

\$127.2M

Total sales

\$44.42M

Total Profit

34.92%

Profit margin%

\$82.46M

Total Cost

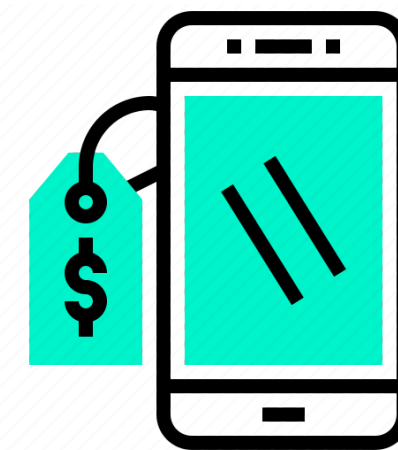
152K

Total Qty Sold

\$42.43K

Avg Sales

YEAR

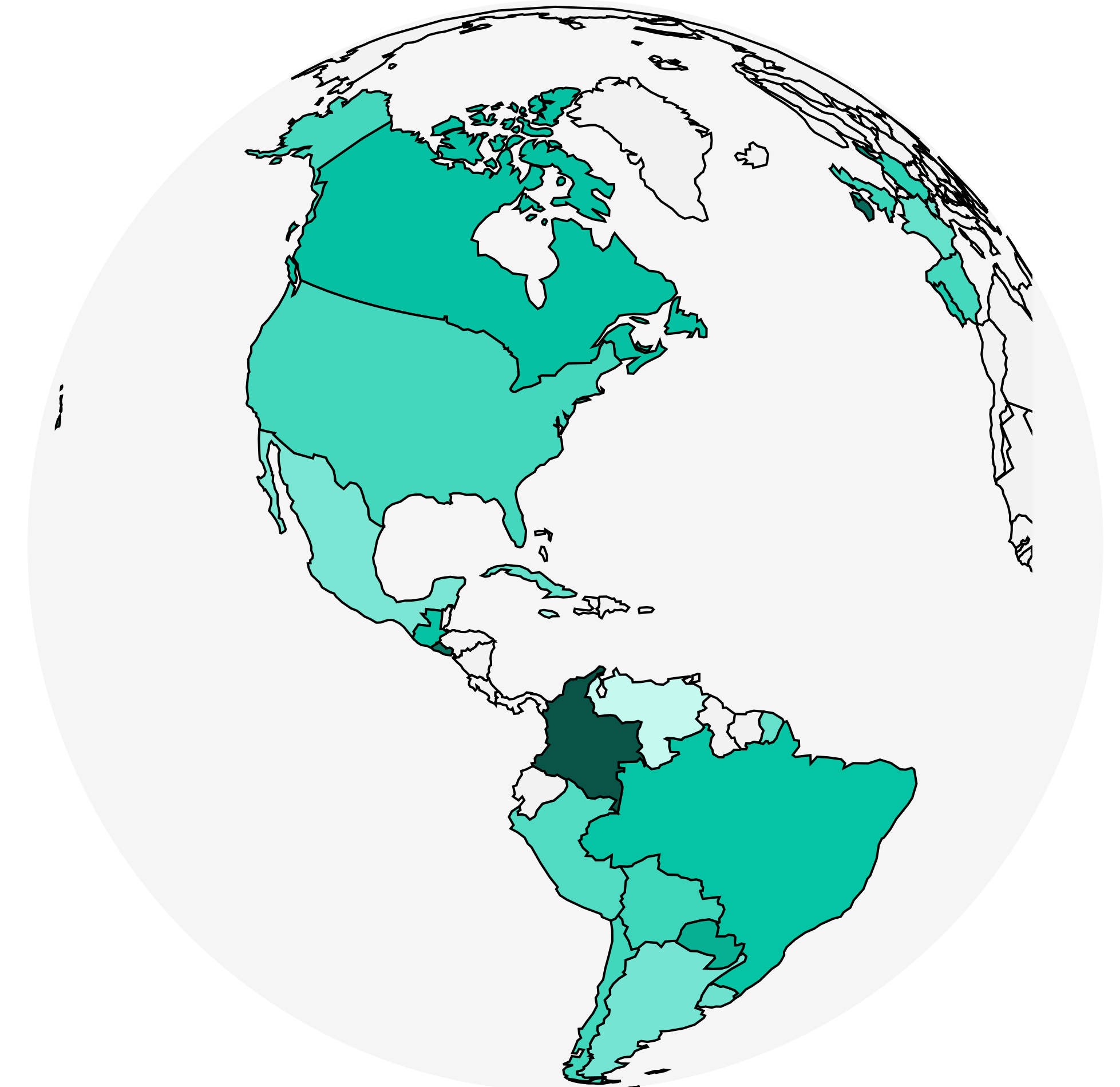
☐ 2018☐ 2019☐ 2020☐ 2021

CONTINENT

☐ Europe☐ North America☐ South America

Clear all slicers

