

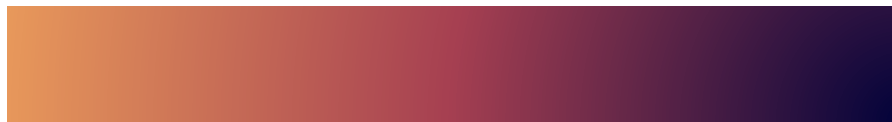


# COMPANY FINANCIAL DASHBOARD

# EFFECTIVE VISUAL TECHNIQUES

## Key Financial Summary

- The dashboard's header highlights two main figures:
- **Total Sales:** \$118.73M.
- **Total Profit:** \$17.67M.
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- **Sales and Profit Trends Over Time**
- The dashboard shows the sum of sales and profit by quarter and year.
- **Sales:** The total sum of sales fluctuated, with a low of \$19M in Q1 2014 and a high of \$30M in Q4 2014.
- **Profit:** Profit remained relatively stable, hovering around \$3M for most of the quarters shown, and reaching \$5M in the last quarter of 2014.



# EFFECTIVE VISUAL TECHNIQUES

## Sales Performance by Country and Segment

This section breaks down sales by country and customer segment. The segments are

**Channel Partners, Enterprise, Government, Midmarket, and Small Business.**

- **Top-Performing Country (Total Sales):** The United States of America had the highest total sales at \$25.2M, with the Small Business segment contributing the most at \$11.5M.
- **Other Countries by Total Sales (Descending Order):**
  - **France:** \$24M total sales, with Government being the top segment at \$12.1M.
  - **Canada:** \$21.5M total sales, with the Small Business segment leading at \$10.7M.
  - **Germany:** \$19.4M total sales, with the Government segment at \$11.5M.
  - **Mexico:** \$17.6M total sales, with the Small Business segment at \$9.8M.

# EFFECTIVE VISUAL TECHNIQUES

## Sales vs. Profit by Country

A scatter plot compares the sum of sales and the sum of profit for each country.

1. The

**United States of America** and **France** have the highest sales and profit numbers.

1. **Canada** and **Germany** have moderate sales and profits.

2. **Mexico** has the lowest sales and profit



THANK YOU

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