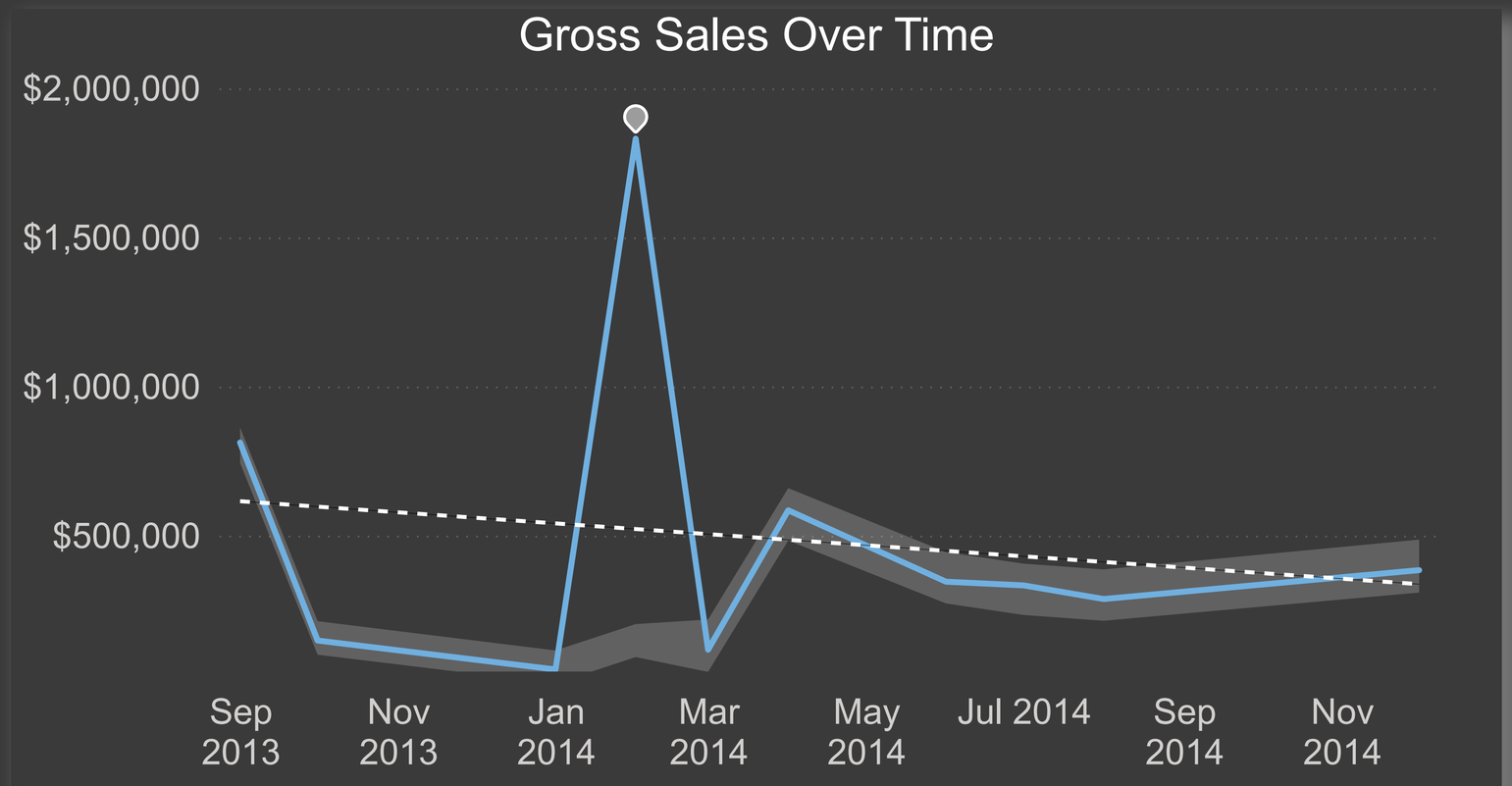
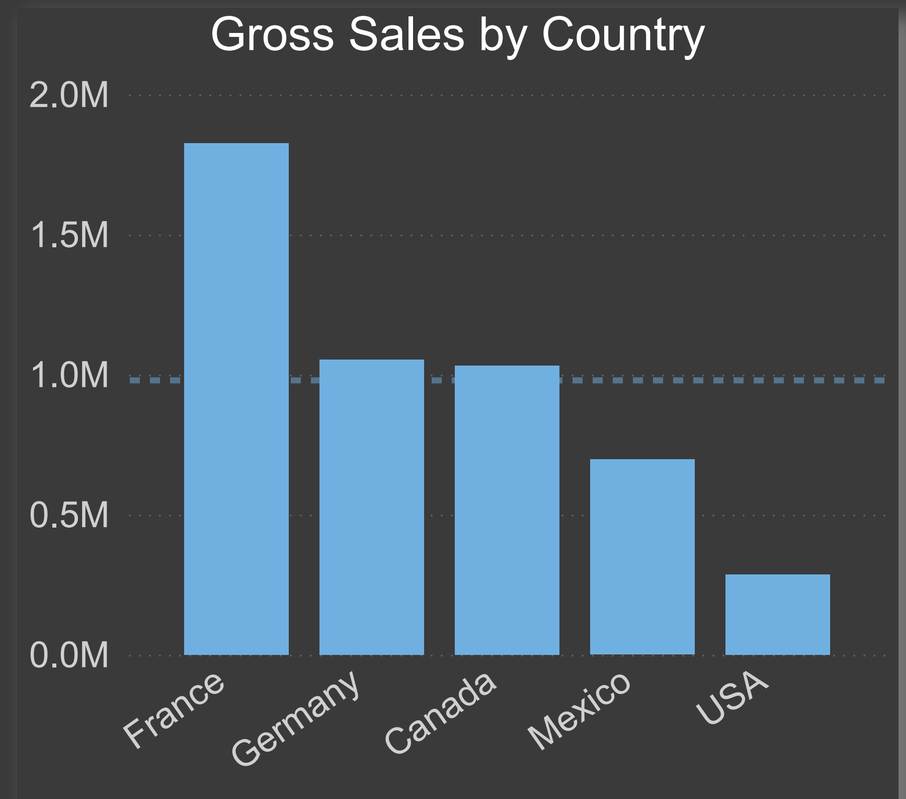
Global Ventures Ltd

