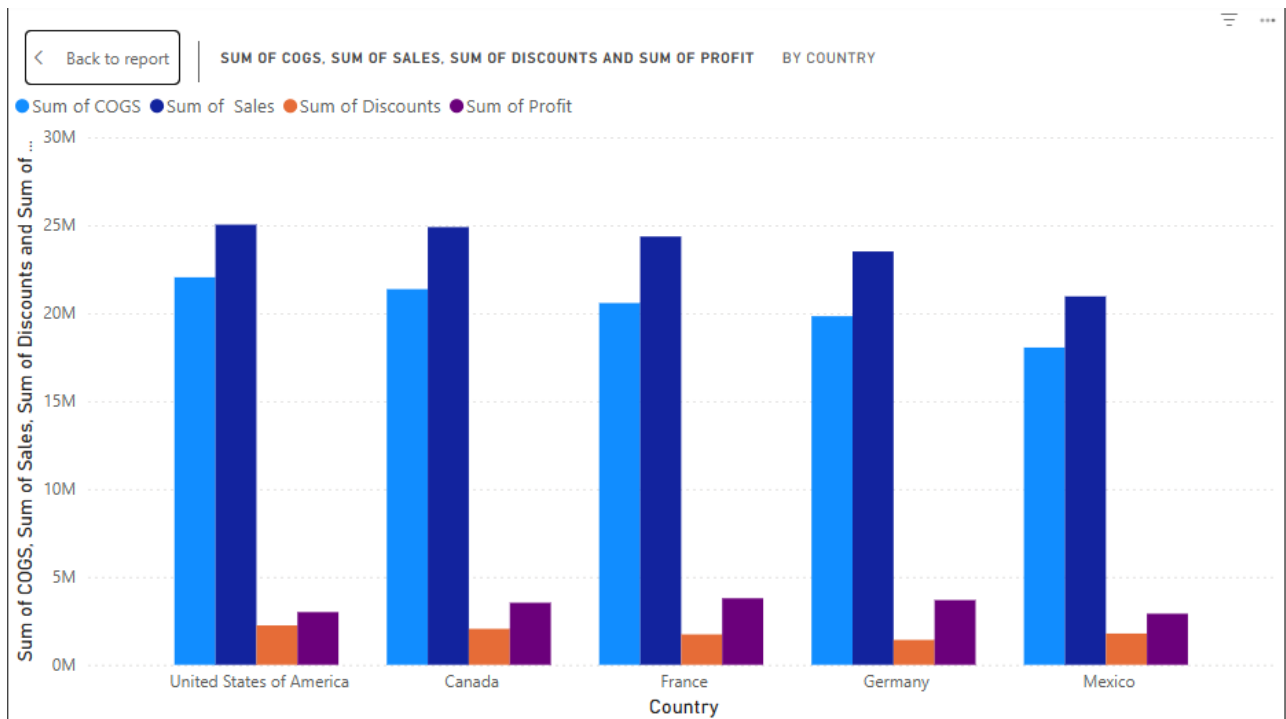
Analysis:

The USA has the highest cost of goods sold due to higher operational expenses, followed by Canada and France. Germany shows moderate cost levels, while Mexico has the lowest COGS because of lower production and operating costs.

Result:

Cost optimization in high-expense countries can help improve overall profitability.

Graph 3: Sum of COGS, Discounts, Profit and Sales by Country



Storyline: The chart shows country-wise comparison of sales, COGS, discounts, and profit, highlighting differences in overall business performance.

Analysis:

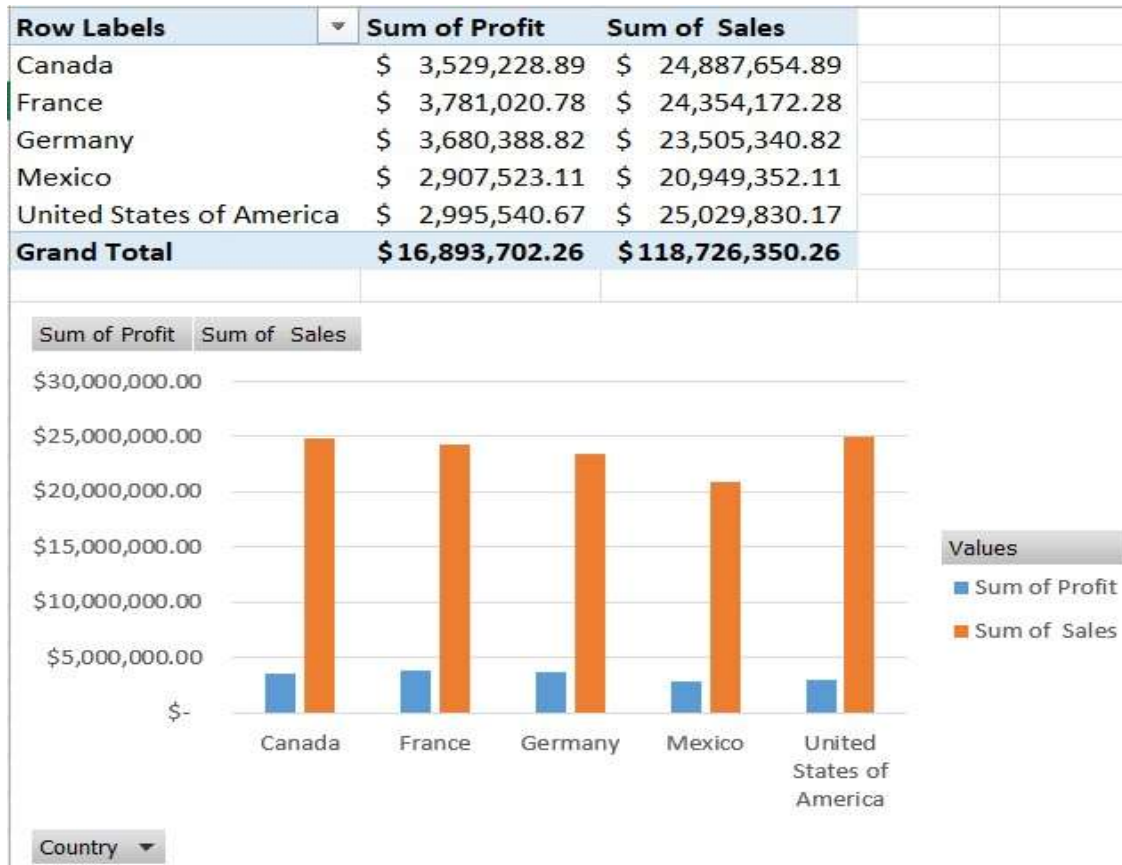
The USA records the highest sales and COGS due to strong demand, while Canada and France show balanced sales and profit. Germany maintains moderate performance, and Mexico has lower sales and profit but also lower costs.

Result:

The company should strengthen high-performing markets while improving sales in low-performing countries and controlling costs to increase overall profitability.

Excel:

Graph 4: Sales and Profit Comparison by Country



Storyline: Revenue and Profit Performance Comparison Across Countries

Analysis:

In case of USA, sales are high and profit is also high because demand is strong.

In case of France and Canada, profit is stable compared to sales.

Some countries show high sales but moderate profit which indicates higher cost. The line and bar together clearly show performance difference.

Result:

USA and France are top performing countries in terms of sales and profit.