



Total Gross Sales
\$2.88M

Total Profit
\$0.6M

Profit Margin
19.5%

Overview

Sales Insights

Tell me more

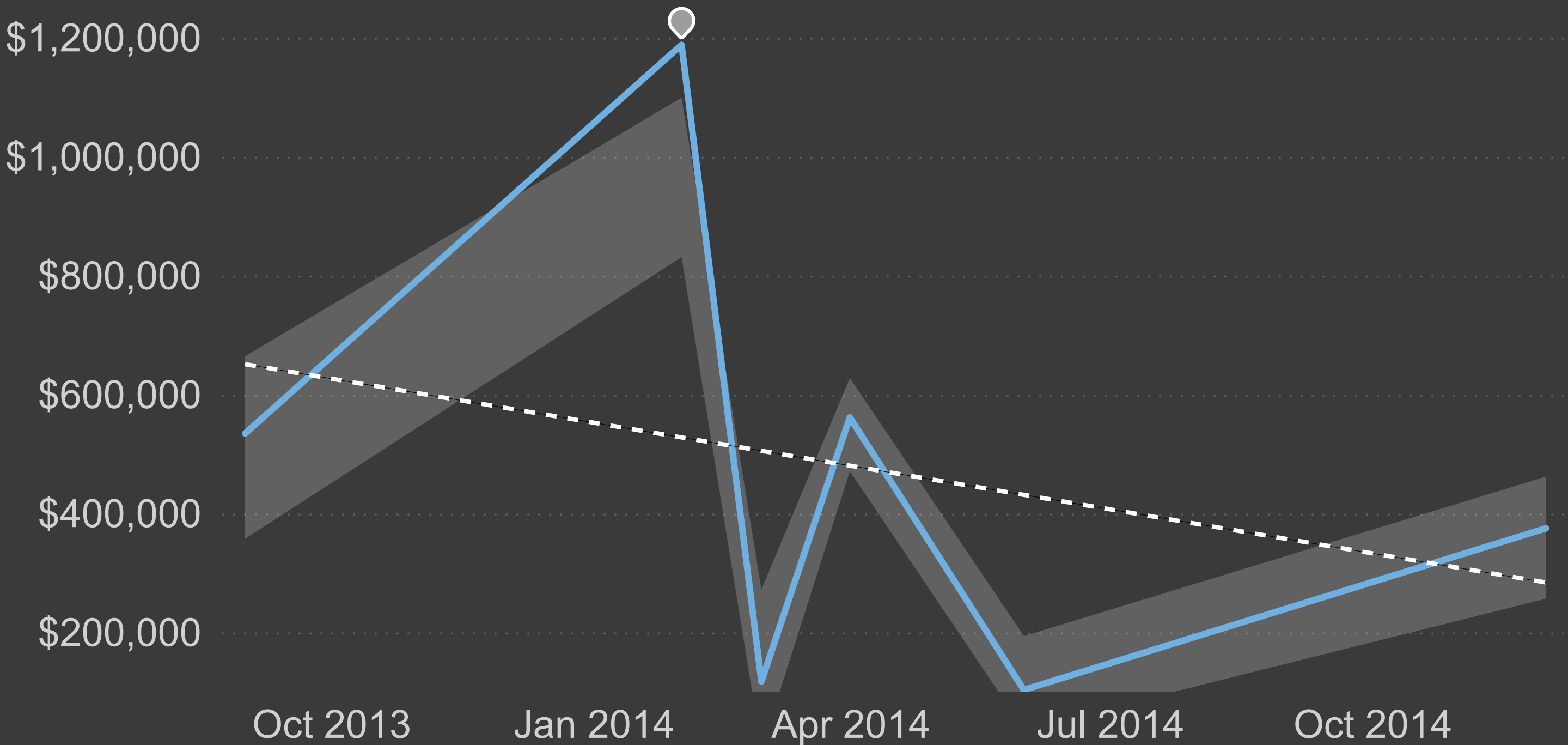
Overall Data Insights

💡 Sum of Gross Sales was unexpectedly high on February 2014 with a value of 1.83M which is above the expected range (marked in grey).

