

**118.73M**  
Total Sales

**16.89M**  
Total Profit

**14.23**  
Profit Margin (%)

**1.13M**  
Total Units Sold

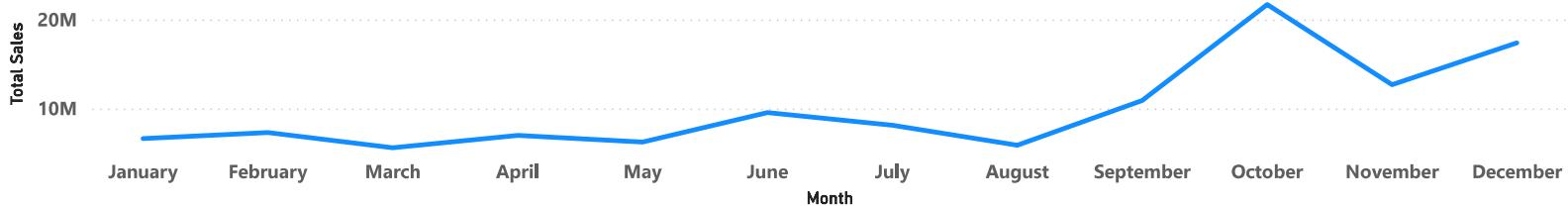
**101.83M**  
Total COGS

# Enterprise Sales and Profitability Analysis

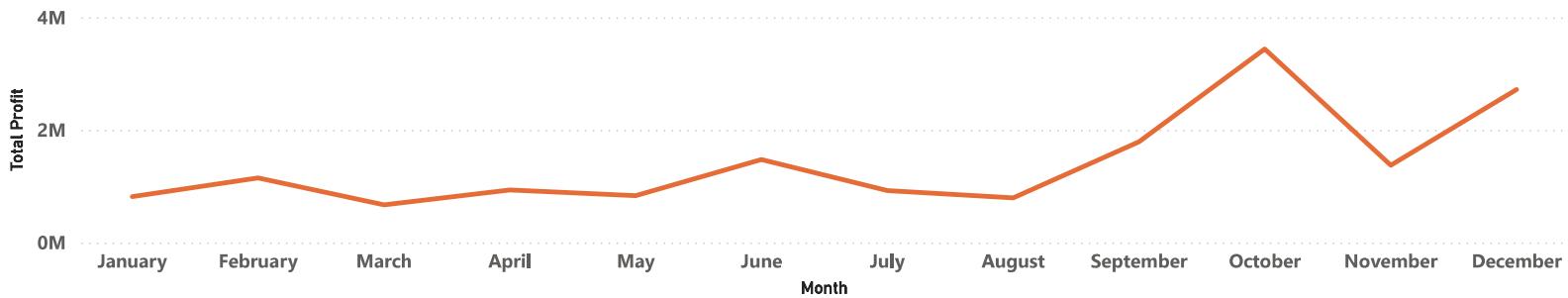
## EXECUTIVE FINANCIAL OVERVIEW

To present a consolidated view of overall financial performance, highlighting key KPIs and monthly trends for quick executive decision-making.

