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Graph 1: Stacked Column Chart

Sum of Gross Sales and Sum of Discounts by Segment

● Sum of Gross Sales ● Sum of Discounts

(Y-axis: Sum of Gross Sales and Sum of Discounts — 0M, 10M, 20M, 30M, 40M, 50M, 60M)

(X-axis: Segment — Government, Small Business, Enterprise, Midmarket, Channel Partners)

Storyline: Sales and Discount Distribution Across Business Segments
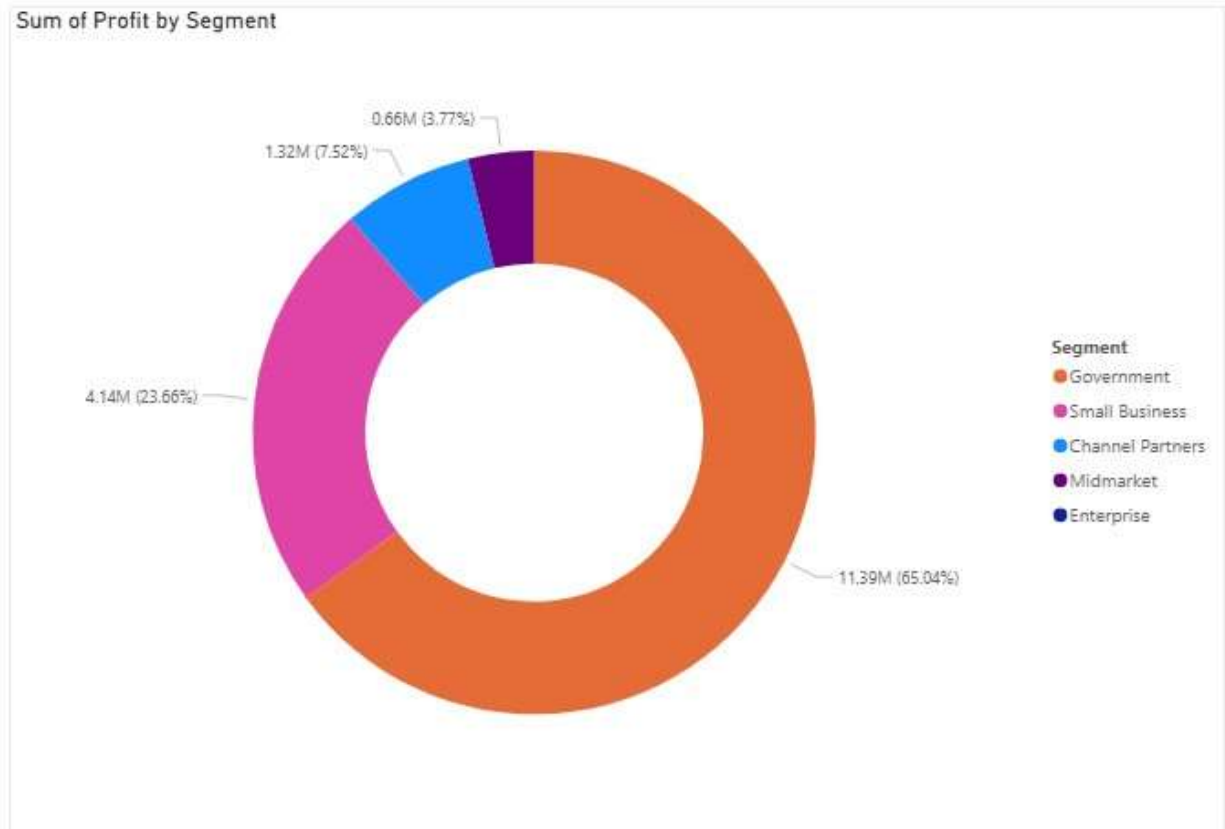
Analysis:
In case of Government segment, gross sales are highest because bulk orders are placed regularly.
In case of Small Business segment, sales are high but discounts are also applied more frequently.
In case of Enterprise segment, sales are moderate with controlled discount usage.

