

Q4 2024 Financial Report

Executive Summary

This report summarizes the financial performance for Q4 2024.

Our company achieved significant growth across all product categories, with total revenue reaching \$4.7M, representing a 12% increase year-over-year.

Key highlights include:

- Laptop Pro sales increased 15% with 1,245 units sold
- Phone Z showed exceptional growth at 22% with 5,670 units
- Overall market share expanded in competitive segments

The following table provides detailed breakdown by product category:

Product Category Performance

Product	Units Sold	Revenue	Growth %
Laptop Pro	1,245	\$1,245,000	+15%
Tablet X	3,890	\$778,000	+8%
Phone Z	5,670	\$2,268,000	+22%
Watch S	2,100	\$420,000	-5%
TOTAL	12,905	\$4,711,000	+12%

Conclusion: Strong performance across most categories with strategic growth opportunities.