Monthly Sales Trend



Monthly Profit Trend



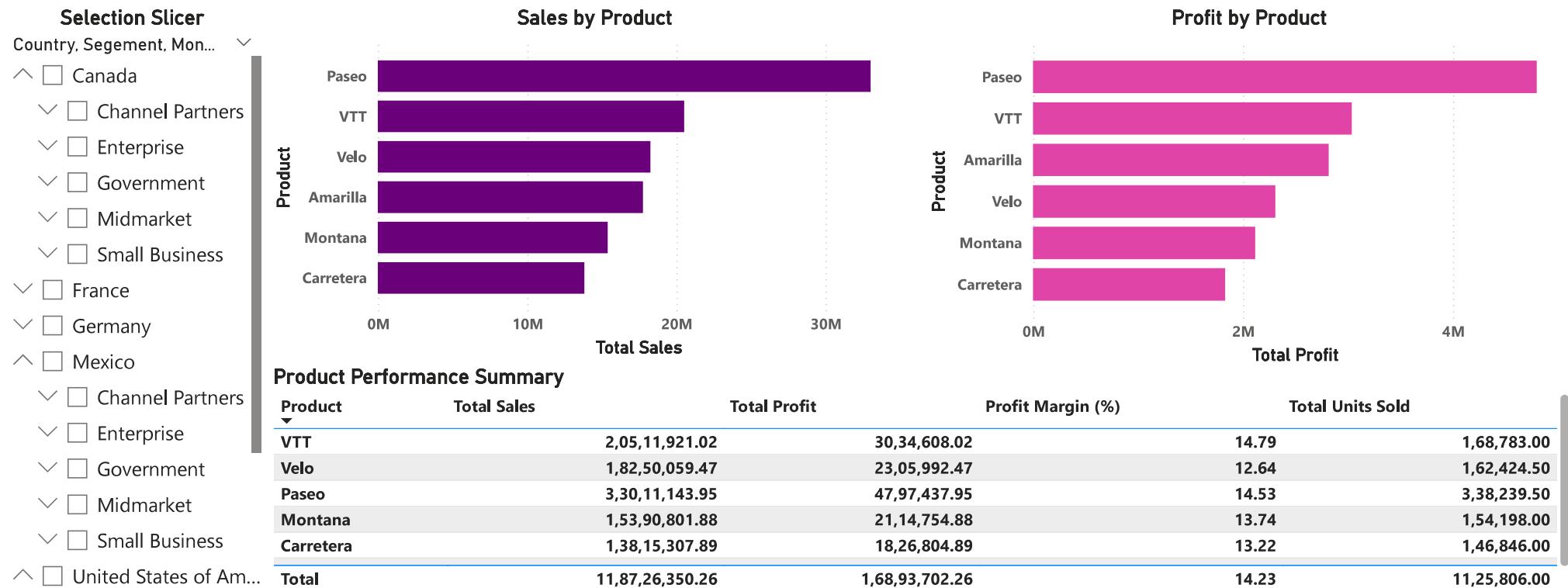
### KEY INSIGHTS

- Sales show steady growth with strong seasonal peaks in Q4.
- Profit trends generally follow sales but are sensitive to cost variations.
- October records the highest sales and profit performance.
- Overall results indicate stable revenue with opportunities for margin optimization.



# PRODUCT PERFORMANCE ANALYSIS

This page analyzes product-level performance to identify high-revenue products, profitable products, and opportunities for pricing or cost optimization.



## KEY INSIGHTS

- Certain products generate high sales volumes but comparatively lower profit margins.
- A few products consistently deliver strong profitability, making them strategic revenue drivers.
- Product performance varies significantly across regions and customer segments.
- Optimization opportunities exist through pricing, cost control, or product positioning.

# COUNTRY AND SEGMENT PERFORMANCE ANALYSIS

This page analyzes financial performance across countries and customer segments to identify high-performing markets, profitable segments, and opportunities for regional or segment-focused strategies.

## Selection Slicer

Product, Month

Amarilla

Carretera

Montana

Paseo

01 September 2013

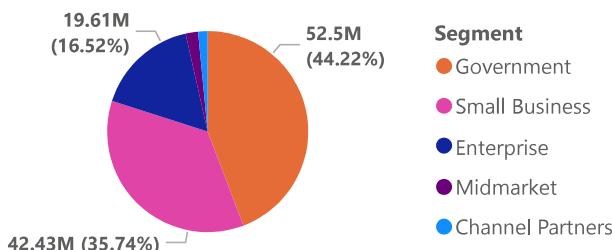
01 October 2013

01 November 2013

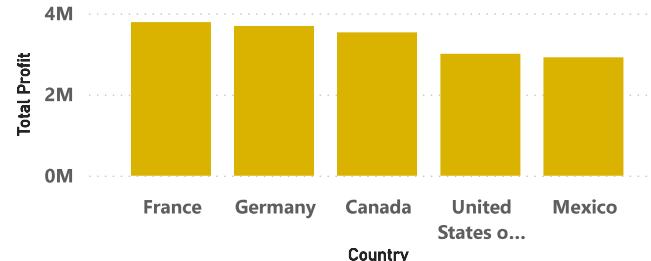
01 December 2013



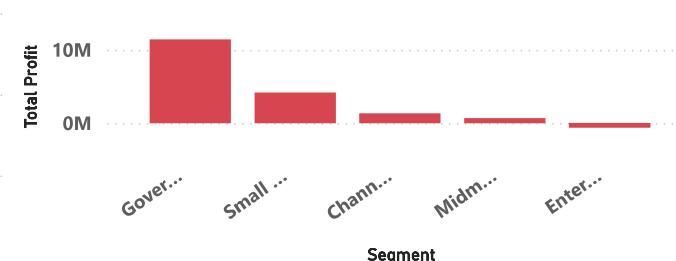
## Sales Share by Customer Segment



## Profit Contribution by Country



## Profit by Customer Segment



## KEY INSIGHTS

- Sales and profits are concentrated in a few key countries, indicating strong regional markets.
- Government and Enterprise segments contribute the highest share of revenue.
- Profitability varies across segments, with certain segments delivering better margins.
- Regional and segment-focused strategies can improve overall business performance.