TOTAL SALES | COUNTRY



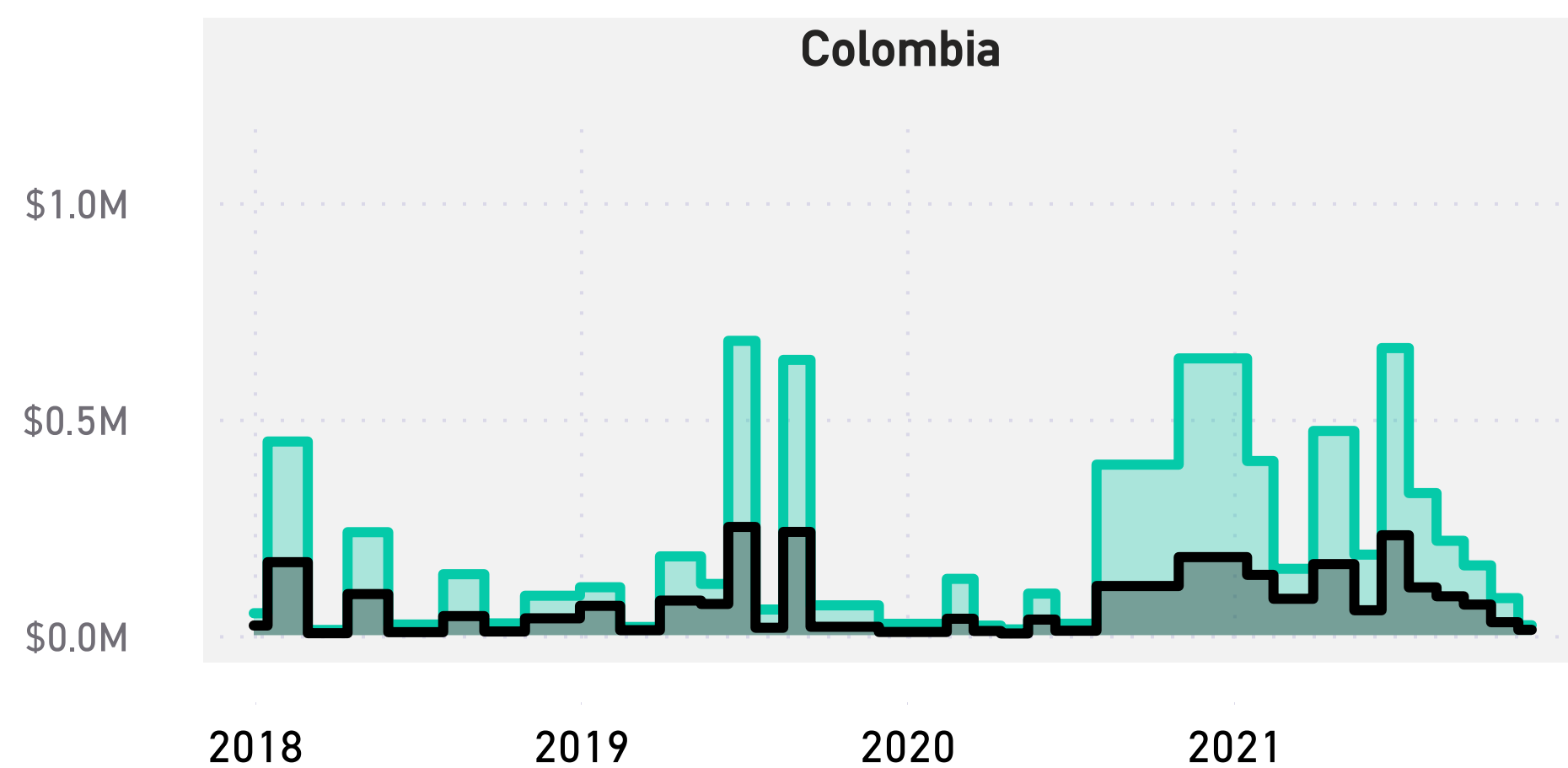
COUNTRY | TOTAL SALES | PROFIT

● Total sales ● Total Profit

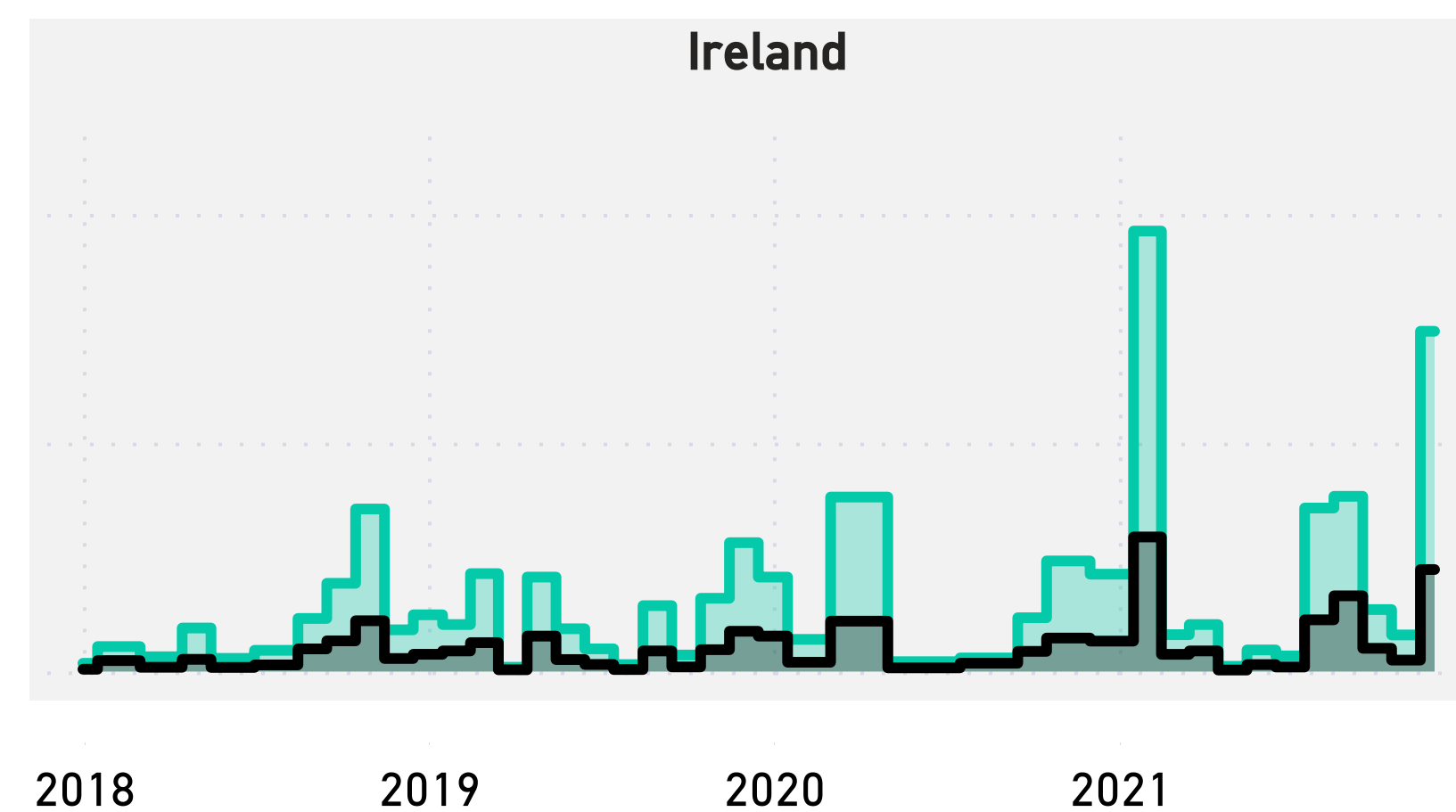
COUNTRIES

DISTRIBUTORS

Colombia



Ireland



OPERATOR | TOTAL SALES | PROFITS

● Total sales ● Total Profit

Hover ⇨

\$42M

\$15M

Tuenti

\$32M