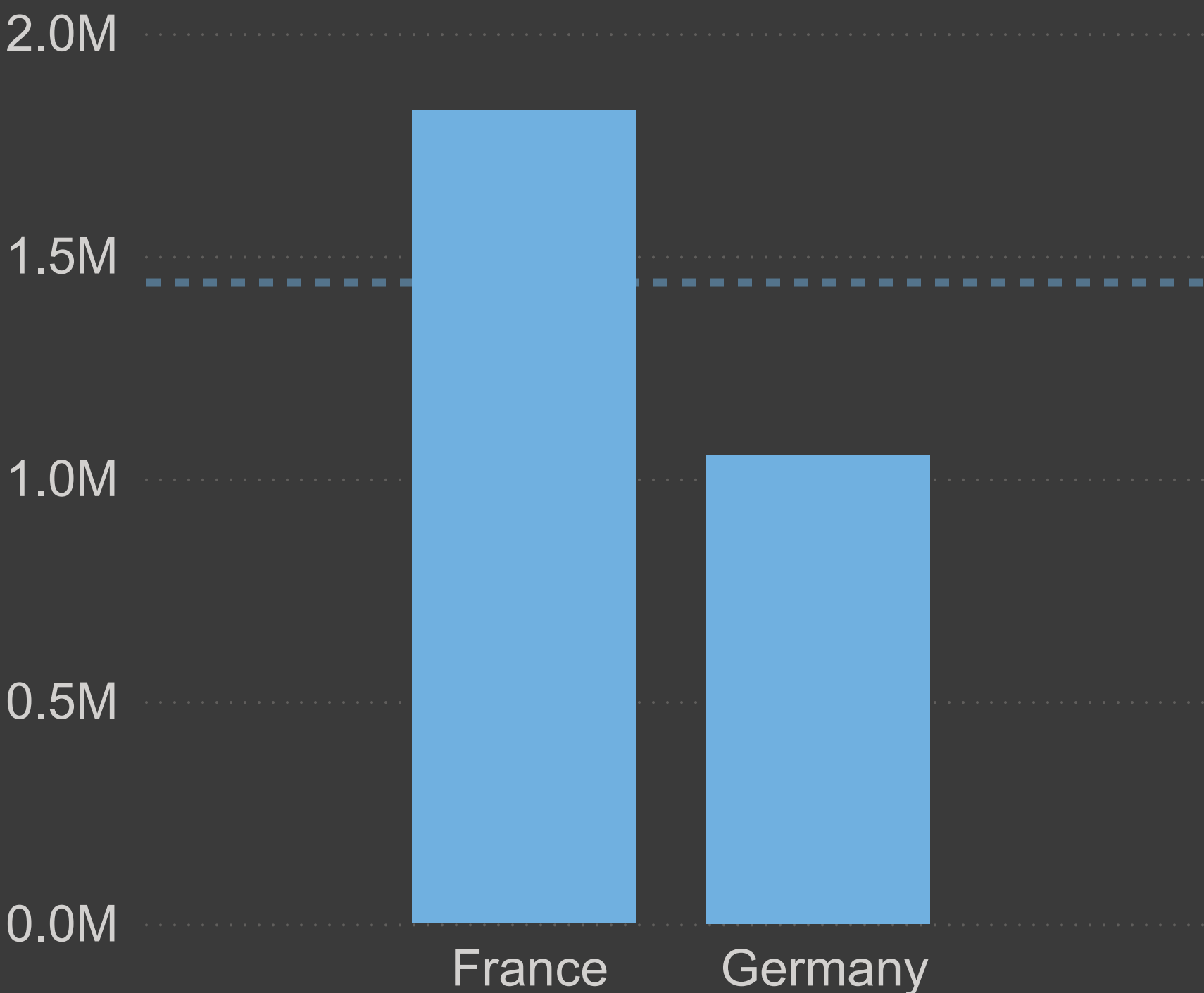
💡 However the trendline shows a decreasing profit of -3.51%!