Total Gross Sales	Total Profit	Profit Margin
$4.9M	$0.9M	18.4%

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.





Americas

Europe

Global Ventures Ltd

Level of Discount

Low | Medium | None

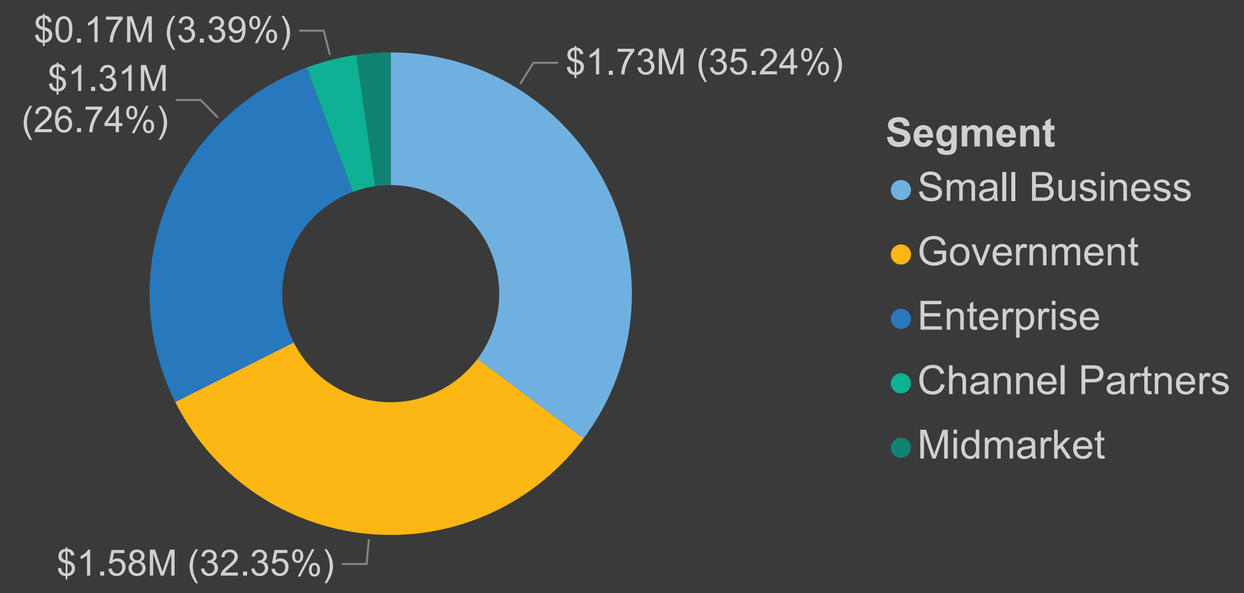
💡Amarilla is performing very well with or without discounts, and could be looked at more carefully: low level discounts only increased the revenue by $1,554 of the total $1,6M.