\$11M

Entel

\$25M

\$9M

Bitel

\$19M

\$7M

Claro

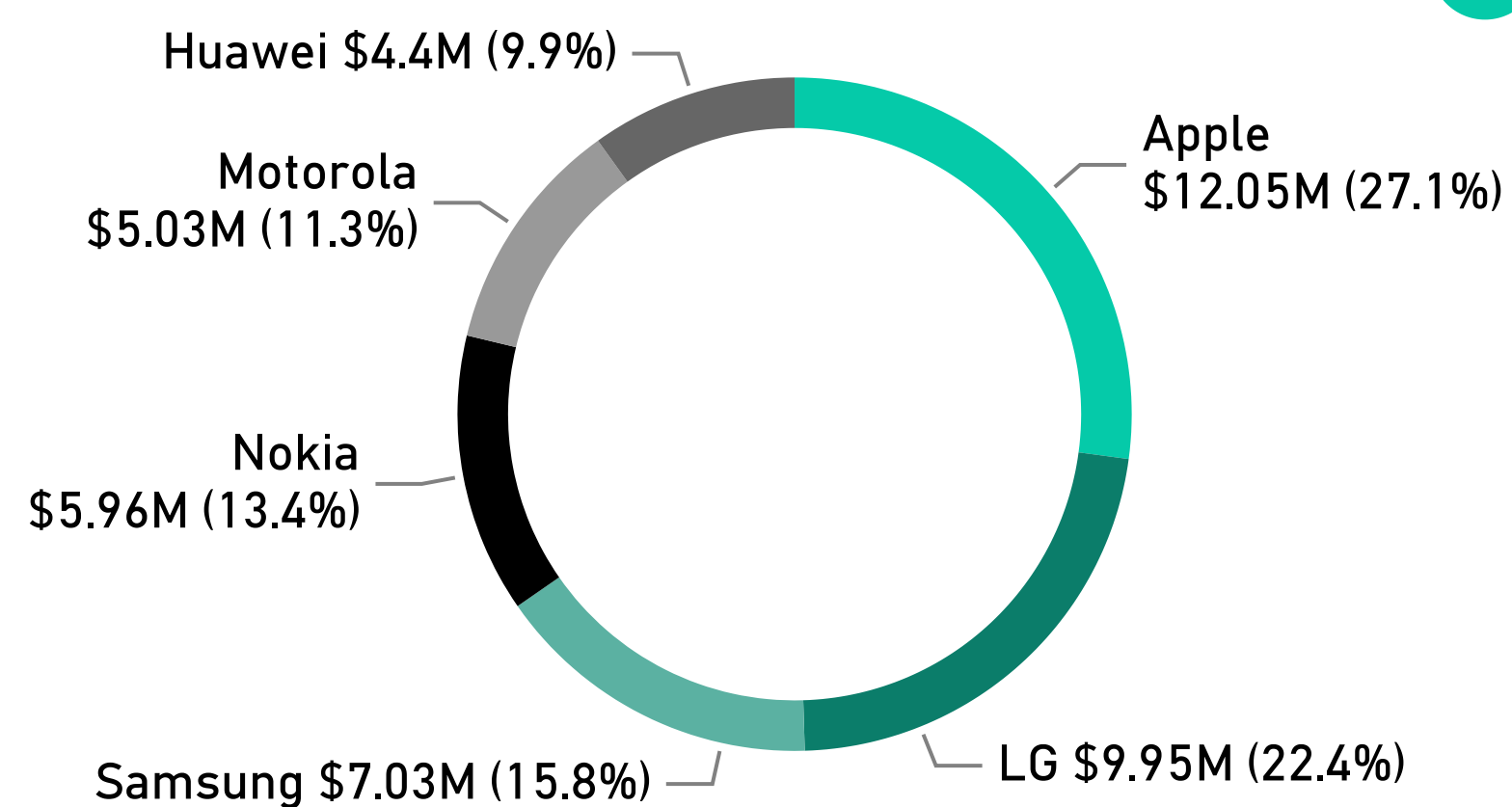
\$9M

\$3M

Movistar

BRANDS | PROFIT

Hover ⇨



CONTINENT | TOTAL SALES | PROFITS

● Total sales ● Total Profit

Hover ⇨

South America



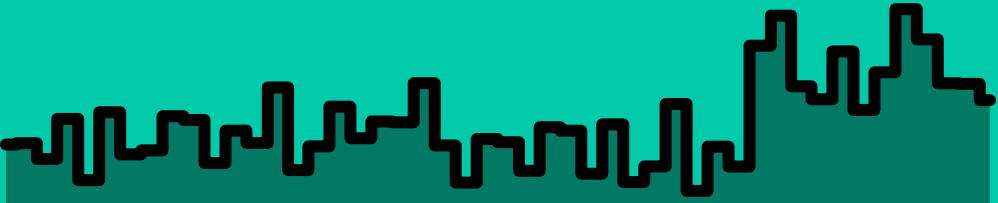
Europe

North America

The country with the highest sales is Colombia with \$6.9M. Distributors with the highest sales is Tottus with \$36.6M. Brand with the highest sales is Apple with \$32.1M. Operator with the highest sales is Tuenti with \$42M.

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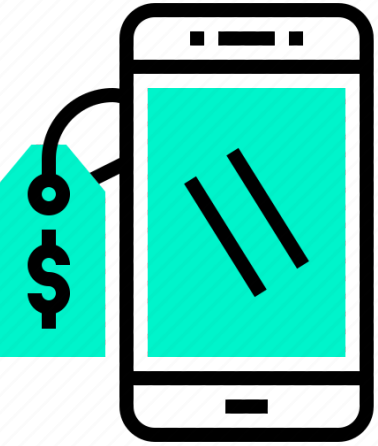
Total Qty Sold

