

# 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.