**Financial Dashboard Analysis Report**

**Key Insights:**

1. **Gross Sales:**
   * **Highest Gross Sale:** $99M in **April 2014**.
   * **Lowest Gross Sale:** $28M in **December 2013**.
2. **Revenue Breakdown:**
   * **Highest Revenue Product:** *Paseo* contributing **27.8%** of total revenue.
   * **Segment Performance:**
     + **Highest Gross Sale Segment:** Government segment with **41.81%**.
     + **Lowest Gross Sale Segment:** Channel Partners with **14.7%**.

**Visualization Techniques:**

To present the data effectively, the following charts and visualizations were utilized:

* **Table Cards**: For key performance indicators and quick insights.
* **Tree Maps**: To visualize hierarchical data for products and segments.
* **Donut Charts**: For percentage contributions across categories.
* **Line Charts**: To display trends over time.
* **Waterfall Charts**: For analyzing incremental contributions to totals and etc.

This dashboard provides a comprehensive view of the financial performance, enabling stakeholders to make informed decisions based on key metrics and visualized trends.

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