💡 Also Europe made more sales than North and South America combined.

Gross Sales Over Time



Gross Sales by Country



Americas

Europe



Overview

Sales Insights

Tell me more

Overall Data Insights

💡 Amarilla is performing very well with or without discounts, and could be looked at more carefully: low level discounts only increased the revenue by \$1,554 of the total \$1,6M.

💡 Small Businesses brought the biggest income in all discount levels, without discounts the best performer was government.

💡 Data Limitation: No significant high discount data found, limiting analysis of discount impact.
Recommendation: Collect data on high discount scenarios for better insights.

(Click on segments in donut chart for more detailed breakdown of gross sales.)

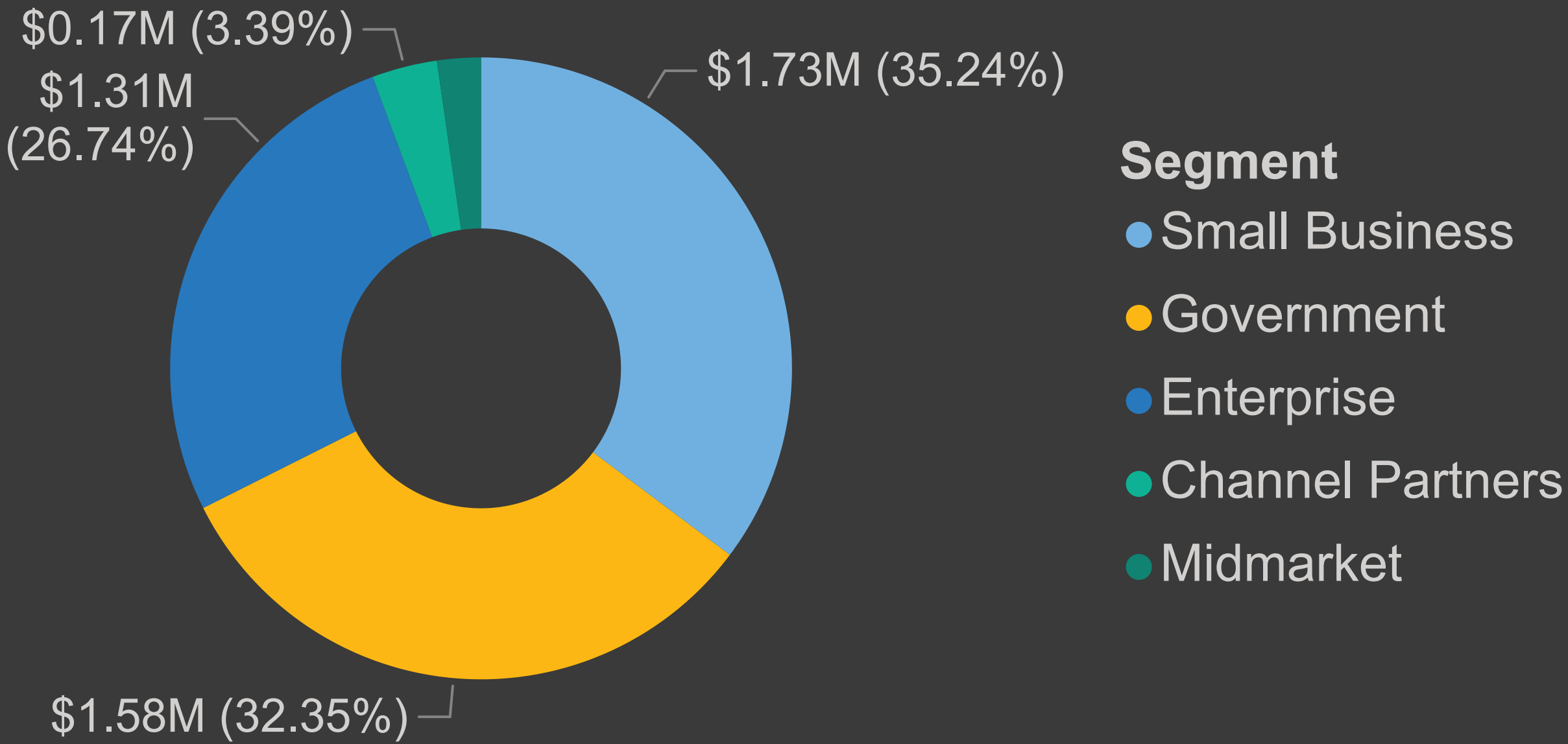
Level of Discount

Low

Medium

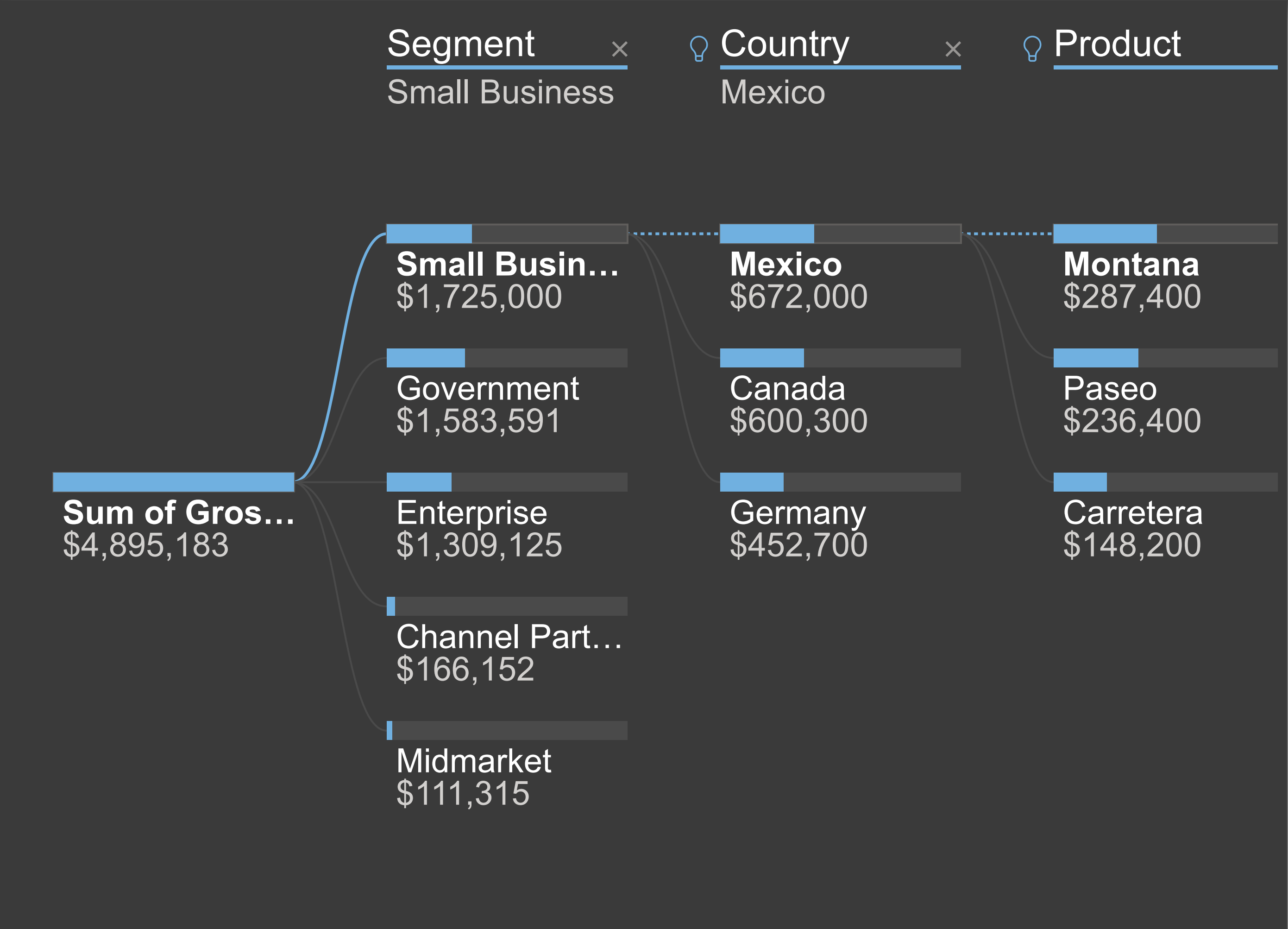
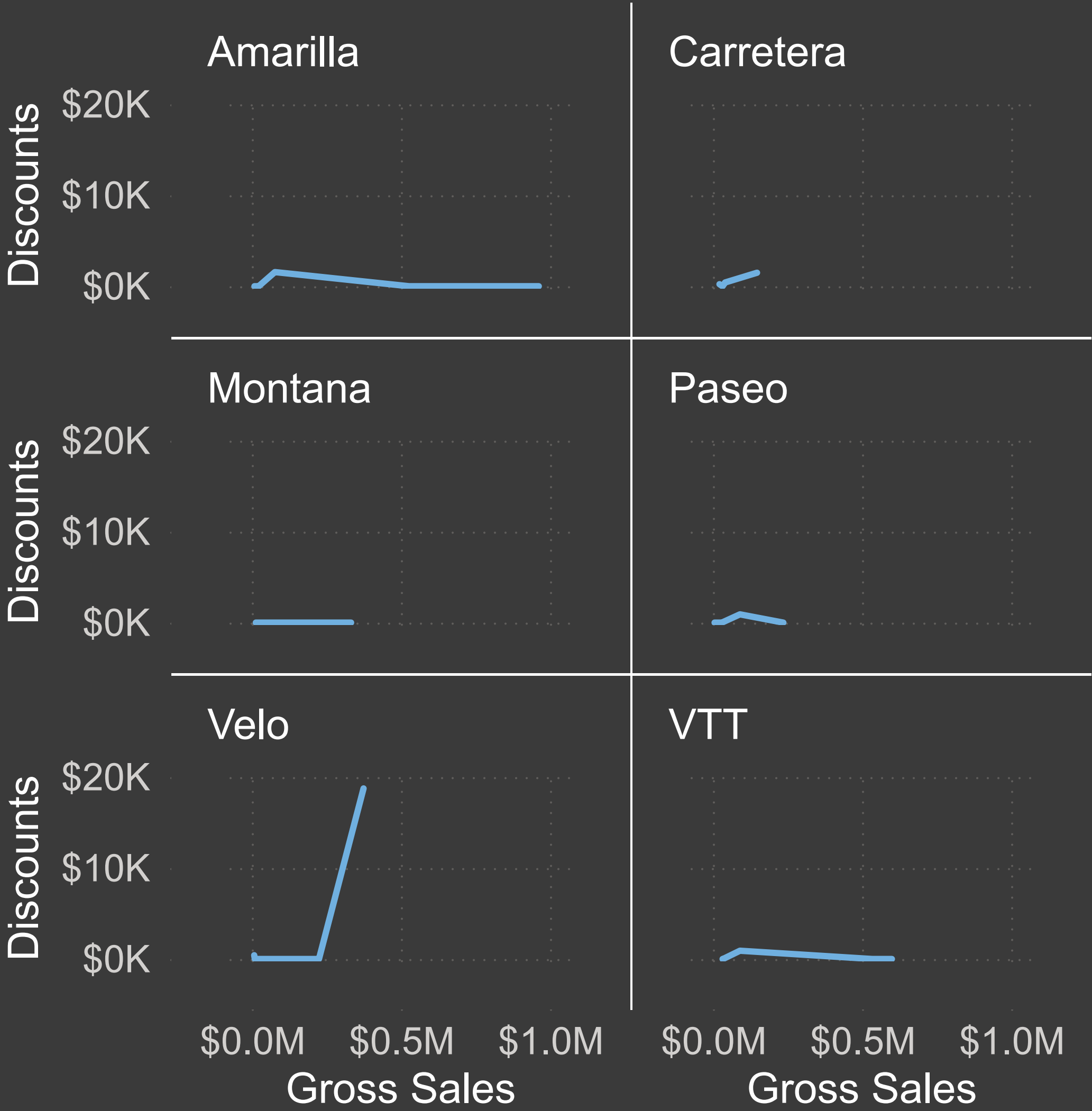
None