Result:
Company should focus on Government and Small Business segments to maximize revenue growth.

Graph 2: Scatter Plot

Donut Chart

Sum of Profit by Segment

0.66M (3.77%)
1.32M (7.52%)
4.14M (23.66%)
11.39M (65.04%)

Segment
● Government
● Small Business
● Channel Partners
● Midmarket
● Enterprise

Storyline: Segment-wise Profit Contribution Analysis

Analysis:
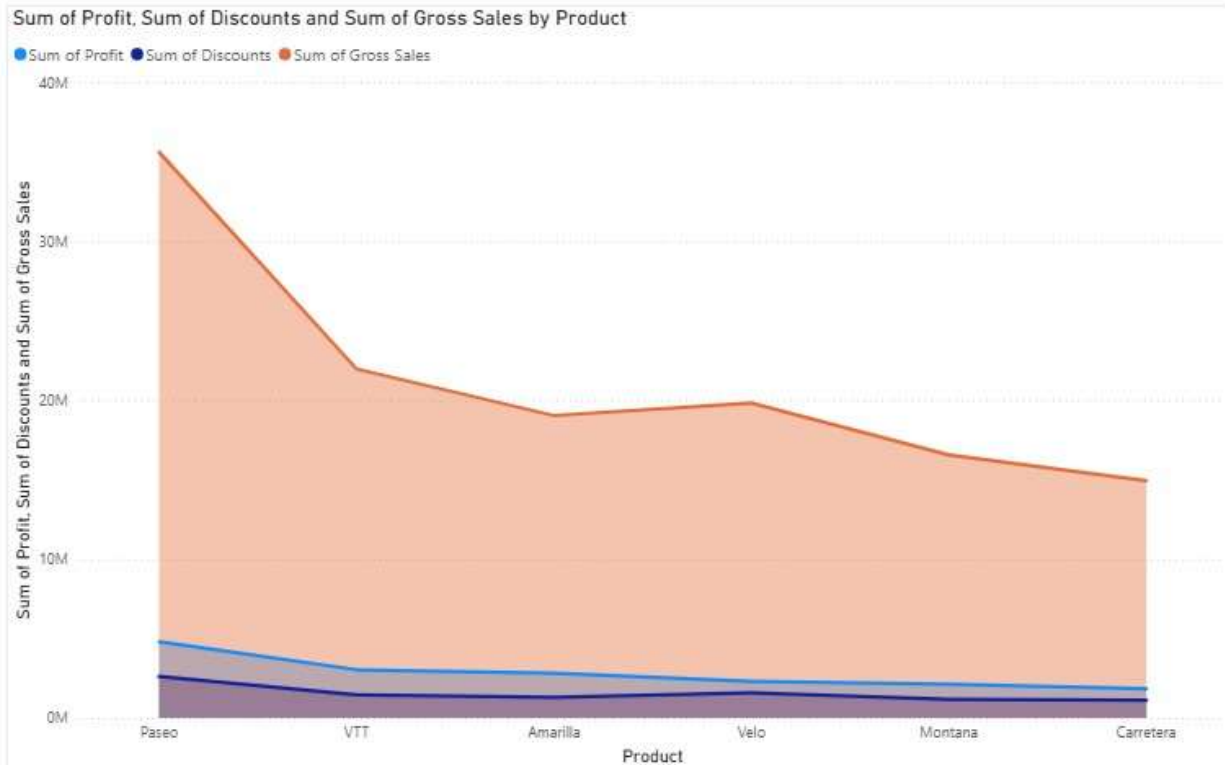In case of Government segment, profit contribution is maximum because of high sales volume.
In case of Small Business segment, profit is second highest due to consistent customer demand.
Result:
Company should invest more in Government and Small Business segments to improve total profit share.

