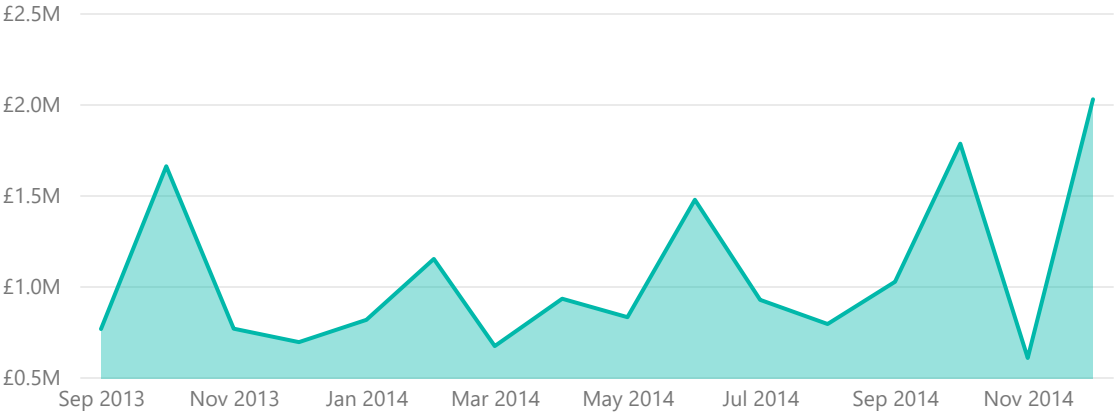


Sales  
**£118.73M**

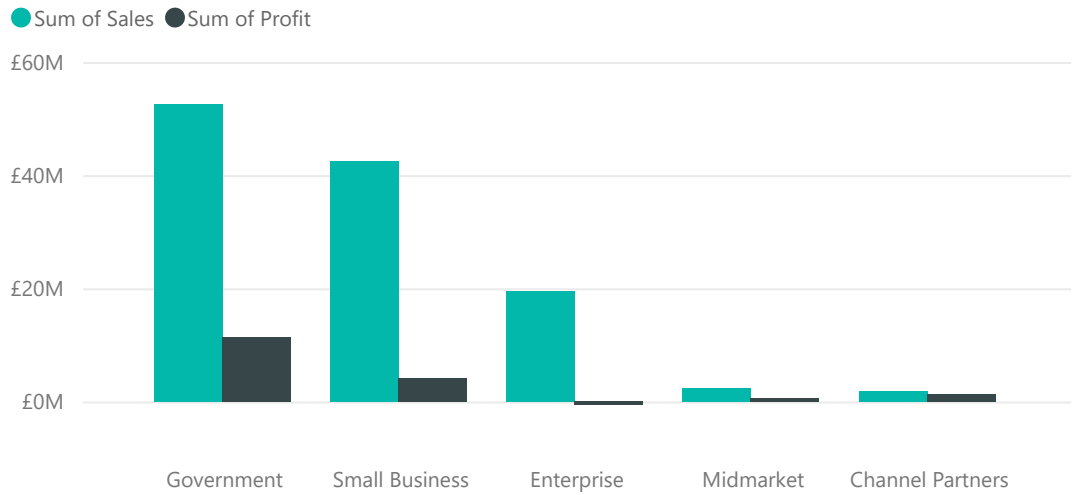
Profit  
**£16.89M**

Units Sold  
**1.13M**

Profit Trend by Month



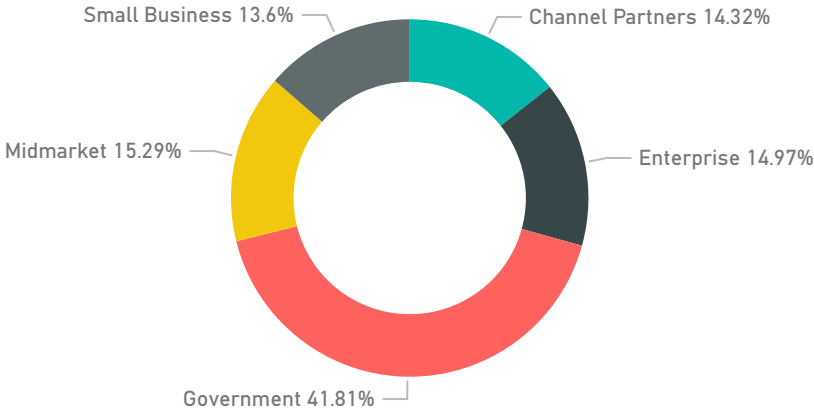
Total Sales and Total Profit by Segment



Enterprise is the only segment operating at a net loss - £614k  
The biggest discrepancy between Sales and Profit is also Enterprise, implying the cost to produce is too high, resulting in a loss

Highest peak last month (Dec 2014) following lowest trough the month before (Nov 2014).  
Graph suggests patterns of ups and downs - can predict profit to drop next month

Total Units Sold by Segment



Small Businesses earn the second highest amount of profit despite only having 13.6% of total units sold. Enterprise, Midmarket and Channel Partners sell more units but have much lower sales and profit.