

# 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.

118.73M  
Total Sales

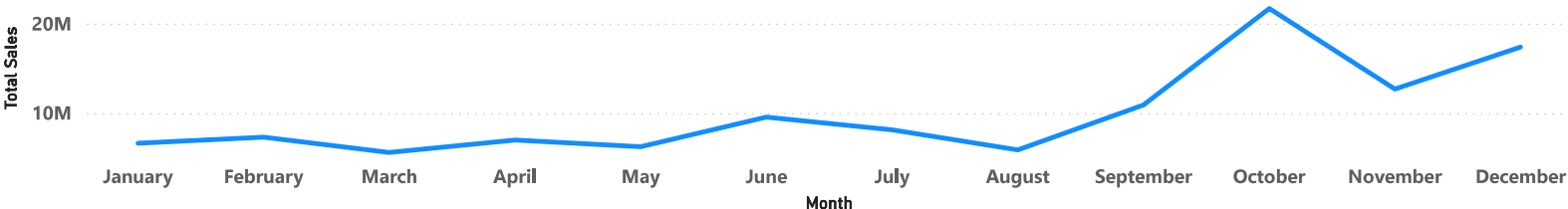
16.89M  
Total Profit

14.23  
Profit Margin (%)

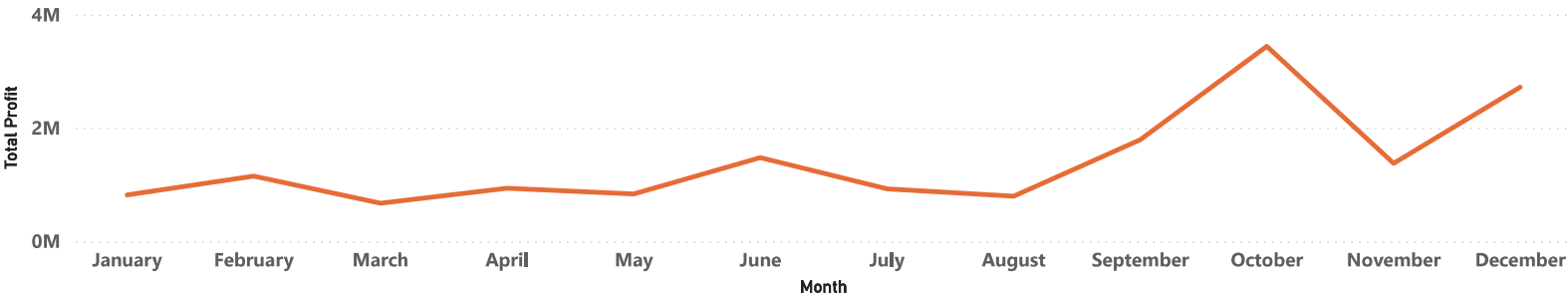
1.13M  
Total Units Sold

101.83M  
Total COGS

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.

Selection Slicer

Country, Segement, Mon...

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Canada

∨

Channel Partners

∨

Enterprise

∨

Government

∨

Midmarket

∨

Small Business

∨

France

∨

Germany

^

Mexico

∨

Channel Partners

∨

Enterprise

∨

Government

∨

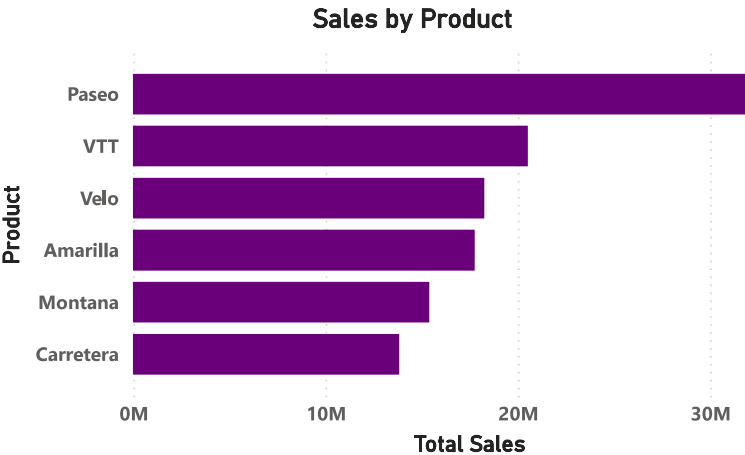
Midmarket

∨

Small Business

^

United States of Am...



