

# FINANCIAL PERFORMANCE DASHBOARD



Total Revenue  
**\$119.99M**



Total Profit  
**\$15.16M**



Total Discounts  
**\$9.21M**



Profit Margin  
**13.68%**



COGS of Sales  
**86.32%**

Date  
All

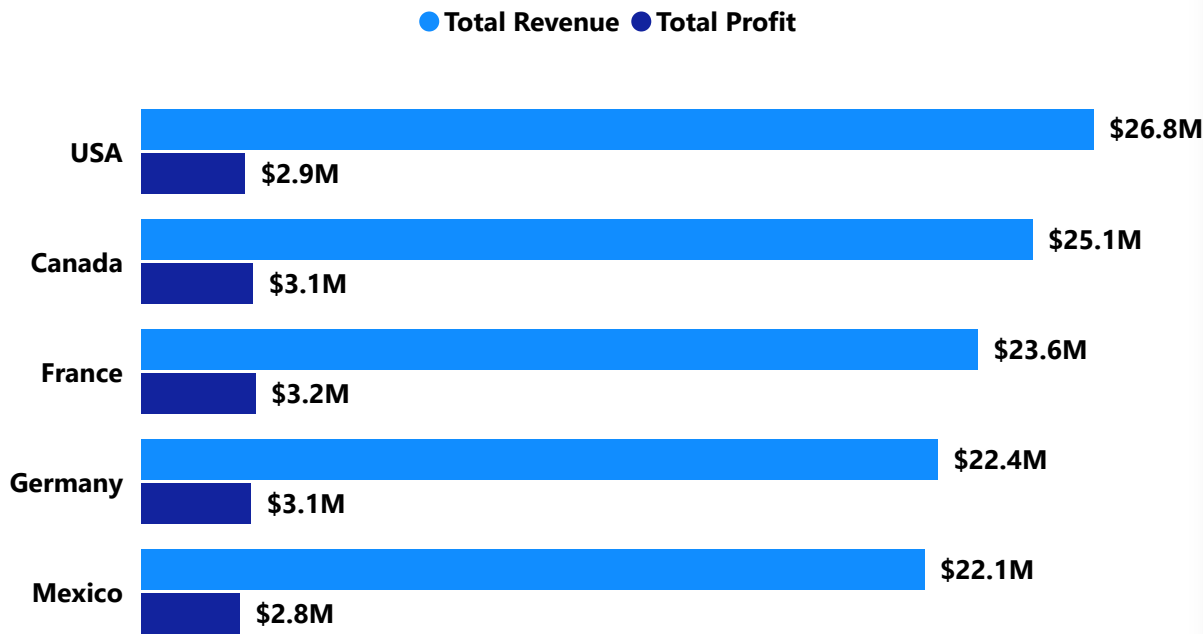
Segment  
All

Country  
All

Product  
All

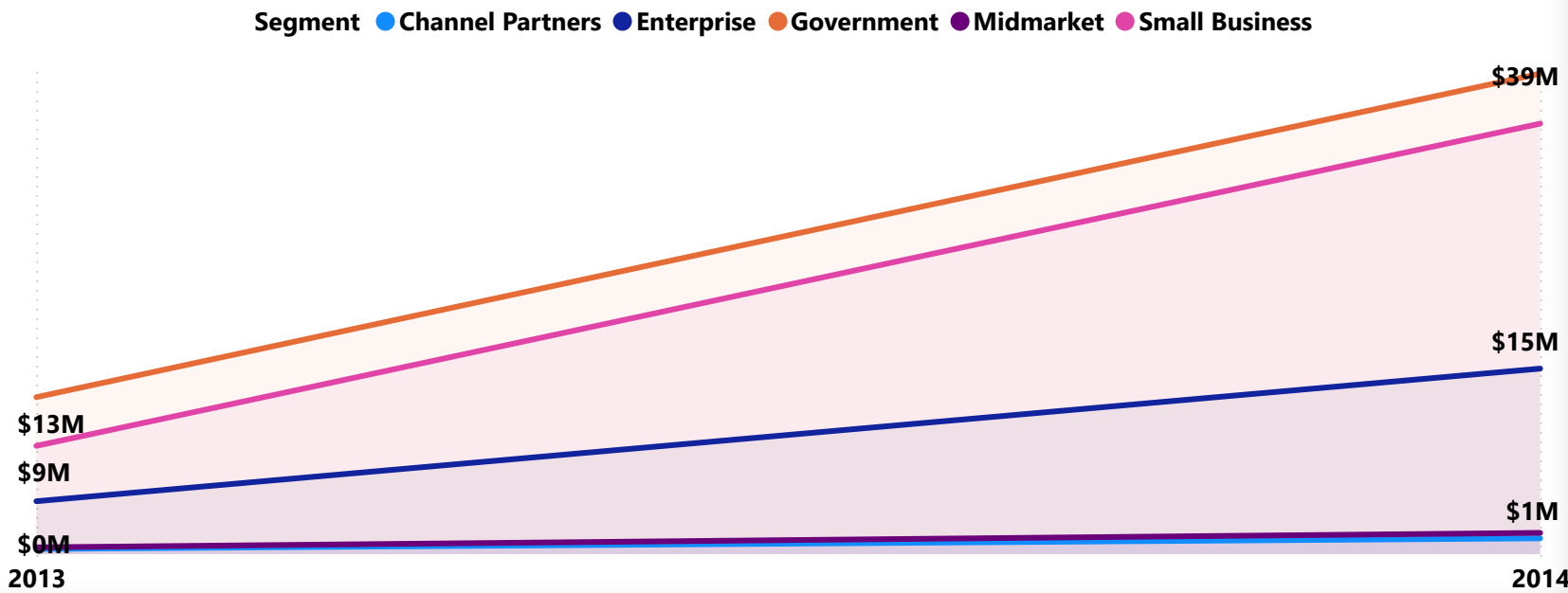
Discount Band  
All

SALES & PROFIT BY COUNTRY

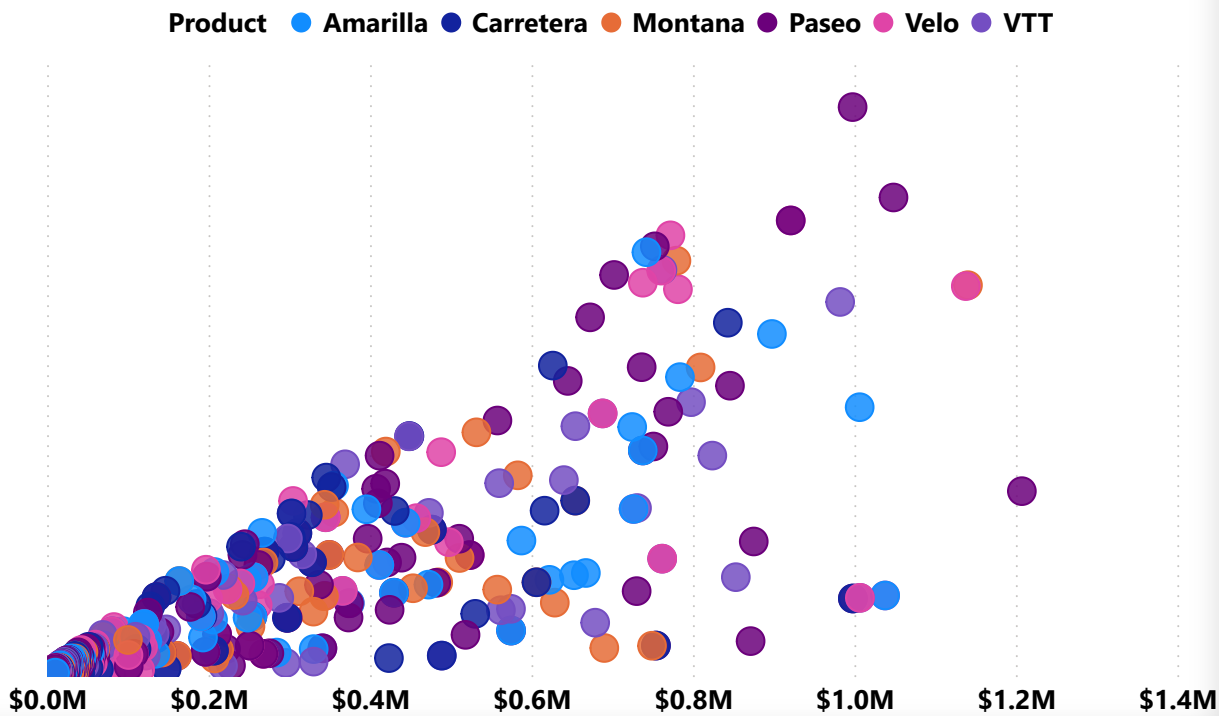


Sales Trend Over Time

Sales Trend by Segment

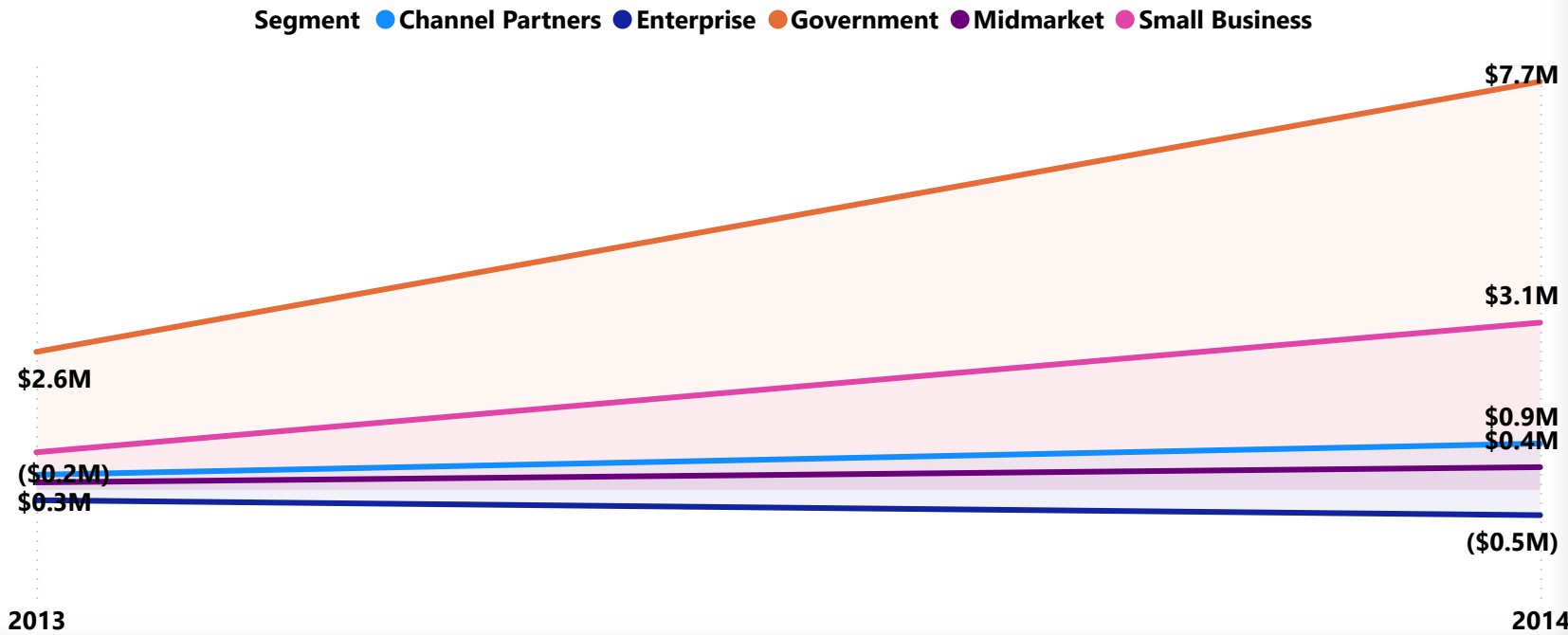


Gross Sales vs Discounts