💡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.)

Sum of Gross Sales by Segment



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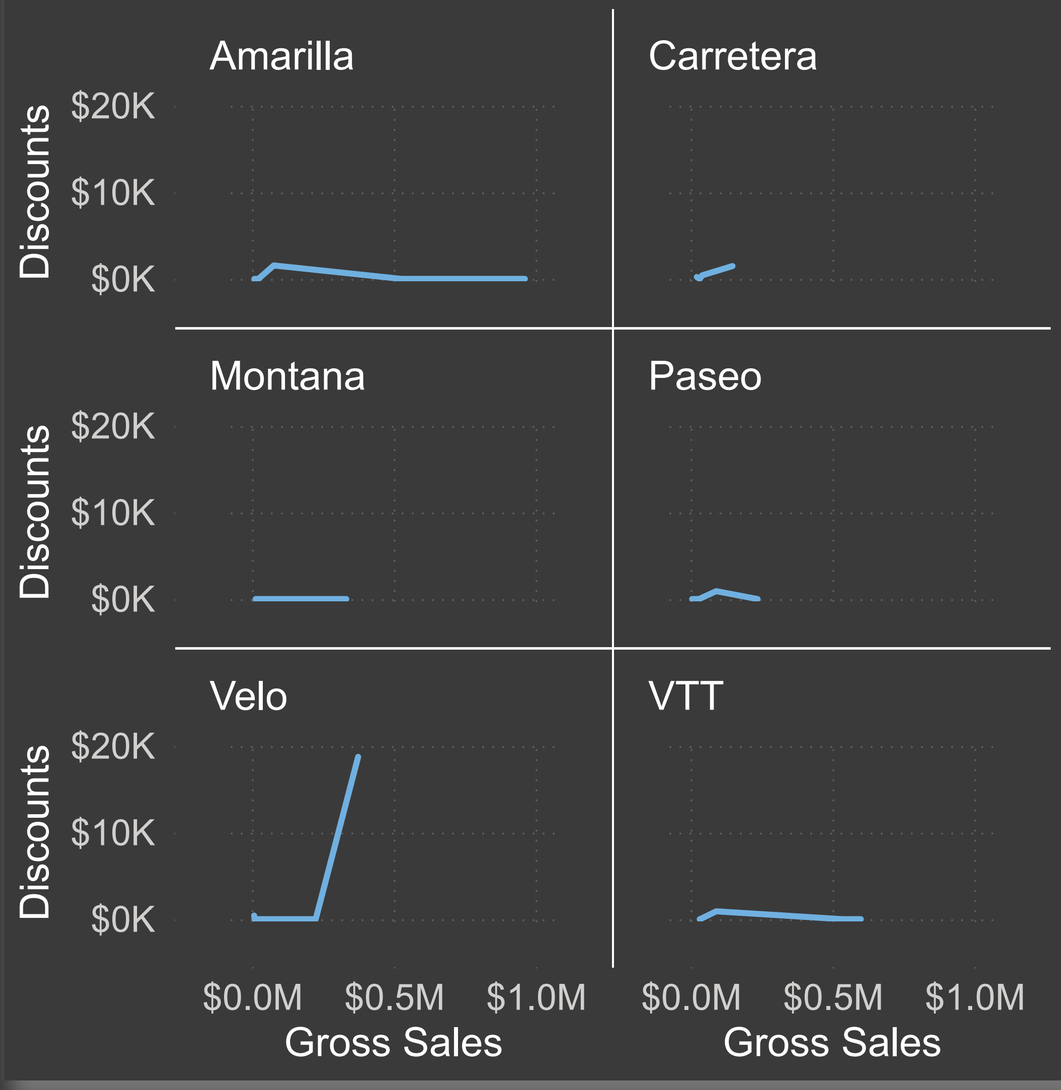
Overview | Sales Insights

