

# Financial Analysis Case

## Company Overview

The company is a multinational organization operating across diverse global markets, offering a wide range of consumer and business-focused products. It serves multiple customer segments, including **Government, Small Business, Enterprise, Midmarket, and Channel Partners**, ensuring a balanced and diversified revenue stream.

With a strong presence in key regions such as **the United States, Canada, France, Germany, and Mexico**, the company focuses on delivering high-quality products while maintaining competitive pricing strategies. The organization emphasizes data-driven decision-making, leveraging advanced analytics tools like **Power BI** to monitor sales performance, profitability, customer segmentation, and geographic trends.

The company's product portfolio—featuring high-performing products such as **Paseo, VTT, Velo, Amarilla, Montana, and Carretera**—is designed to meet varying customer needs while sustaining consistent revenue growth and healthy profit margins.

## Purpose of the Report

The primary purpose of this financial report is to provide a **comprehensive analysis of the company's sales and profitability performance for the years 2013 and 2014**. The report aims to transform raw financial data into actionable insights that support strategic and operational decision-making.

Specifically, this report seeks to:

- Evaluate overall **sales, profit, discounts, and profit margins**
- Identify **top-performing products and customer segments**
- Analyze **monthly sales trends and year-over-year performance**
- Assess **geographical contribution to total sales**
- Highlight key business insights, risks, and growth opportunities

By presenting these insights through interactive visualizations and structured analysis, the report enables stakeholders to better understand financial performance, optimize resource allocation, and formulate data-driven strategies to improve future business outcomes.