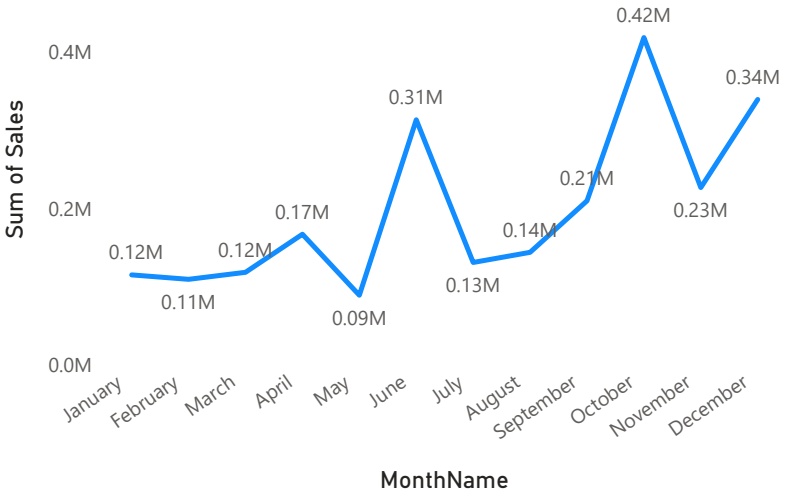


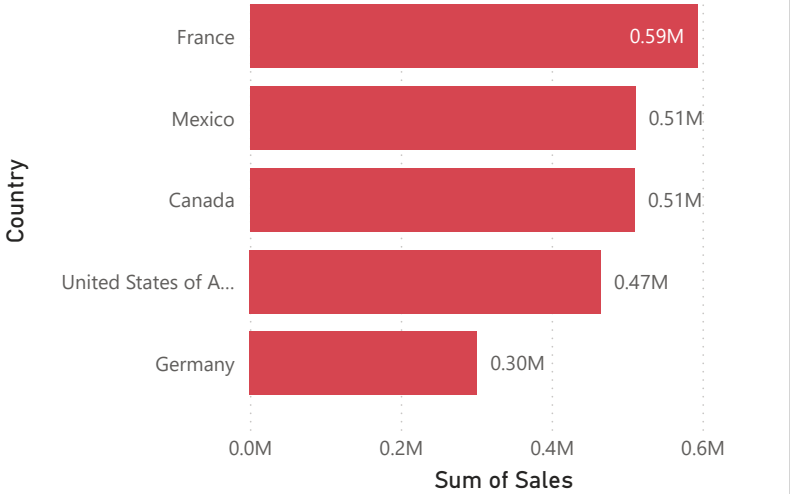
FINANCIAL PERFORMANCE DASHBOARD

Sales by MonthName

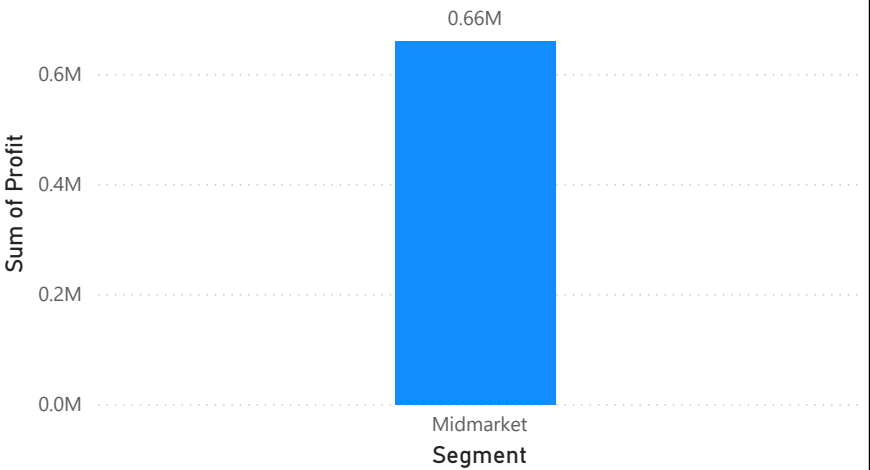


- Sales highest in October.
- Corporate segments gives lowest profit.
- Discounts have negative impact on profit.
- Year-end sales remained consistently strong.
- Festive months boosted total sales.
- Sales dipped before festive rush.
- Clear seasonal trends throughout year.

Sales by Country



Profit by Segment



- Segment
- Channel Partn...
 - Enterprise
 - Government
 - Midmarket
 - Small Business

Discounts vs Profit