Graph 3: Scatter Plot

Area Chart

Sum of Profit, Sum of Discounts and Sum of Gross Sales by Product
● Sum of Profit ● Sum of Discounts ● Sum of Gross Sales

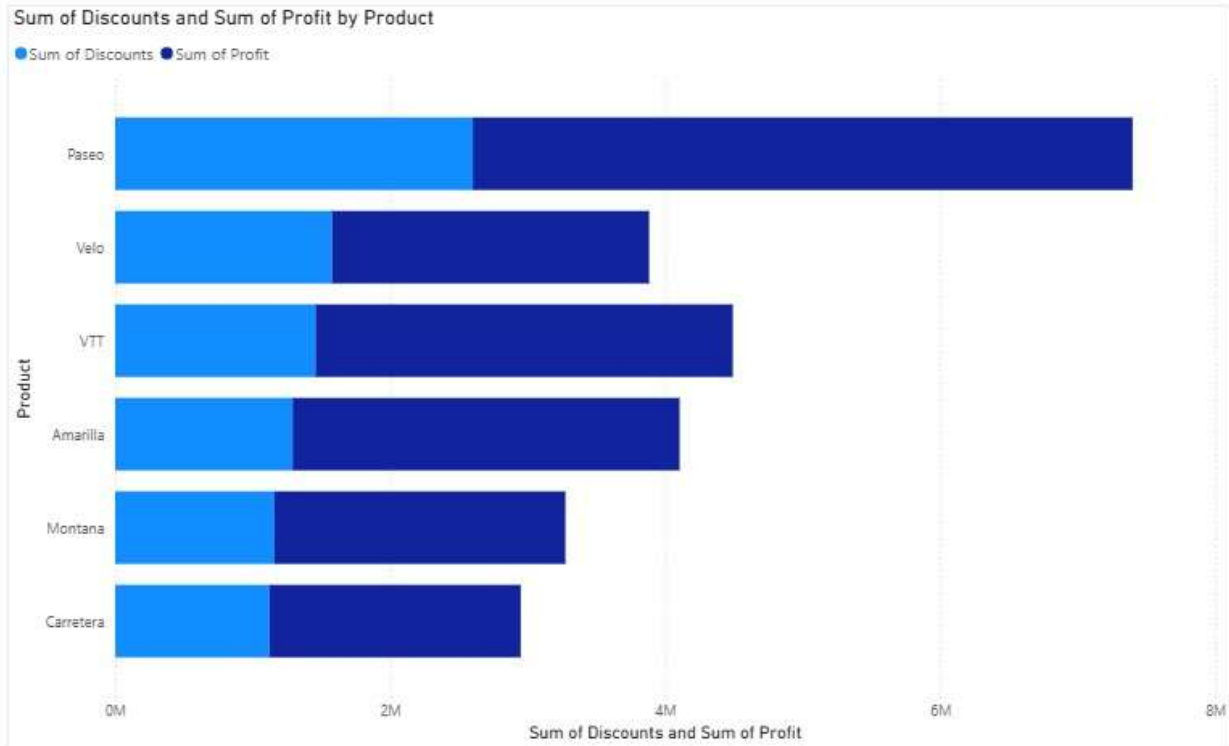**Storyline:** Performance Comparison of Products Based on Sales and Profit

Analysis:
In case of Paseo product, sales and profit are highest because of strong customer preference.
In case of VTT and Amarilla, performance is moderate with steady profit generation.

Result:
Company should promote high-performing products like Paseo and improve strategies for lowdemand products.