Profit Trend Over Time

Profit Trend by Segment



Year	2013			2014			Total		
Product	Total Revenue	Total Profit	Total Quantity Sold	Total Revenue	Total Profit	Total Quantity Sold	Total Revenue	Total Profit	Total Quantity Sold
⊕ Amarilla	\$37,08,735.00	\$7,81,949.53	33688	\$1,37,22,471.00	\$16,98,988.02	105221	\$1,74,31,206.00	\$24,80,937.55	138909
⊕ Carretera	\$15,56,122.00	\$38,768.86	31404	\$1,27,10,018.50	\$15,94,791.03	105455	\$1,42,66,140.50	\$16,33,559.89	136859
⊕ Montana	\$41,69,859.00	\$4,56,033.04	35935	\$1,15,54,415.00	\$15,15,890.34	102180	\$1,57,24,274.00	\$19,71,923.38	138115
⊕ Paseo	\$55,54,760.00	\$8,83,490.09	76121	\$2,81,40,971.00	\$34,02,537.85	243006	\$3,36,95,731.00	\$42,86,027.94	319127
⊕ Velo	\$67,64,804.00	\$6,20,224.76	39126	\$1,20,33,691.50	\$15,34,037.71	112124	\$1,87,98,495.50	\$21,54,262.47	151250
⊕ VTT	\$52,94,198.00	\$7,40,755.23	40057	\$1,47,77,899.50	\$18,89,780.79	115325	\$2,00,72,097.50	\$26,30,536.02	155382
Total	\$2,70,48,478.00	\$35,21,221.51	256331	\$9,29,39,466.50	\$1,16,36,025.74	783311	\$11,99,87,944.50	\$1,51,57,247.25	1039642