Tell me more | Overall Data Insights

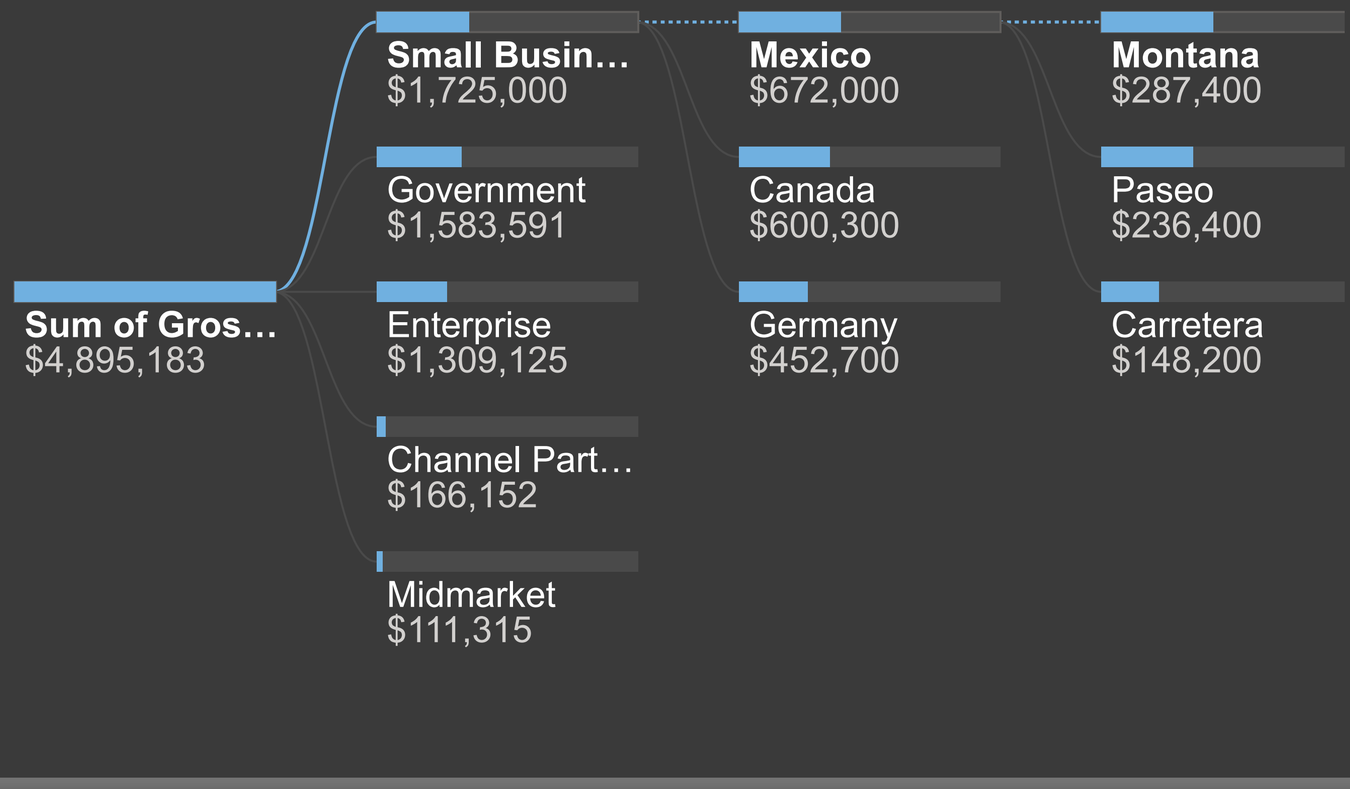
Sum of Discounts by Gross Sales and Product