\$42.43K

Avg Sales

YEAR

- ☐ 2018
☐ 2019
☐ 2020
☐ 2021

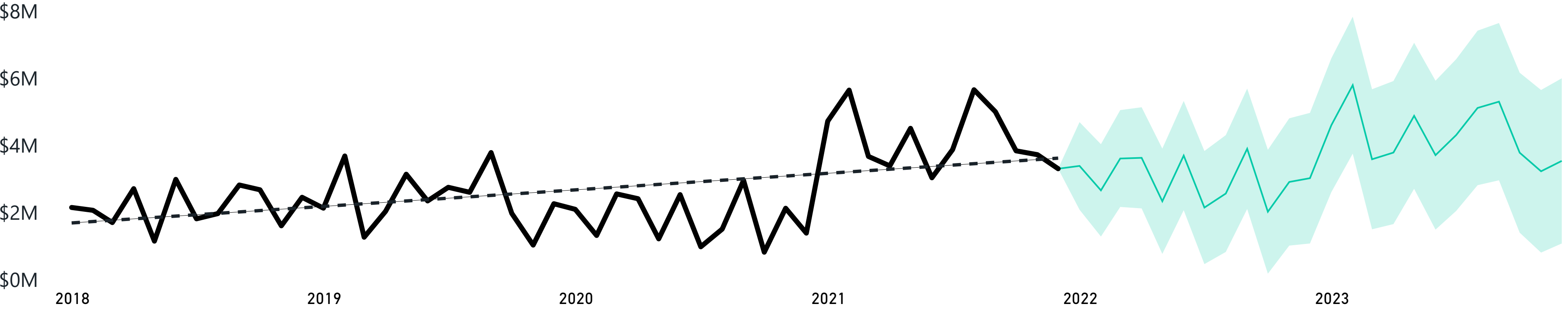


CONTINENT

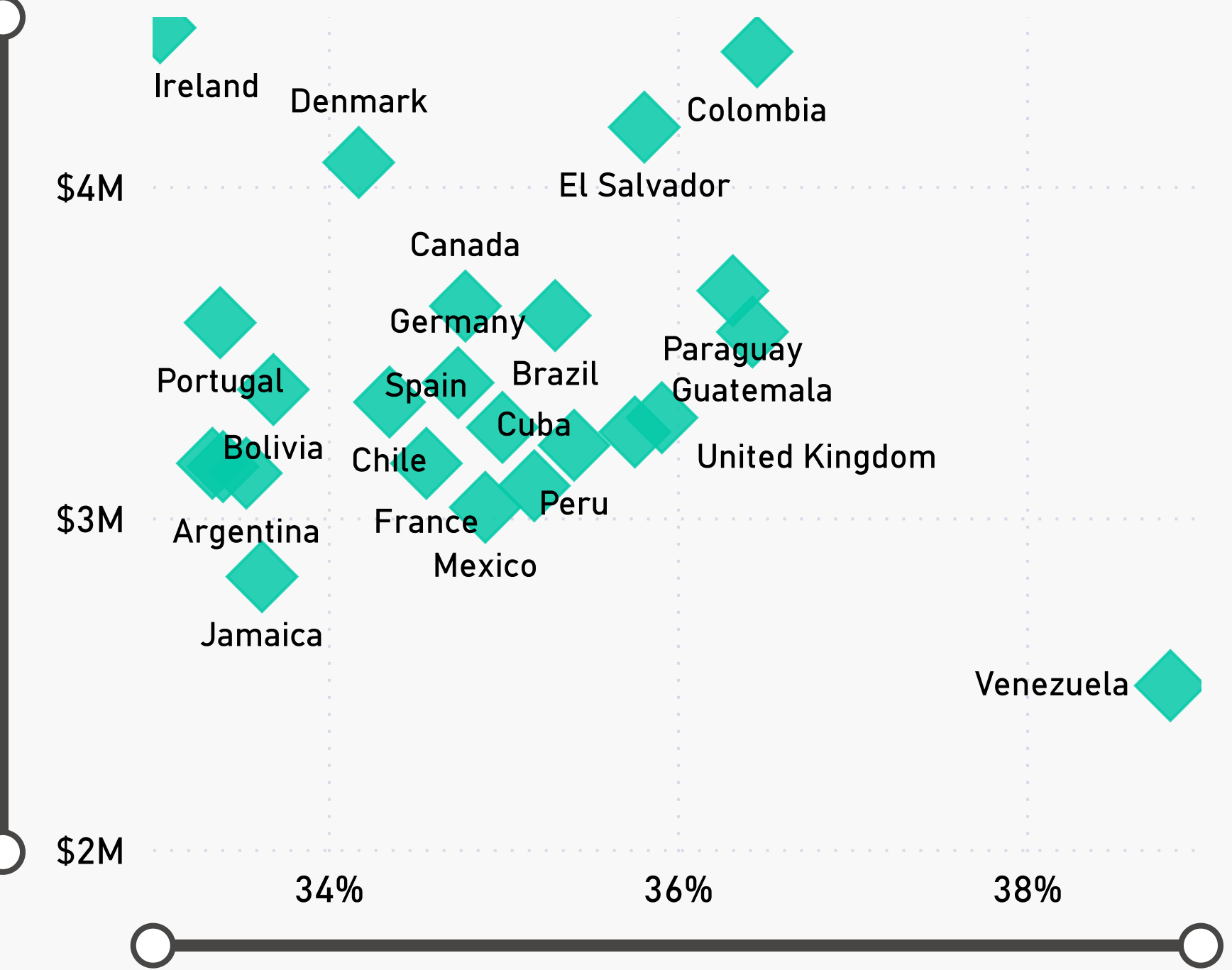
- ☐ Europe
☐ North America
☐ South America

