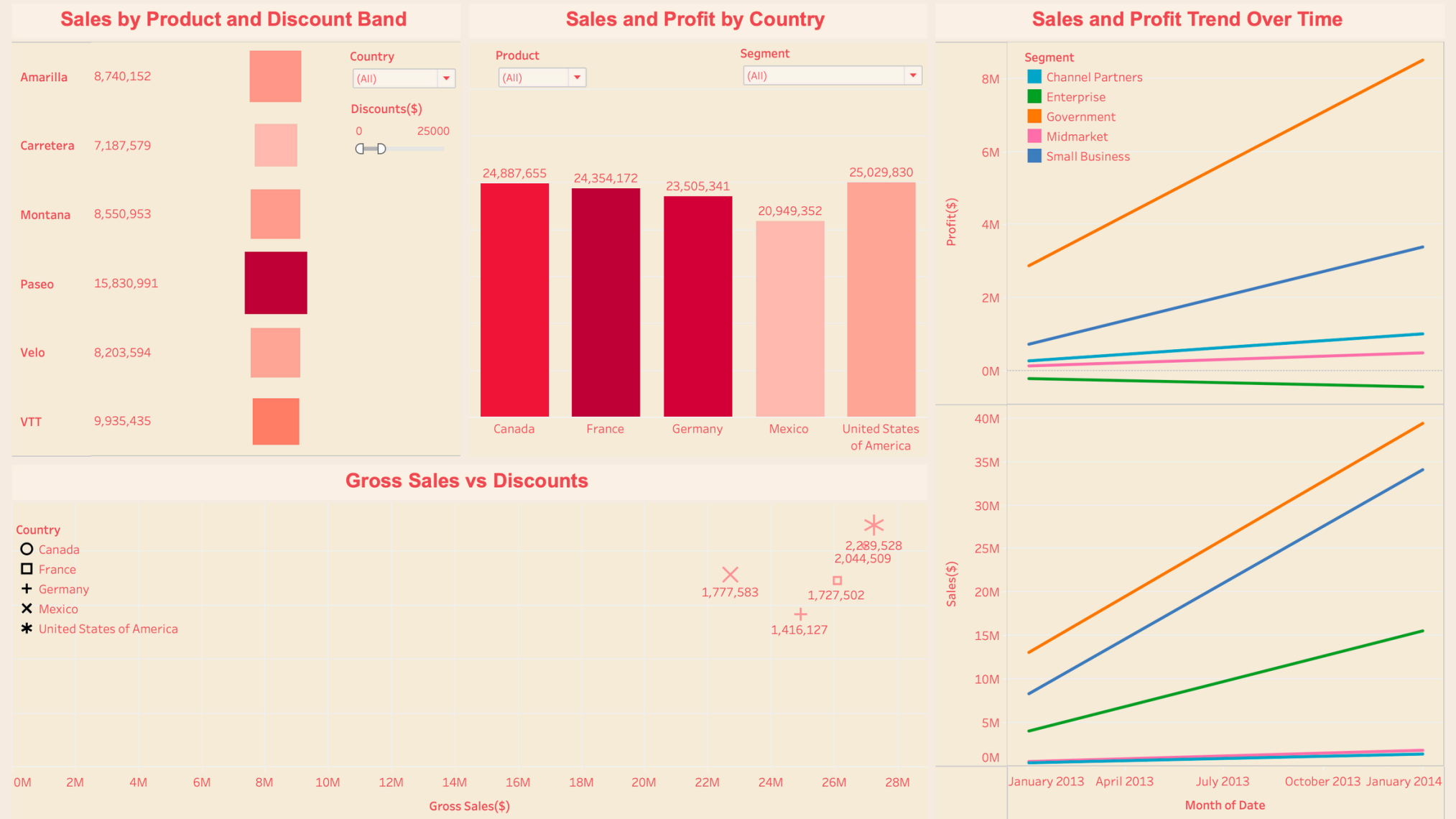


PROJECT 1

FINANCIAL ANALYSIS DASHBOARD



ANALYSIS

**TOP PRODUCT: PASEO IS THE HIGHEST-SELLING PRODUCT WITH 15.83M IN SALES.
LOWEST: CARRETERA HAS THE LOWEST SALES AT 7.19 M.**

**TOP PERFORMER: UNITED STATES OF AMERICA LEADS IN SALES (~25.03M), FOLLOWED CLOSELY BY CANADA AND FRANCE.
MEXICO HAS THE LOWEST SALES AMONG THE LISTED COUNTRIES (~20.95M).**

INSIGHT: THE USA SHOWS THE HIGHEST SALES AND POSSIBLY BETTER MARGINS, WHILE MEXICO MAY NEED A TARGETED STRATEGY TO IMPROVE PERFORMANCE.

SEGMENT-WISE PROFIT AND SALES TRENDS FROM JAN 2013 TO JAN 2014 SHOW:

ENTERPRISE AND MIDMARKET SEGMENTS ARE THE BEST PERFORMERS IN BOTH SALES AND PROFIT GROWTH.

GOVERNMENT REMAINS FLAT - NO SIGNIFICANT GROWTH OR LOSS.

SMALL BUSINESS AND CHANNEL PARTNERS SHOW MODERATE BUT CONSISTENT GROWTH.

INSIGHT: GOVERNMENT SEGMENT MAY NEED RE-EVALUATION - STAGNANT GROWTH COULD SIGNAL MISALIGNMENT OR MISSED OPPORTUNITIES.

USA SHOWS HIGH GROSS SALES (~27M) BUT ALSO HIGH DISCOUNTS (~2.3M), WHICH MAY INDICATE AGGRESSIVE DISCOUNT STRATEGIES.

GERMANY AND MEXICO SHOW SIMILAR DISCOUNT LEVELS BUT DIFFERENT SALES VOLUMES.

INSIGHT: THE TRADE-OFF BETWEEN SALES AND DISCOUNTING NEEDS ANALYSIS - HIGH DISCOUNTS MAY NOT ALWAYS YIELD PROPORTIONATE SALES INCREASES.

NEXT STEPS

Products like Paseo show high sales but deep discounts – analyze margins to ensure profitability isn't compromised.

Mexico and Germany lag behind despite similar discounting – consider targeted marketing or product strategy shifts.

- Double down on Enterprise and Midmarket where growth is steady and rising.
- Reassess Government segment investment.

Consider segment-based pricing/discount strategies, especially for high-volume countries.