

FINANCIAL DATA ANALYSIS

AAFREEN MOYAL

BASIC QUESTIONS BUSINESSES TYPICALLY ASK

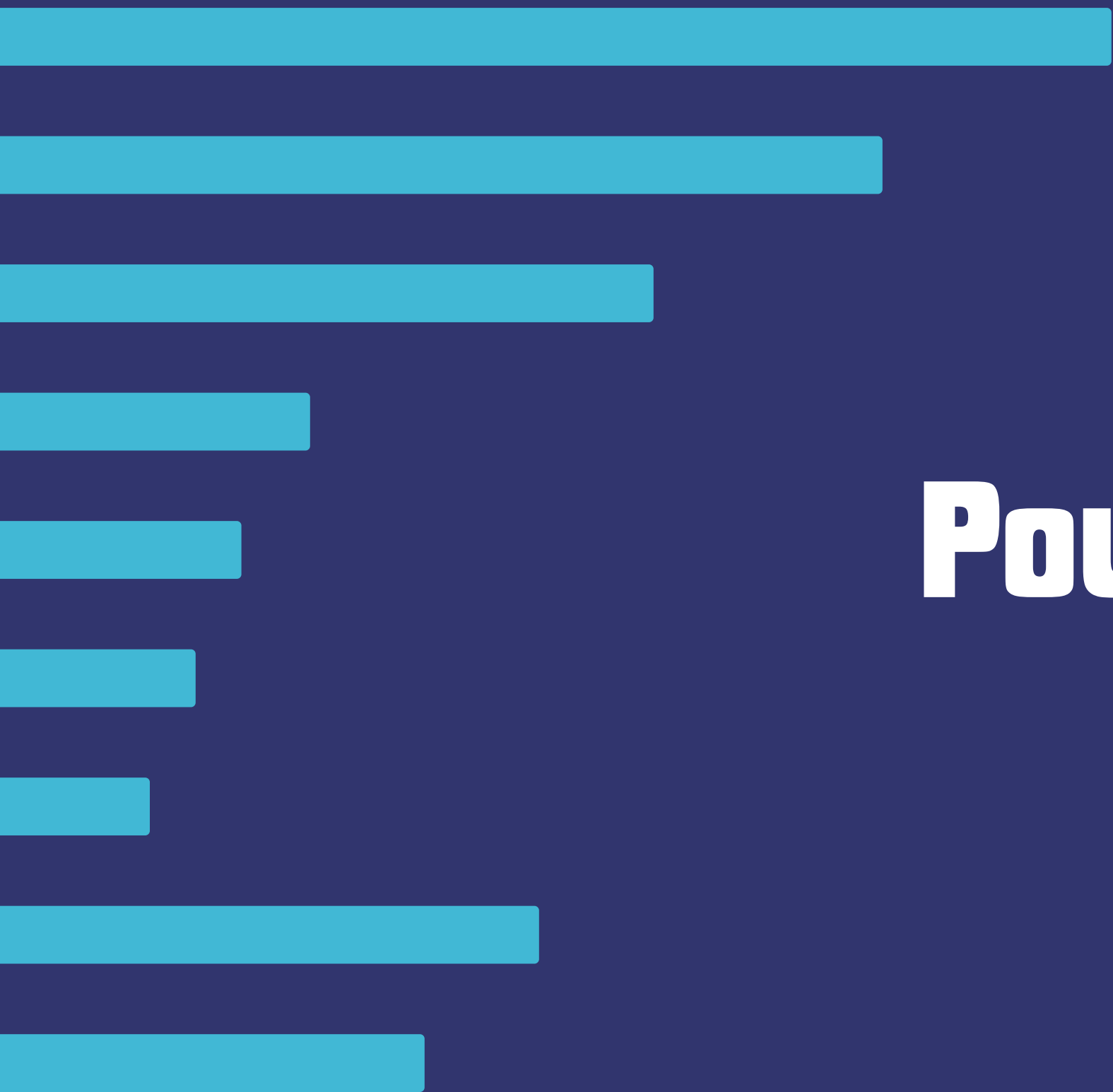
WHAT IS THE TOTAL
SALES REVENUE
GENERATED DURING A
SPECIFIC PERIOD?