Clear all slicers

TOTAL SALE | TREND | FORECAST

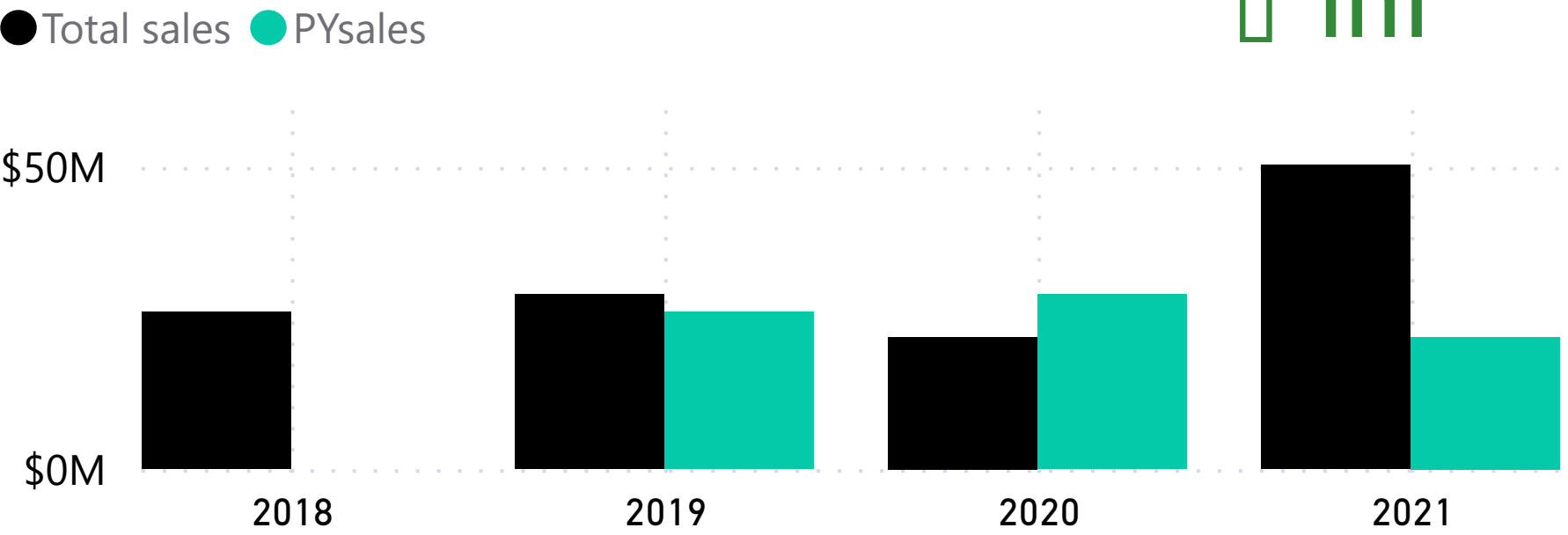


TOTAL COST | PROFIT MARGIN % | COUNTRY

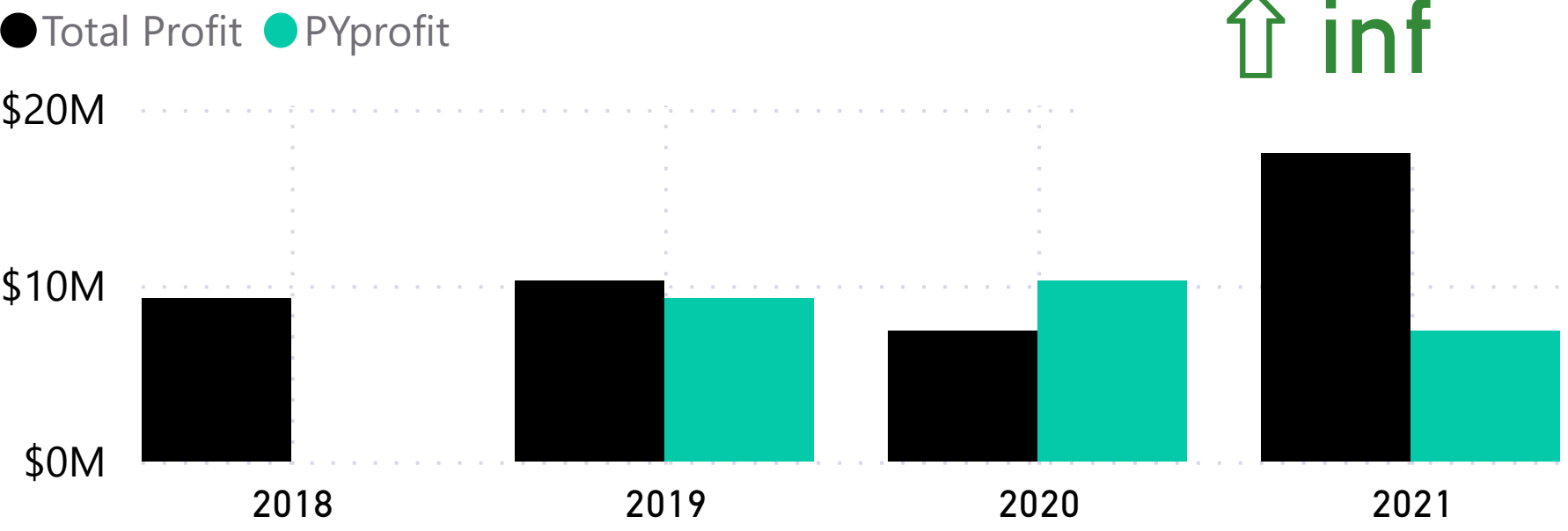


Continent	Total sales	Total Cost	Total Qty Sold	Profit margin%
<input checked="" type="checkbox"/> Europe	\$43,370,000	\$28,442,690	51,736	34.23%
<input checked="" type="checkbox"/> North America	\$36,642,340	\$23,581,810	44,348	35.29%
<input type="checkbox"/> South America	\$47,192,460	\$30,431,360	56,260	35.27%
Argentina	\$4,713,100	\$3,134,030	5,520	33.53%
Bolivia	\$5,133,020	\$3,386,110	6,044	33.69%
Brazil	\$5,578,500	\$3,609,170	6,380	35.30%