# DISCOUNT IMPACT ANALYSIS

This page evaluates the impact of discount strategies on sales volume and profitability to support data-driven pricing and revenue decisions.

## Selection Slicer

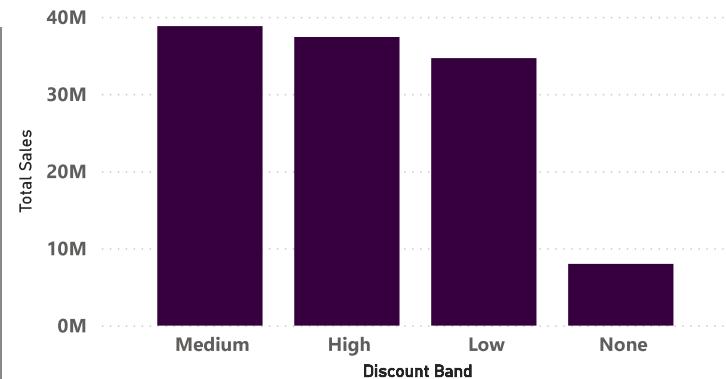
Country, Segment, Month

- ✓  Canada
- ✓  France
- ✓  Germany
- ✗  Mexico

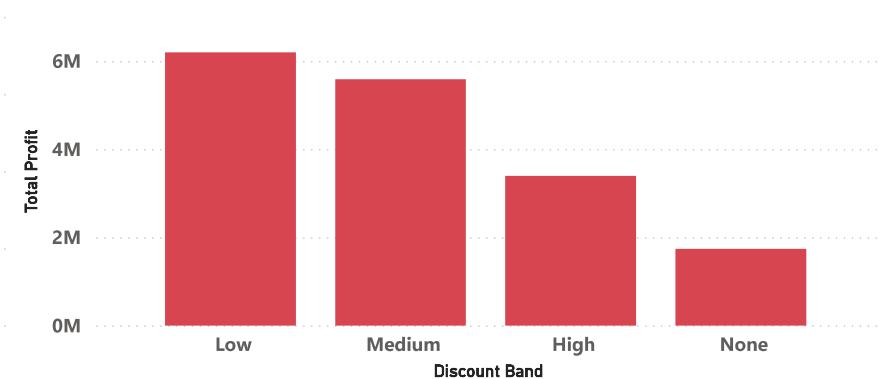
- ✓  Channel Partners
- ✓  Enterprise
- ✓  Government
- ✓  Midmarket
- ✓  Small Business

- ✗  United States of America
- ✓  Channel Partners
- ✓  Enterprise
- ✓  Government
- ✓  Midmarket

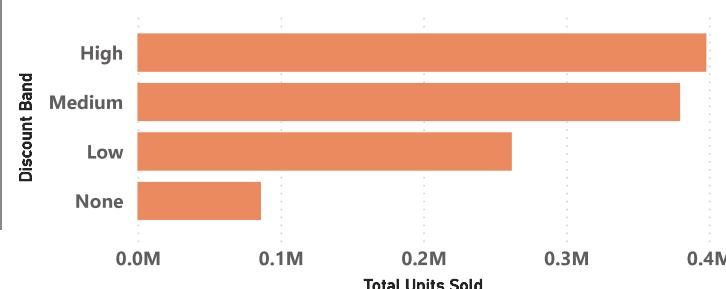
## Sales by Discount Band



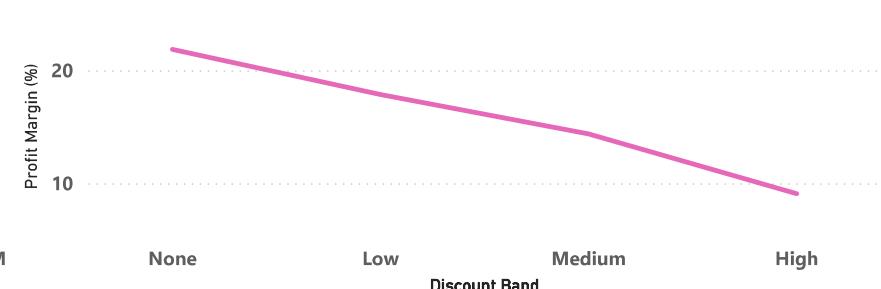
## Profit by Discount Band



## Units Sold by Discount Band



## Profit Margin by Discount Band



## KEY INSIGHTS

- Higher discount levels increase sales volume but significantly reduce profit margins.
- Moderate discounts balance revenue growth and profitability.
- Excessive discounting leads to diminishing returns on profit.
- Optimized pricing strategies can improve long-term financial performance.