**Sales Performance Executive Report**

**Project:** Sales Performance Analysis Dashboard  
**Tools Used:** Power BI, Power Query, DAX, Excel

**📊 Executive Summary**

In the analyzed fiscal year, total sales reached **$118.73M** with an impressive **YoY growth of 284%**, driven primarily by strong Q4 performance. Despite high revenue, **profit totaled $16.89M**, indicating a **gross margin of 14%**. Total units sold stood at **1,125,806**.

While the top-line growth is strong, a closer look reveals margin pressures in several key areas. This report identifies high-performing segments, underperforming products, and profit risks.

**🔍 Key Findings**

**🌍 Regional Performance**

* **Top Region:** United States ($25.03M)
* **High Potential:** France ($24.35M) – offers both strong revenue and better margin potential
* **Close Competitor:** Canada ($24.89M)

**📊 Product Performance**

* **Top Seller:** Paseo ($33.01M, 202 units)
  + However, Paseo shows **lower gross margin** vs. peers
* **High Margin Candidate:** VTT ($20.51M, 109 units) – relatively higher profit efficiency
* **Low Performer:** Carretera ($13.82M, 93 units) – least sold and least profitable

**🛋️ Customer Segment Analysis**

* **Top Segment:** Government (44.22% of sales)
* **Risk Area:** Small Business
  + Accounts for 35.74% of sales
  + **Generates negative profit** overall
  + Likely due to discounting or high COGS

**📊 Time-Based Trends**

* **Strongest Quarter:** Q4 (Oct: $21.7M)
  + May be driven by year-end promotions
* **Weaker Periods:** Q2 and Q3 show lower monthly sales (~$6M avg)

**✅ Recommendations**

1. **Expand Investment in France**
   * High sales + likely higher profit margin
   * Potential for improved ROI with resource focus
2. **Audit Small Business Segment**
   * High volume, but net loss contributor
   * Review discount policies and renegotiate vendor pricing
3. **Review Product Portfolio**
   * **Paseo:** Best-selling but low margin – optimize cost or pricing
   * **VTT:** High-margin candidate – invest more in marketing or bundling
   * **Carretera:** Low performance – consider phasing out or repositioning
4. **Introduce Margin KPIs by Product and Segment**
   * Improve visibility into unit-level profitability
5. **Seasonal Strategy Optimization**
   * Promote earlier-year sales to balance Q4 over-dependence

**Prepared by:** Theint Thinzar Aung  
**Role:** Data Analyst