WHICH PRODUCTS ARE
GENERATING THE
HIGHEST SALES?

WHICH PRODUCTS OR
SERVICES YIELD THE
HIGHEST PROFIT
MARGINS?

WHAT ARE THE TOTAL
EXPENSES (MARKETING,
DISTRIBUTION,
PRODUCTION, ETC.) BY
REGION?





Power BI Dashboard

Total Sales

\$118.73M

Total Margin

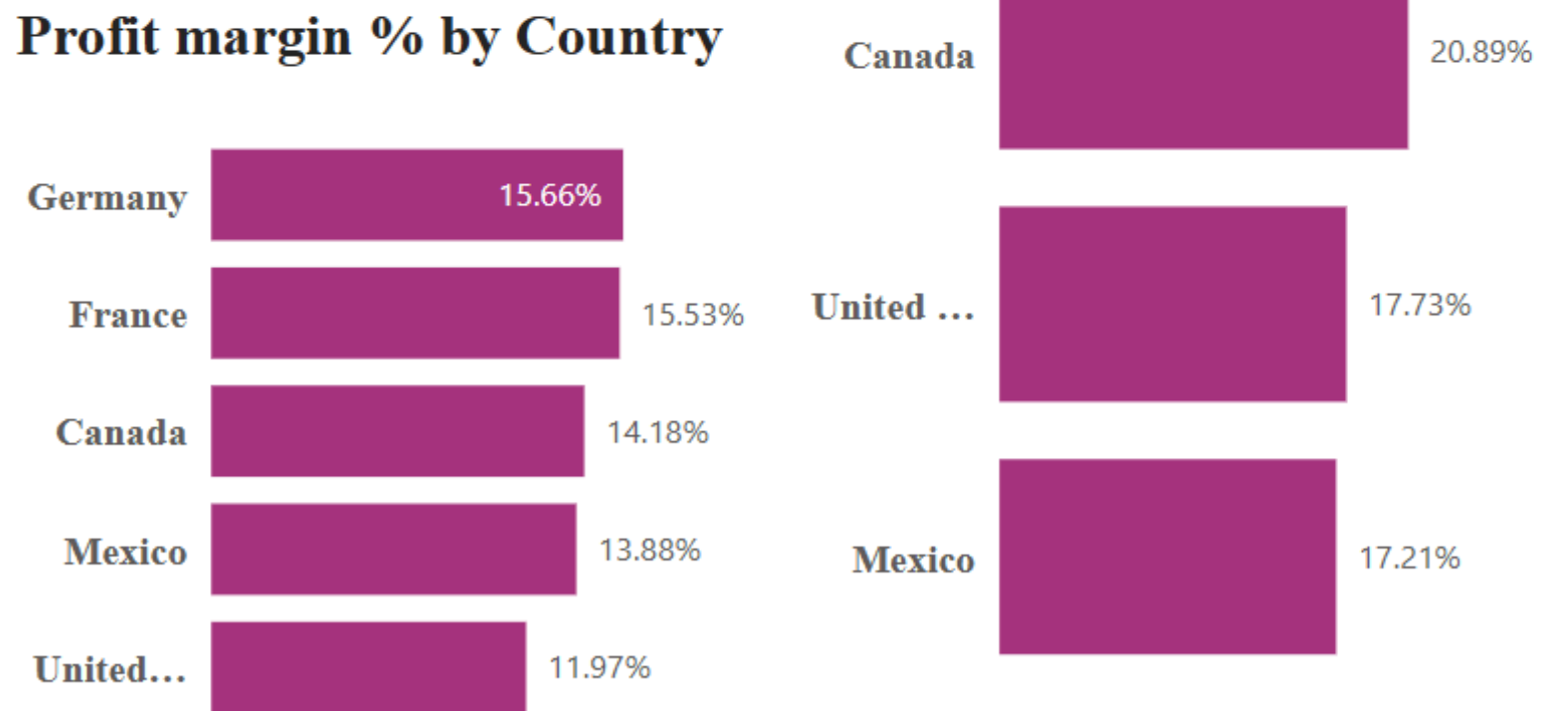
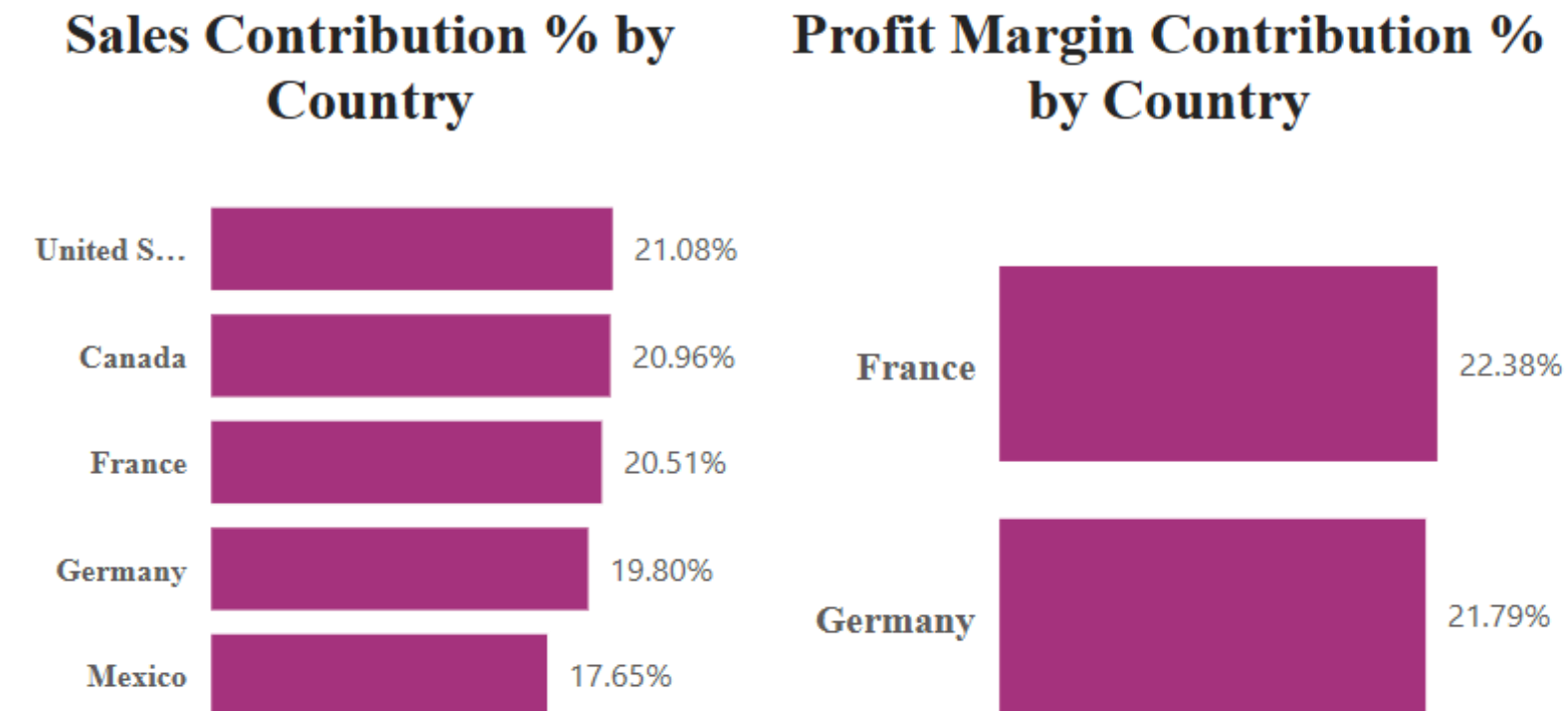
\$16.89M

Total COGS

\$101.83M

Month Name

All



Product	Sum of Sales	Sales Contribution %	Profit Margin Contribution %	Profit margin %
Paseo	\$3,30,11,143.95	27.80%	28.40%	14.53%
VTT	\$2,05,11,921.02	17.28%	17.96%	14.79%
Velo	\$1,82,50,059.465	15.37%	13.65%	12.64%
Amarilla	\$1,77,47,116.05999999	14.95%	16.66%	15.86%
Montana	\$1,53,90,801.88	12.96%	12.52%	13.74%
Carretera	\$1,38,15,307.885	11.64%	10.81%	13.22%
Total	\$11,87,26,350.26	100.00%	100.00%	14.23%