# Financial Performance Dashboard Report

## Overview

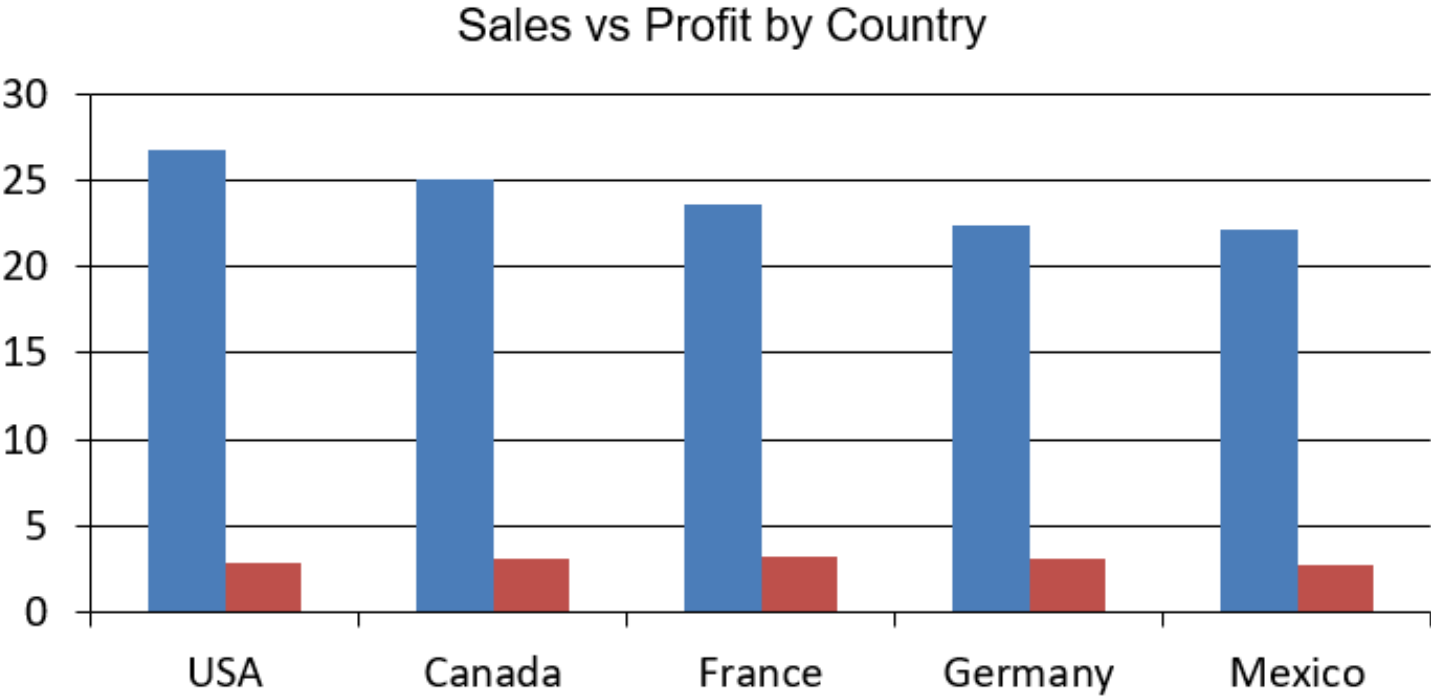
**This report provides a detailed overview of financial insights extracted from the Power BI dashboard. It includes sales, profit, and performance trends across countries, products, and segments. The goal is to interpret dashboard visuals in a clear and business-friendly manner.**

### Key Financial Highlights:

- 1. Total Revenue: \$119.99M**
- 2. Total Profit: \$15.16M**
- 3. Total Discounts: \$9.21M**

