

Sales and Profit Analysis Report

Subtitle: Overview as of September 25,
2025

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Key Financial Metrics

- Total Profit to Date: 750.98K
- Total Revenue: 24.89M
- Average Revenue: 24.89M
- Total Profit: 3.53M
- Total Gross: 26.93M

Sales by Country and Discount Band

- Visualization: Stacked Bar Chart Details:
- United States: Highest sales across all discount bands (High, Medium, Low, None)
- Canada: Significant sales with varied discount bands
- France, Mexico, Germany: Moderate sales with noticeable discounts
- Insight: United States leads in sales volume across all discount categories.

Sum of Discounts by Country

- Visualization: Bar Chart
- Details:
- United States: Highest discounts (approx. 2M)
- Canada: Moderate discounts
- Mexico, France, Germany: Lower discounts
- Insight: Discounts are concentrated in the United States.

Total Revenue and Average Revenue by Country

- Visualization: Bar Chart with Line
- Details:
- United States: Highest total revenue (approx. 20M)
- Canada, France, Germany, Mexico: Lower but stable revenue
- Average Revenue: Consistent trend across countries
- Insight: United States dominates revenue generation.

Sum of Sales by Segment

- Visualization: Donut Chart
- Details:
- Government: 2.38M (20.1%)
- Small Business: 18.61M (15.52%)
- Enterprise: 42.43M (35.4%)
- Midmarket: 9.18M (7.73%)
- Channel Partners: 10.74M (9.05%)
- Insight: Enterprise segment contributes the largest share of sales.

