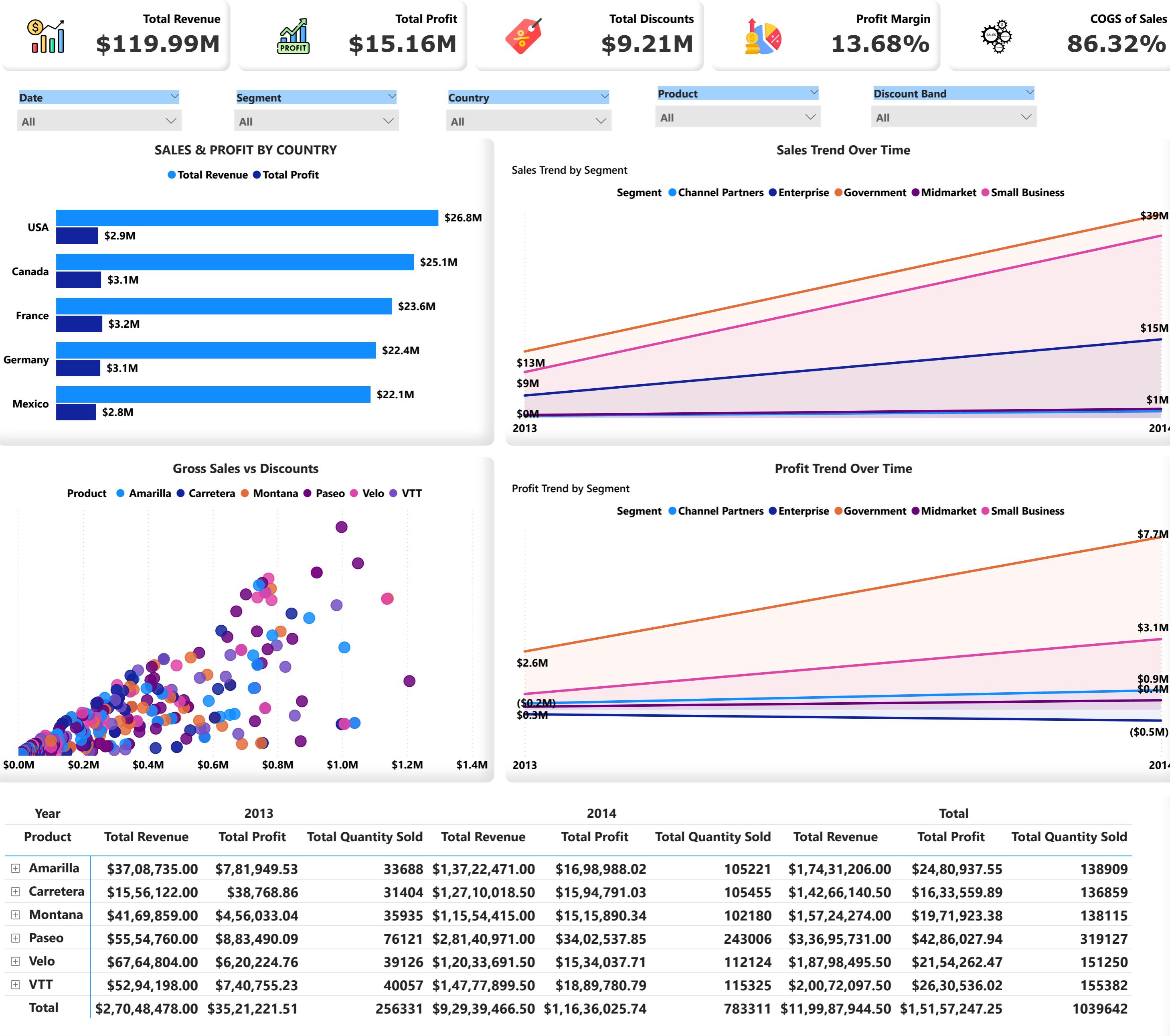


FINANCIAL PERFORMANCE DASHBOARD



Financial Performance Dashboard Report

Overview

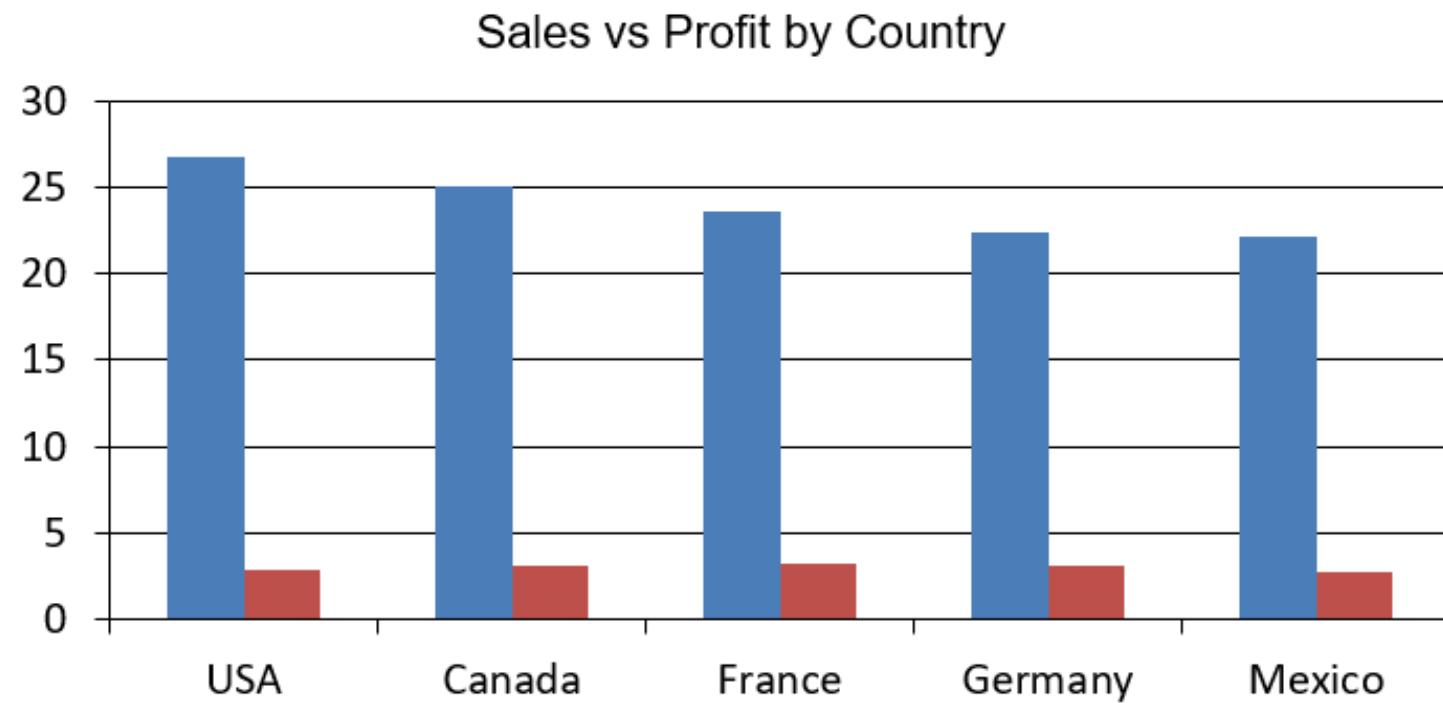
This report provides a detailed overview of financial insights extracted from the Power BI dashboard. It includes sales, profit, and performance