Product Performance Summary					
Product	Total Sales	Total Profit	Profit Margin (%)	Total Units Sold	
VTT	2,05,11,921.02	30,34,608.02	14.79	1,68,783.00	
Velo	1,82,50,059.47	23,05,992.47	12.64	1,62,424.50	
Paseo	3,30,11,143.95	47,97,437.95	14.53	3,38,239.50	
Montana	1,53,90,801.88	21,14,754.88	13.74	1,54,198.00	
Carretera	1,38,15,307.89	18,26,804.89	13.22	1,46,846.00	
Total	11,87,26,350.26	1,68,93,702.26	14.23	11,25,806.00	

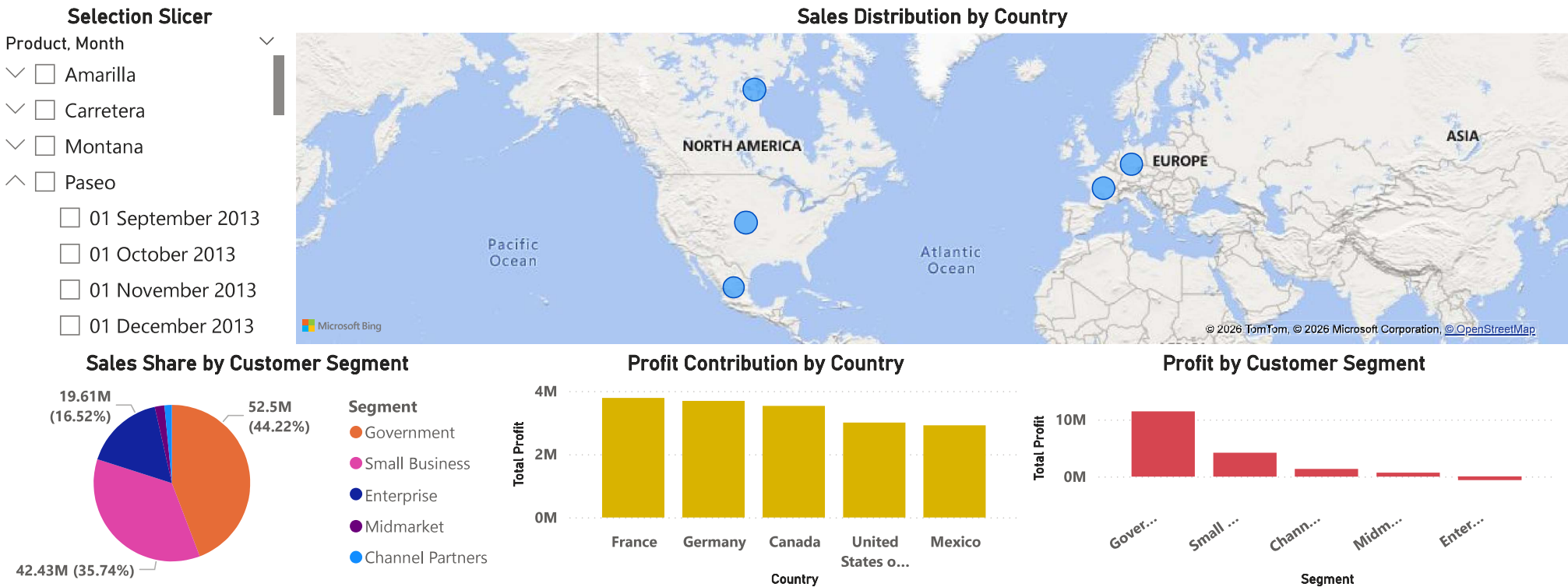
## KEY INSIGHTS

- ⬅

- 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.
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# 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.