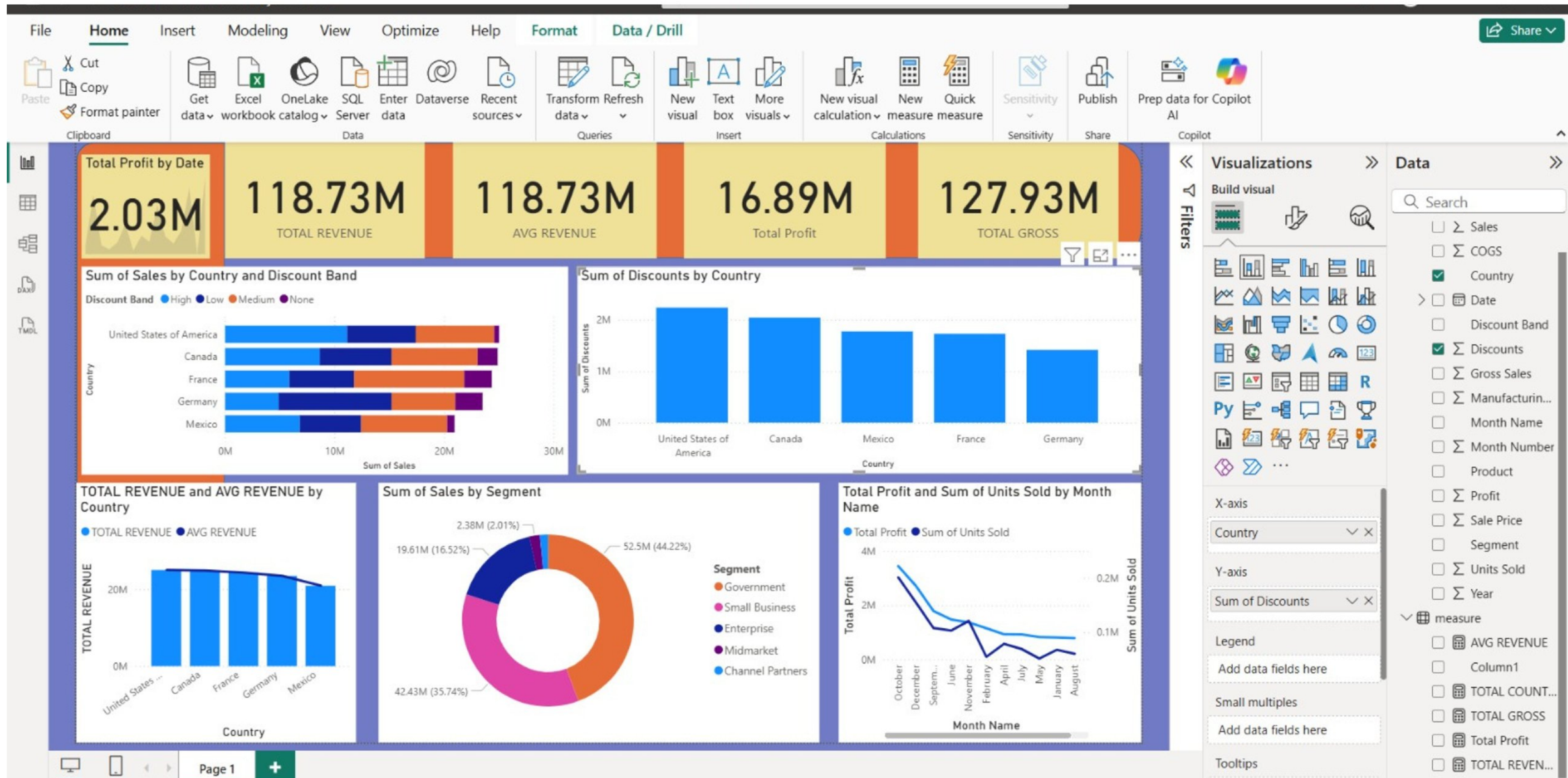
Total Profit and Units Sold by Month

1. Visualization: Line Chart
2. Details:
3. Total Profit: Peaks in September, declines through August
4. Sum of Units Sold: Follows a similar downward trend
5. Insight: Profit and unit sales show a seasonal decline post-September.

Conclusion

- Key Takeaways:
- United States is the leading market for sales and discounts.
- Enterprise segment drives the majority of sales.
- Profit and unit sales decline after September.
- Recommendation: Focus on maintaining sales momentum in the U.S. and explore strategies to boost post-September performance.