# Financial Performance Dashboard Report

## Sales and Profit by Country



# **Financial Performance Dashboard Report**

## **Product Performance Analysis**

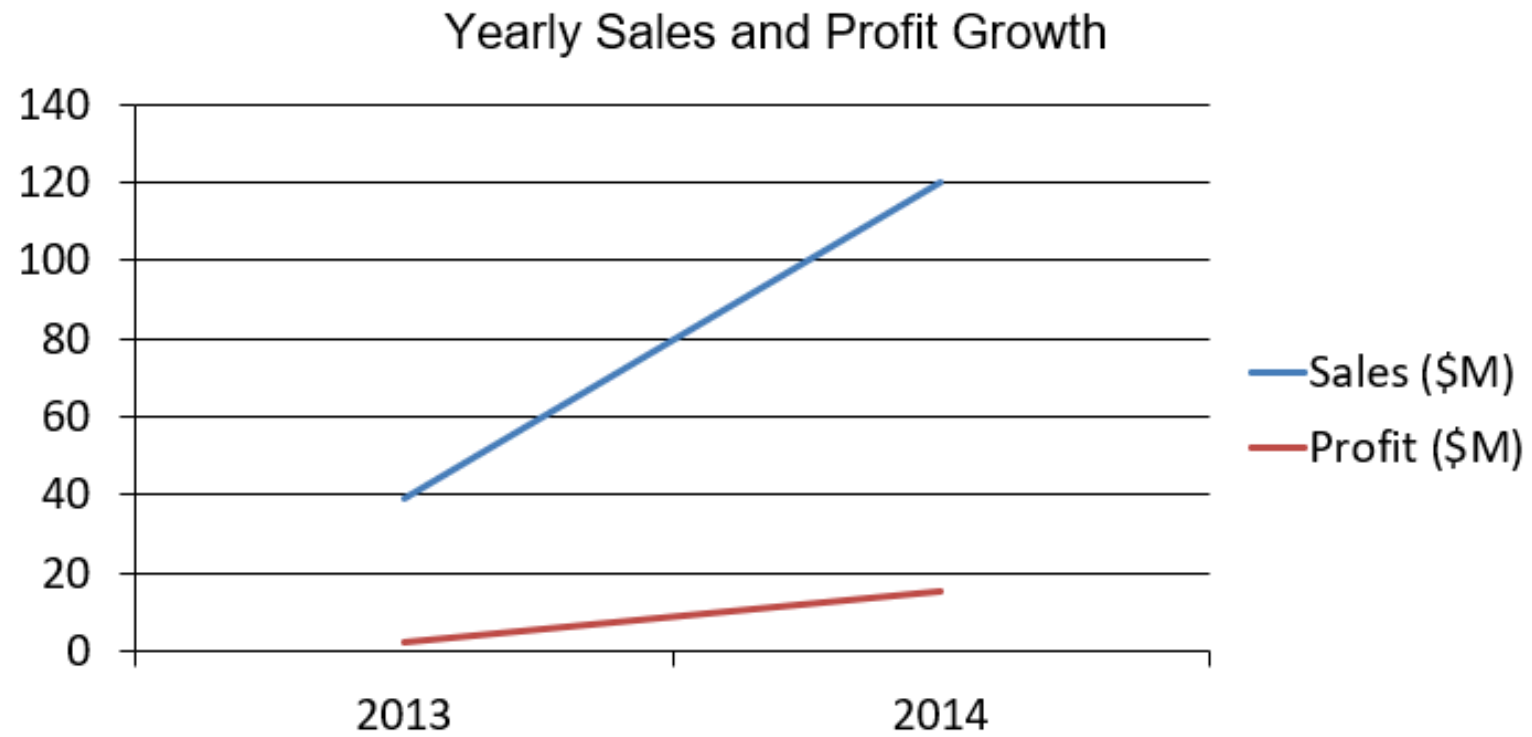
### **Top Performing Products:**

- 1. Paseo – Highest sales contributor (\$3.36M revenue)**
- 2. VTT and Amarilla – Balanced profit and volume**
- 3. Carretera – Moderate performance with room for growth**

**•Overall, product sales showed a strong upward trend between 2013 and 2014, driven by increased customer demand and wider market coverage.**

# Financial Performance Dashboard Report

## Sales and Profit Trend 2013–2014



# **Financial Performance Dashboard Report**

## **Segment Performance Overview**

- 1.Channel Partners and Enterprise segments achieved the highest revenue growth.**
- 2. Government and Midmarket segments maintained steady performance.**
- 3.The Small Business segment continues to grow, improving profit margins.**

**Segment diversification strengthens financial stability and reduces dependency on a single market.**

# **Financial Performance Dashboard Report**

## **Conclusion & Recommendations**

**The financial analysis shows strong growth and consistent profitability between 2013 and 2014. Key markets such as the USA and Canada continue to dominate sales, while products like Paseo drive overall performance.**

### **Recommendations:**

- 1.Focus on underperforming regions for targeted sales campaigns.**
- 2. Review discount structures to maximize profit margins.**
- 3.Continue monitoring COGS and leverage data insights for cost optimization.**