## 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

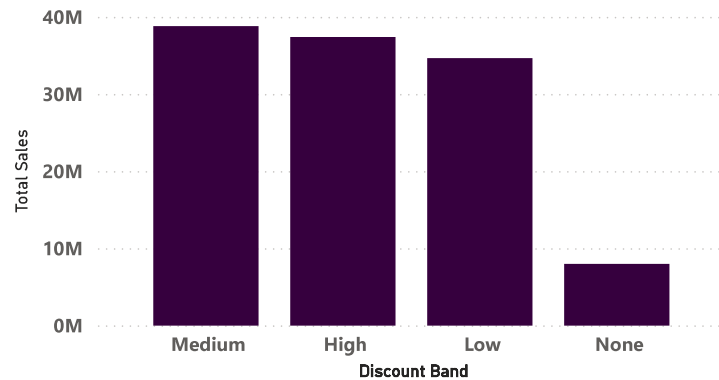
✓ ☐ Channel Partners

✓ ☐ Enterprise

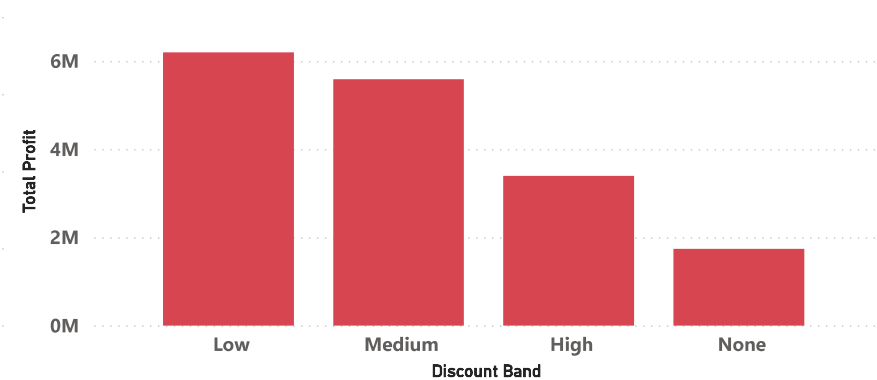
✓ ☐ Government

✓ ☐ Midmarket

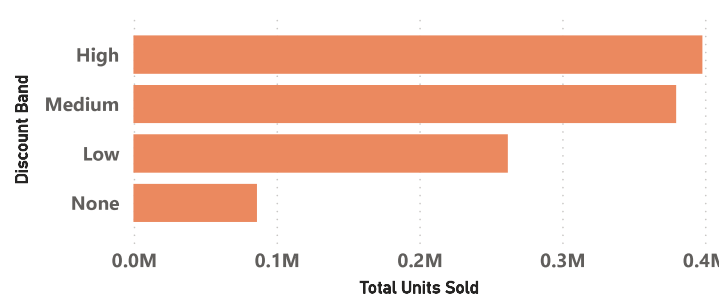
## Sales by Discount Band



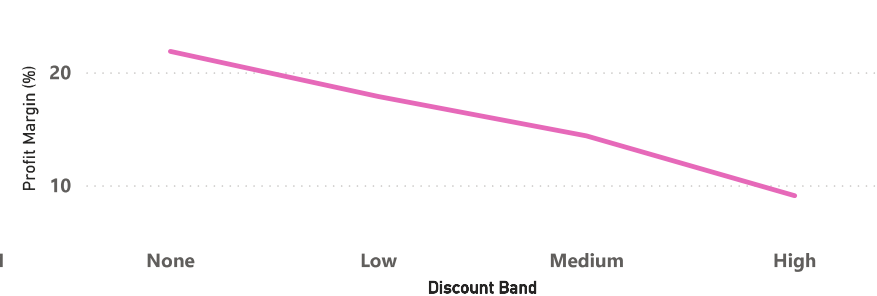
## Profit by Discount Band



## 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.