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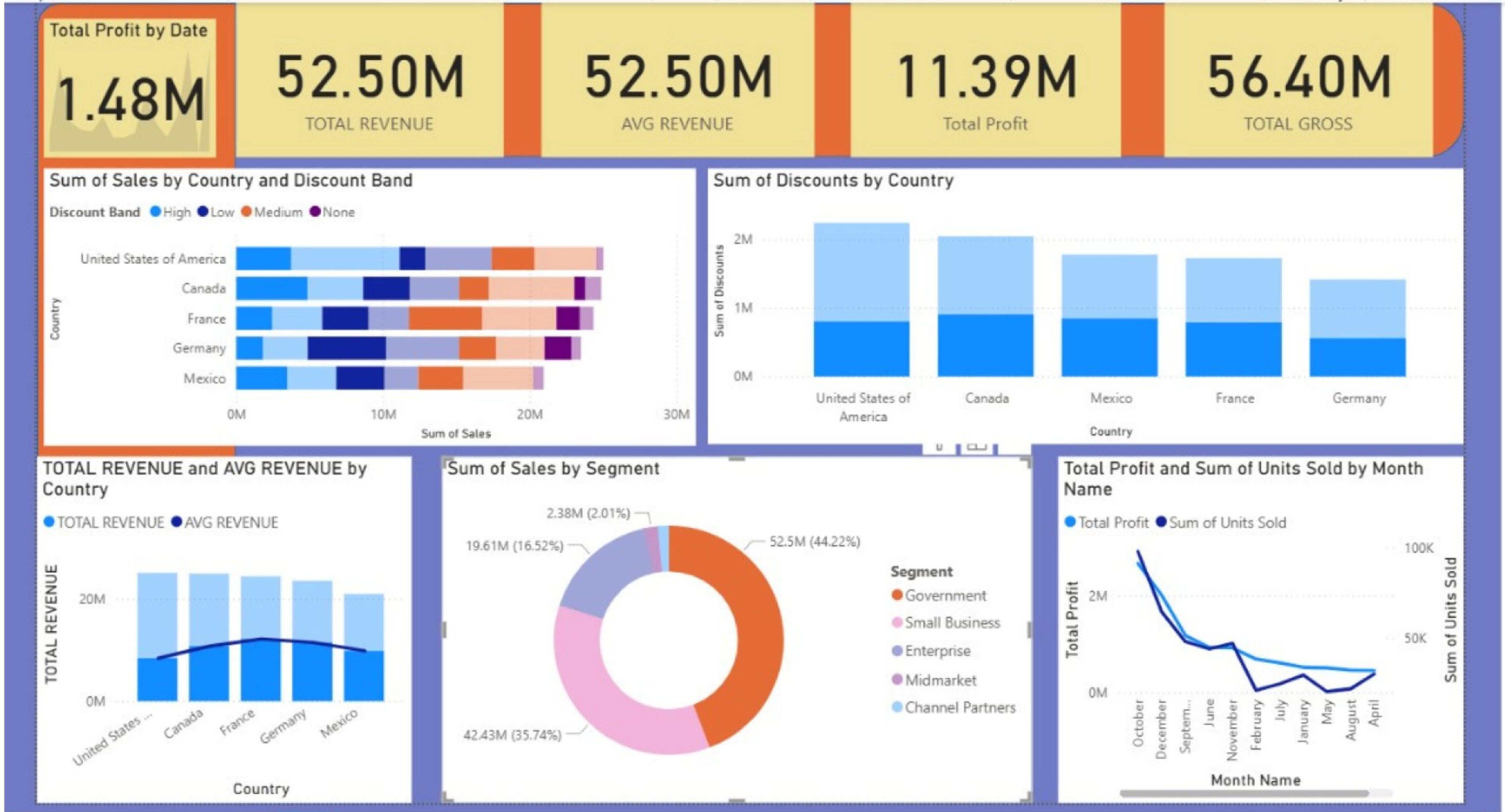
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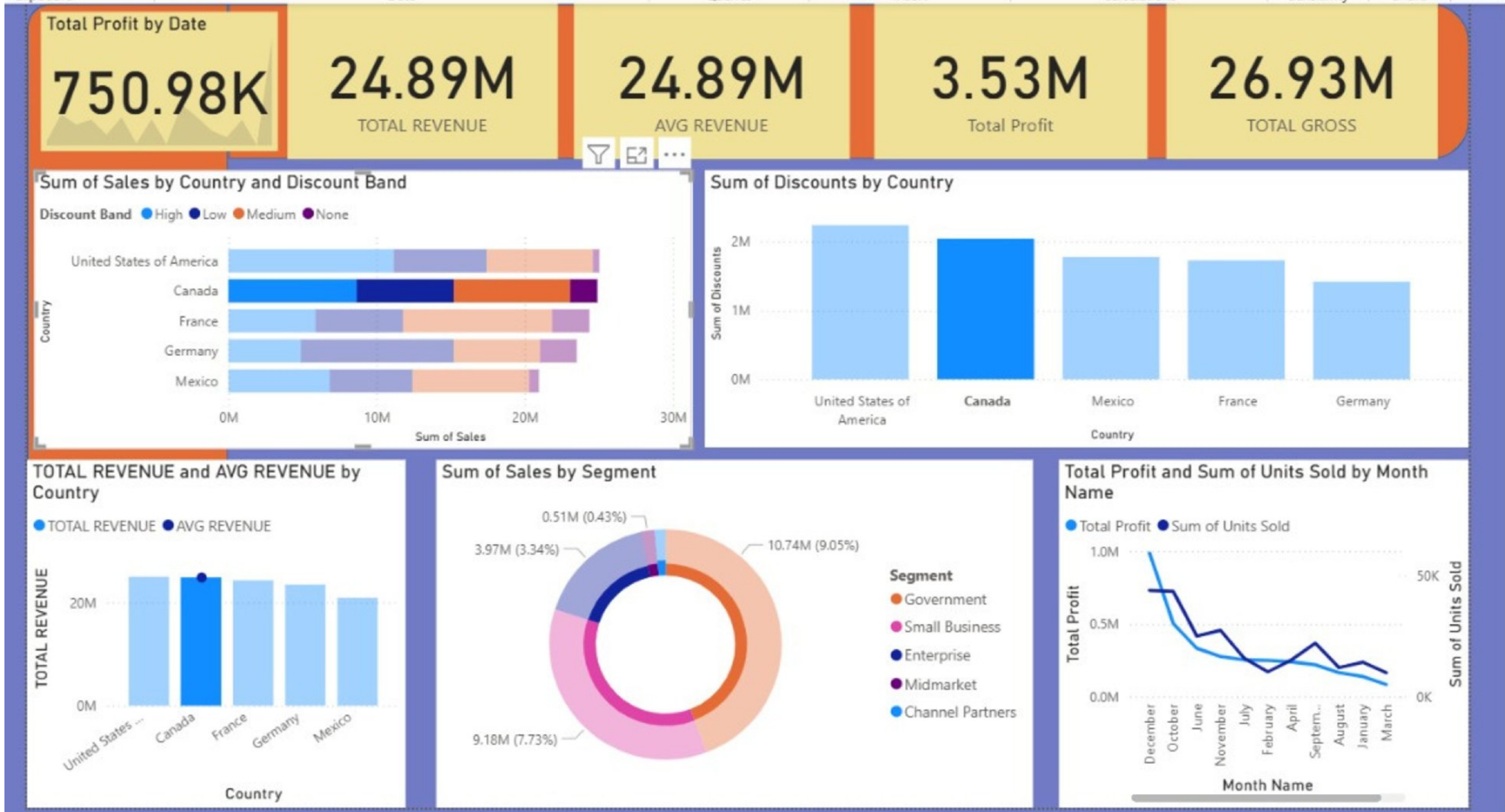
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Y-axis: Country

X-axis: Sum of Sales

Legend: Discount Band

Small multiples: Add data fields here

Tooltips