

Introduction

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The provided dataset is a comprehensive financial sales record that captures transactional data across different countries and market segments. It includes detailed information such as the **type of market segment** (e.g., Government, Midmarket), **country of sale**, and **product name**. Key financial metrics like **units sold**, **manufacturing and sale prices**, **gross and net sales**, **discounts**, **cost of goods sold (COGS)**, and **profit** are also included, offering a clear picture of the revenue and profitability associated with each transaction. Additionally, the dataset is timestamped with **dates**, along with **month** and **year** fields, which allow for time-based analysis. This structured data can be effectively used for analyzing business performance trends, identifying high-performing markets and products, and making informed strategic decisions.

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You said:

1.13M

Sum of Units Sold

16.89M

Sum of Profit

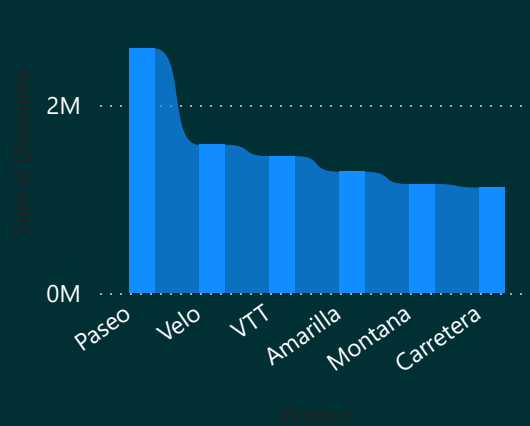
9.21M

Sum of Discounts

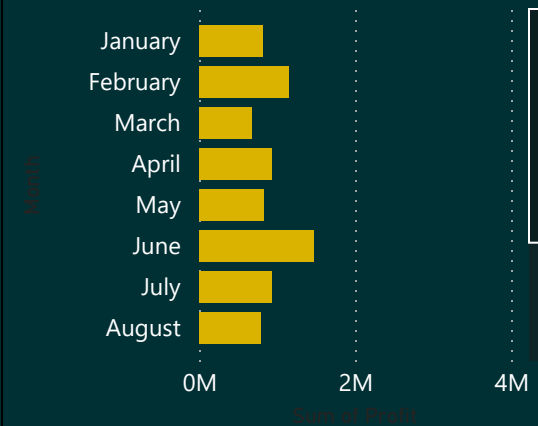
118.73M

Sum of Sales

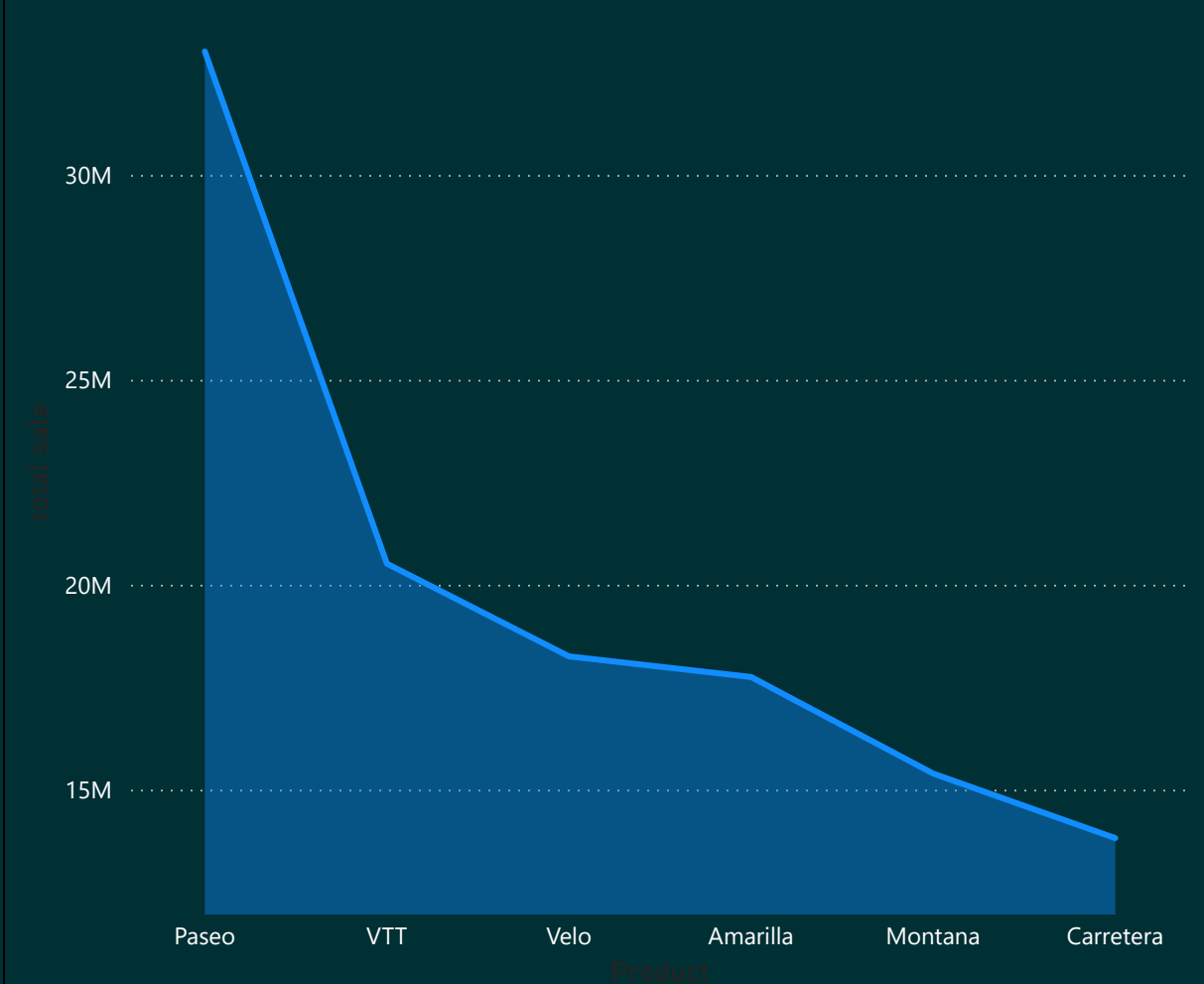
Sum of Discounts by Product



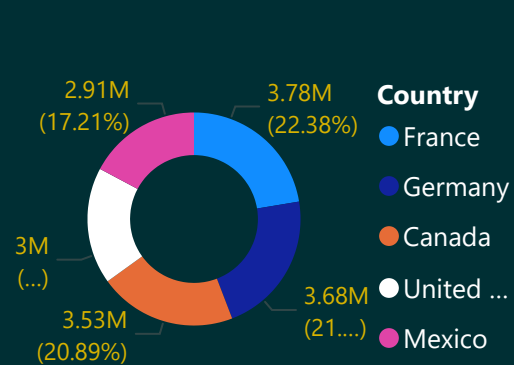
Sum of Profit by Month



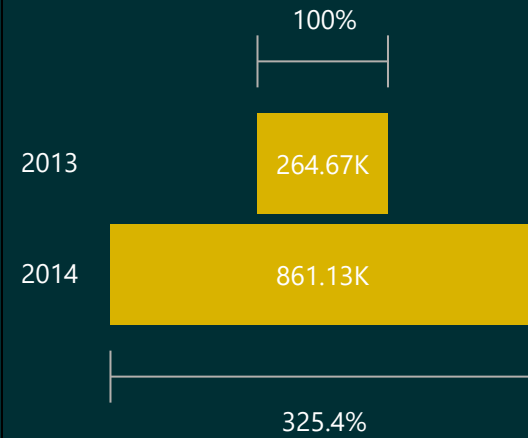
total sale by Product



Sum of Profit by Country



Sum of Units Sold by Year



Conclusion

The dashboard presents a detailed financial performance overview, reflecting key insights into sales, profitability, and product-wise trends. Overall, the business has shown strong performance with a **total sales revenue of 118.73 million**, from which it achieved a **net profit of 16.89 million**. This was driven by the sale of **over 1.13 million units**, although **9.21 million** was given away as discounts, indicating a significant use of promotional strategies to drive sales.