trends across countries, products, and segments. The goal is to interpret dashboard visuals in a clear and business-friendly manner.

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

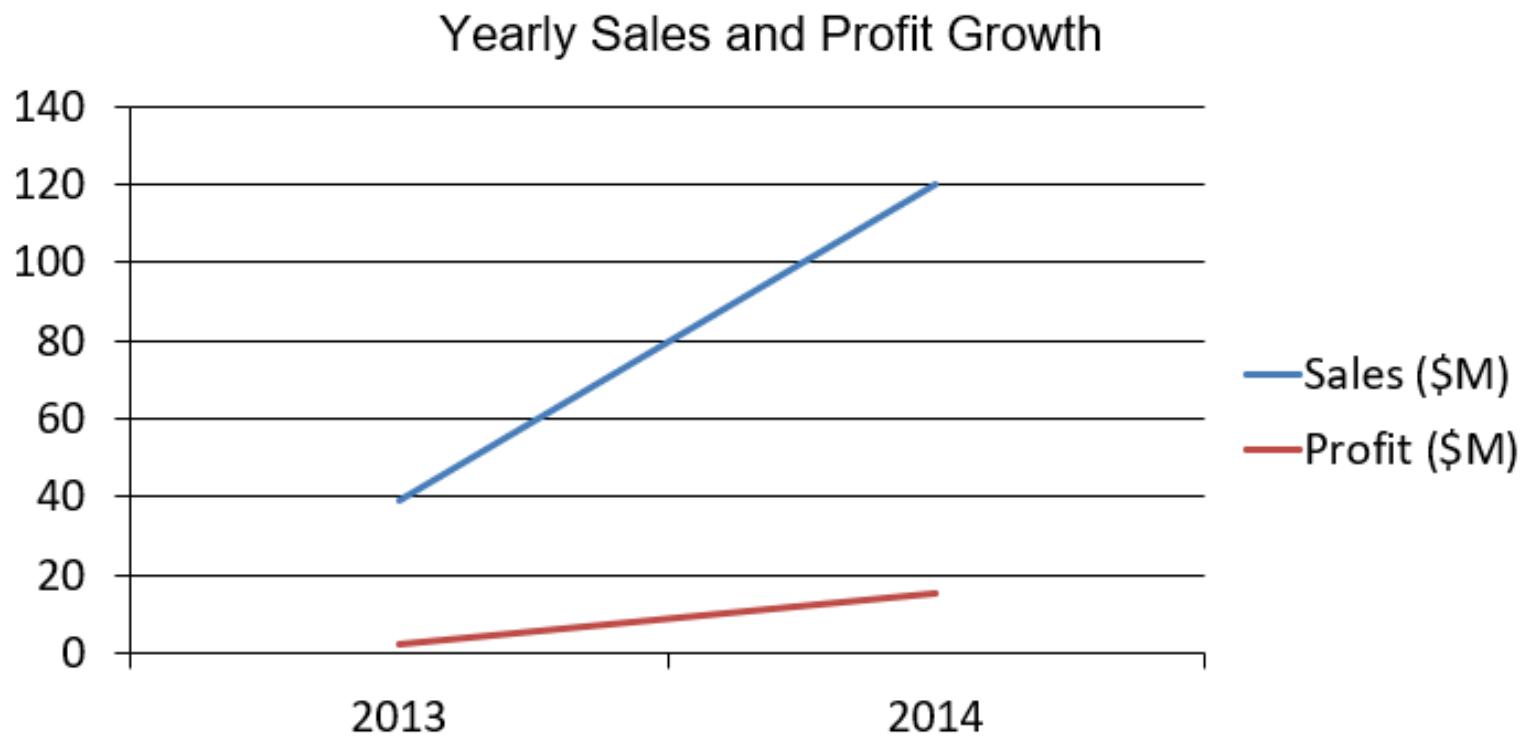
Top Performing Products:

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.