Sum of Gross Sales by Segment





Sum of Discounts by Gross Sales and Product





Overview

Sales Insights

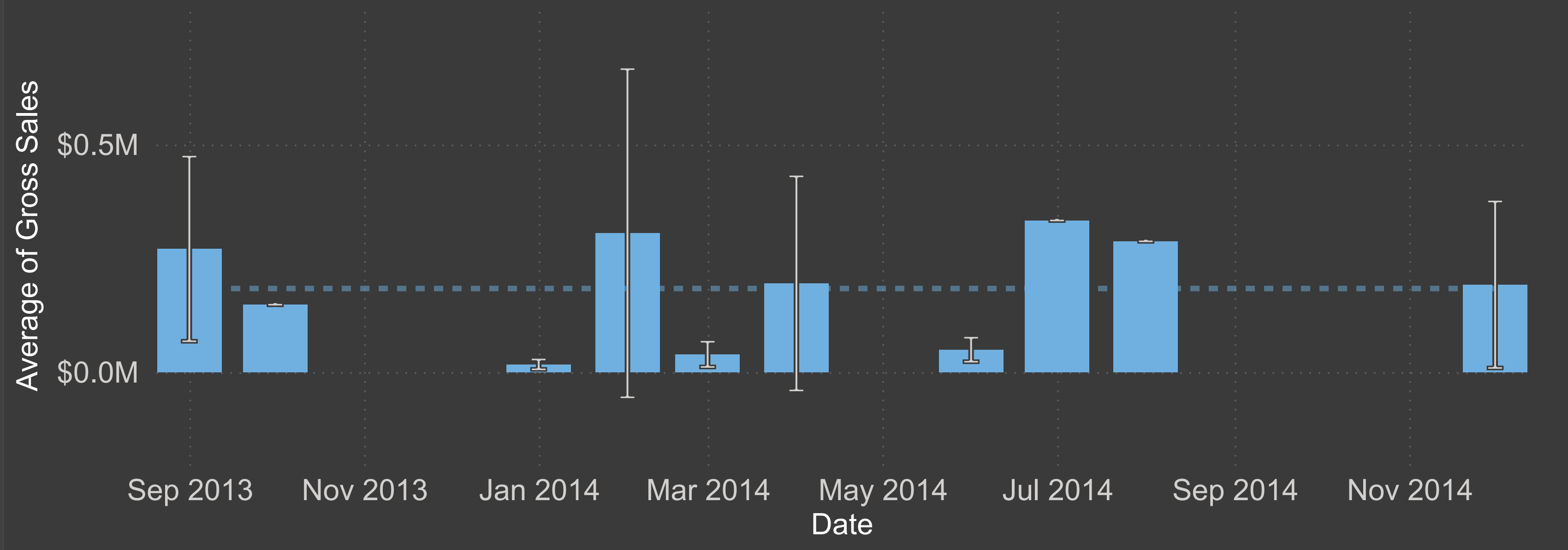
Tell me more

Overall Data Insights

💡 **Data gaps: Sporadic monthly entries and missing data hinder reliable forecasting.**

💡 **Recommendations: Integrate CRM data for customer insights; standardize data collection for consistent time series.**

Sales with Data Gaps



Total Gross Sales (impacted by incomplete regional data):

\$4.9M