

Sales

£118.73M

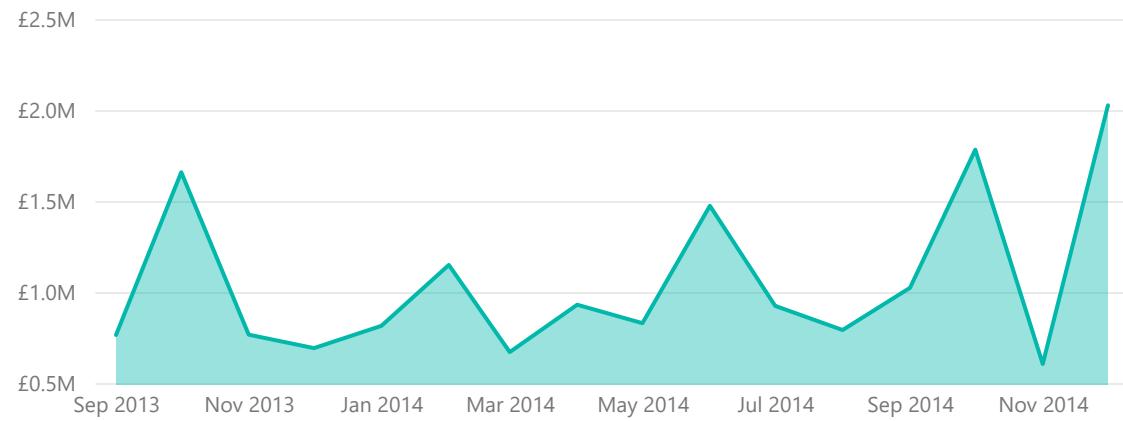
Profit

£16.89M

Units Sold

1.13M

Profit Trend by Month

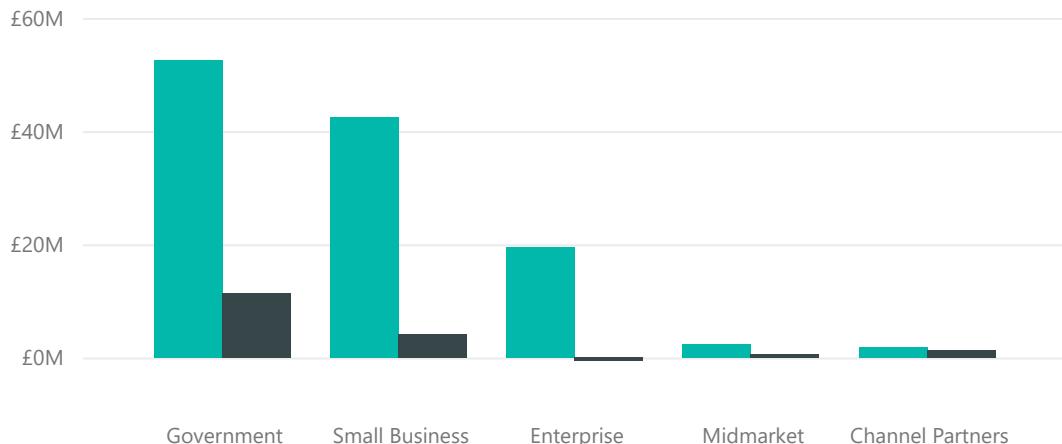


Highest peak last month (Dec 2014) following lowest trough the month before (Nov 2014). Graph suggests patterns of ups and downs - can predict profit to drop next month

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.

Total Sales and Total Profit by Segment

● Sum of Sales ● Sum of Profit



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

Total Units Sold by Segment