From a **product perspective**, **Paseo** emerged as the top-selling product, contributing the highest to both **total sales and discounts**. This implies that while Paseo performed well in terms of revenue, it was also heavily reliant on discounts, potentially affecting its overall profit margin. Other products like **VTT**, **Velo**, and **Amarilla** also contributed significantly, though at lower sales volumes. On the other hand, **Carretera** showed the least performance both in sales and discount application.

Looking at **monthly profit distribution**, the months of **June and July** stood out with the highest profit margins, each contributing close to 4 million in profit. This indicates possible seasonal trends or marketing campaigns that were highly effective during this period. **January and April**, however, reflected the lowest profits, suggesting either lower demand or inefficiencies during those months.

The analysis by **country** shows that **Germany** led in terms of profit generation, contributing **22.38% of total profit**, followed by **Mexico (21.1%)**, **Canada**, **United States**, and **France**. This reflects a balanced distribution of revenue across multiple regions, indicating a diversified market presence.

In terms of **yearly growth**, the comparison between **2013 and 2014** shows a significant increase in performance. The number of units sold in 2014 (**861.13K**) was more than three times that of 2013 (**264.67K**), highlighting a rapid expansion or improved sales strategies implemented during that year.

In conclusion, the business demonstrates robust financial health, especially in 2014, driven by a few high-performing products and strong international market contributions. However, the heavy reliance on discounts, particularly for top products like Paseo, should be evaluated to ensure long-term profitability. The seasonal trend in profits also suggests opportunities to focus on boosting performance during traditionally weaker months.