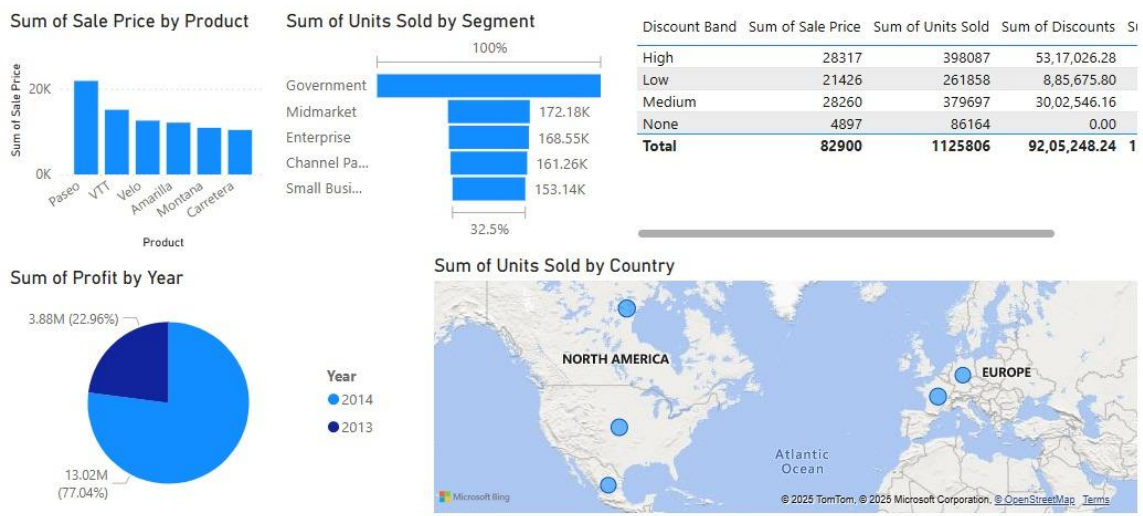


Date: 10-11-2025



Business Performance Dashboard

Insights:

Sum of Sale Price by Product

- Paseo has the highest total sale price among all products.
- Other products include VTT, Velo, Amarilla, Montana, and Carretera, with decreasing sale price values.
- Indicates Paseo is the most valuable product in terms of revenue generation.

Sum of Units Sold by Segment

- Government segment leads with the highest number of units sold.
- Followed by Midmarket, Enterprise, Channel Partner, and Small Business.
- Suggests strong demand from public sector buyers.

Sum of Profit by Year

- 2014 accounts for 77.04% of total profit (13.02M), showing significant growth.
- 2013 contributes 22.96% (3.88M), indicating a major year-over-year increase.
- Reflects successful business expansion or improved profitability in 2014.

Sum of Units Sold by Country

- Sales are concentrated in North America and Europe, as shown on the map.
- These regions are key markets for product distribution.

Sales Summary Table by Discount Band

Discount Band	Sum of Sale Price	Sum of Units Sold	Sum of Discounts
High	28,317 398,087	5,317,026.28	
Low	21,426 261,858	885,675.80	
Medium	28,260 379,697	3,002,546.16	
None	4,897 86,164	0.00	
Total	82,900 1,125,806	9,205,248.24	

- High Discount Band drives the most units sold and highest discount value.
- Medium Band closely follows in both sales and discounts.
- No Discount Band has the lowest figures, confirming the impact of promotional pricing.