Graph 4: Scatter Plot

Stacked Bar Chart

Sum of Discounts and Sum of Profit by Product
● Sum of Discounts ● Sum of Profit

Storyline: Relationship Between Discounts and Profit Across Products

Analysis:
In case of Paseo, profit remains high even after giving higher discounts.
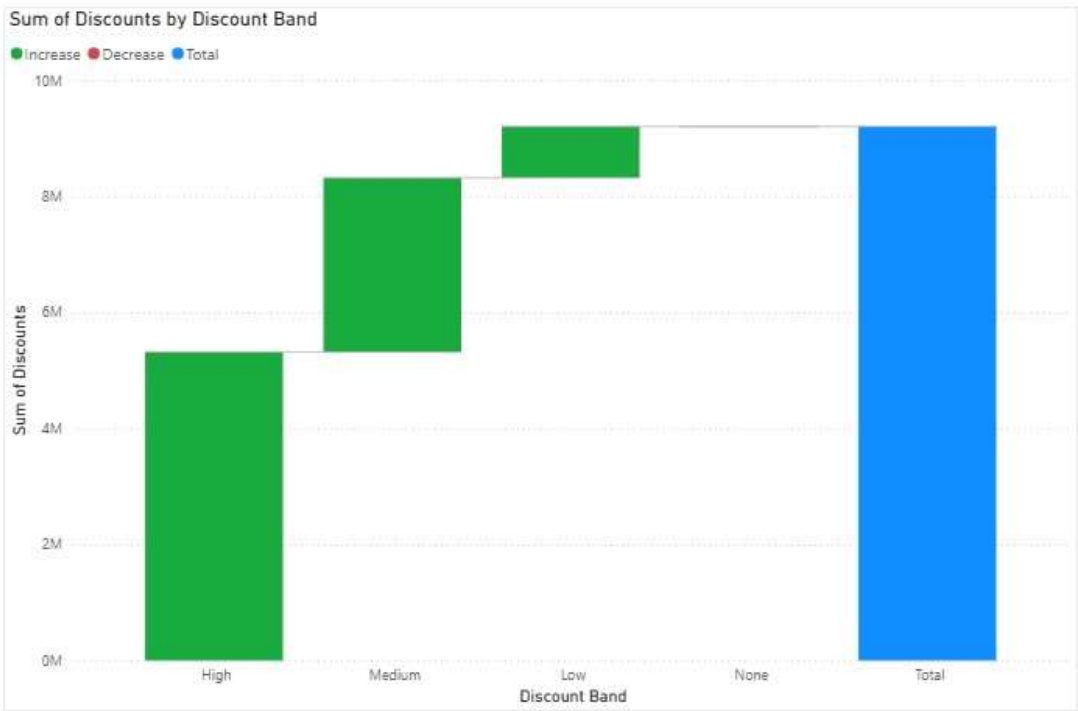In case of Montana and Carretera, profit is low and discounts do not create strong impact.
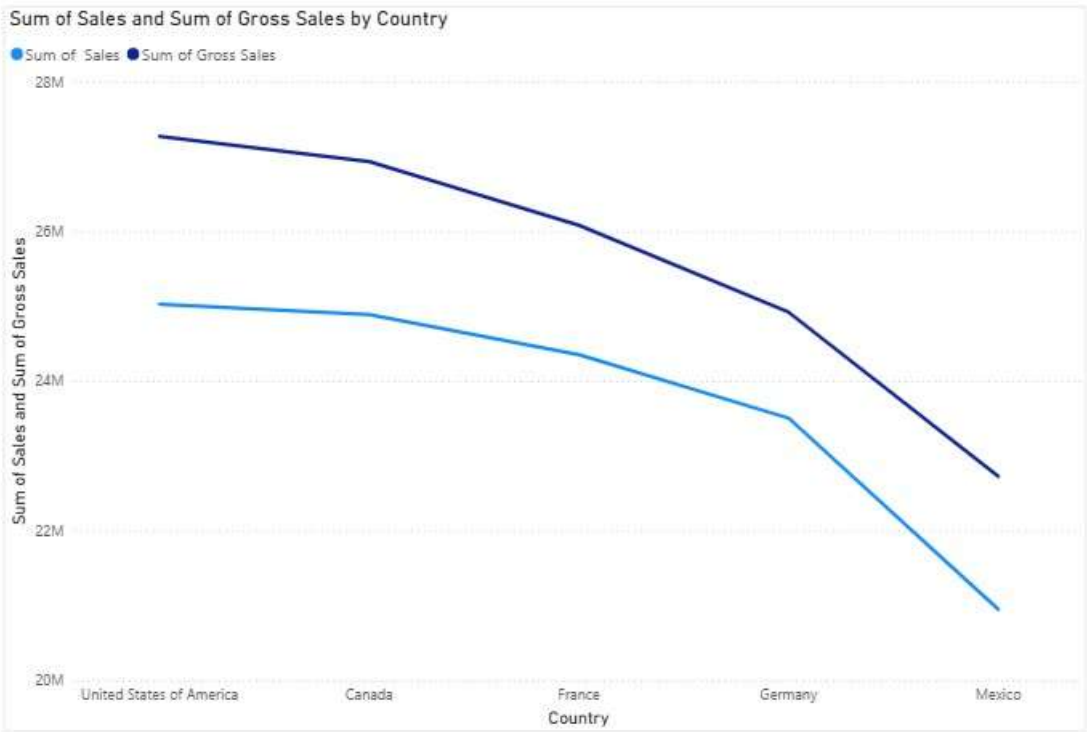
Result:
Company should apply smart discount strategies, focusing on products that generate higher profit margins.
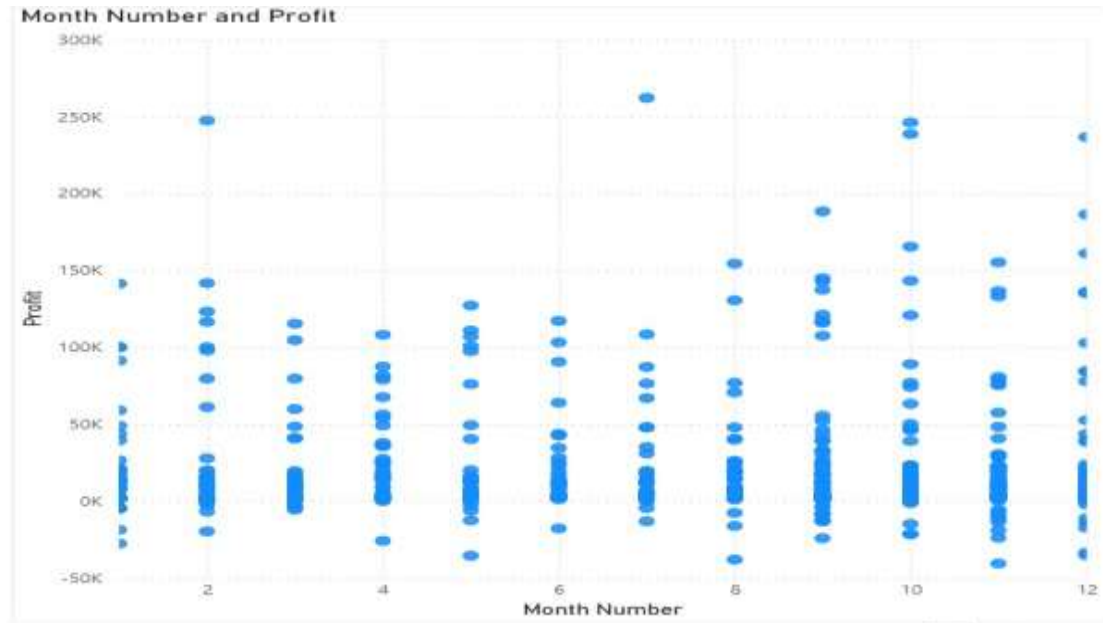
Graph 5: Scatter Plot

Waterfall Chart

Sum of Discounts by Discount Band

● Increase ● Decrease ● Total

Graph 6: Line Chart

Sum of Sales and Sum of Gross Sales by Country

● Sum of Sales ● Sum of Gross Sales

Graph 6: Scatter Plot

Month Number and Profit

Graph 7: Line chart

Sum of Sales by Month Number