Chile	\$5,100,480	\$3,348,300	6,086	34.35%
Colombia	\$6,945,800	\$4,404,610	8,090	36.46%
Paraguay	\$5,821,420	\$3,684,080	6,856	36.32%
Peru	\$4,986,040	\$3,218,100	6,464	35.41%
Uruguay	\$4,778,780	\$3,153,780	5,618	33.40%
Venezuela	\$4,135,320	\$2,493,180	5,202	38.83%
Total	\$127,204,800	\$82,455,860	152,344	34.92%

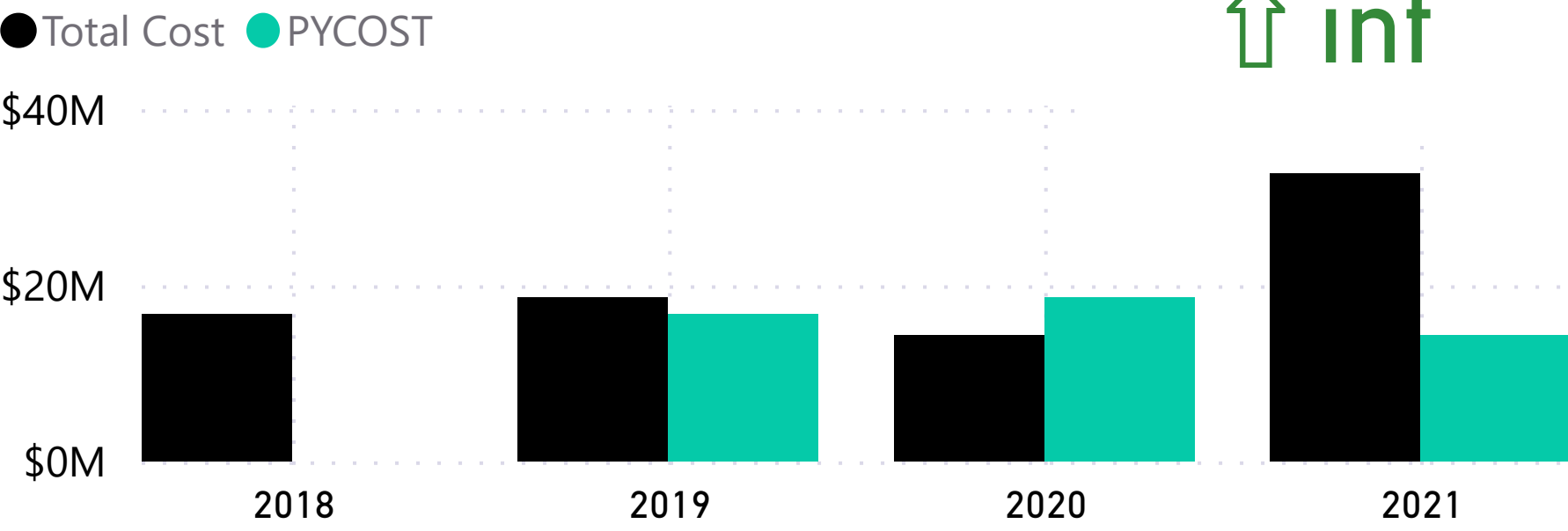
TOTAL SALES VS PY SALES



TOTAL PROFIT VS PY PROFIT



TOTAL COST VS PY COST



RECOMMENDATION

Hover ⇨

Based on the dataset provided:

- The company should continue to strengthen its relationship with its top distributors and operators to maintain their commitment and loyalty by offering incentives.
- The YoY growth of 130% in 2021 represents a significant opportunity for maximizing sales. It is important to capitalize on this growth by discussing and investing in marketing campaigns and expanding product offerings with the top-performing distributors and operators
- Some countries and brands have low cost of products with high profit margin, it could be beneficial to look into these markets and work on improving profit margins in other markets as well. This could involve optimizing pricing strategies, reducing costs, and improving operational efficiency.