Segment × Small Business

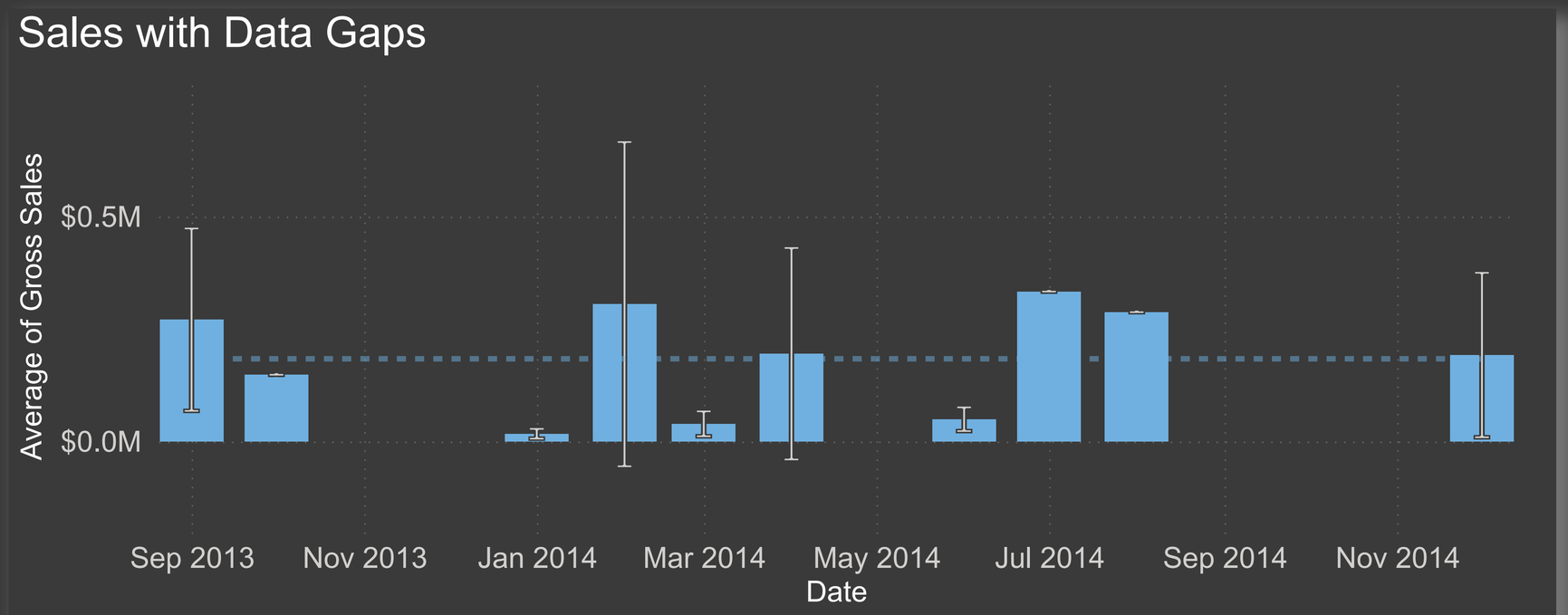
Country × Mexico

Product



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.



Total Gross Sales (impacted by incomplete regional data):

$4.9M