

Noel Systems

Revenue Operations & Business Intelligence

Quarterly Sales Performance Review

Executive Dashboard | FY2024 - FY2025 | Prepared for Leadership Review

Two-year revenue trend across regions and product lines, compiled from CRM and billing data.

Executive Summary

FY2024-FY2025 performance at a glance

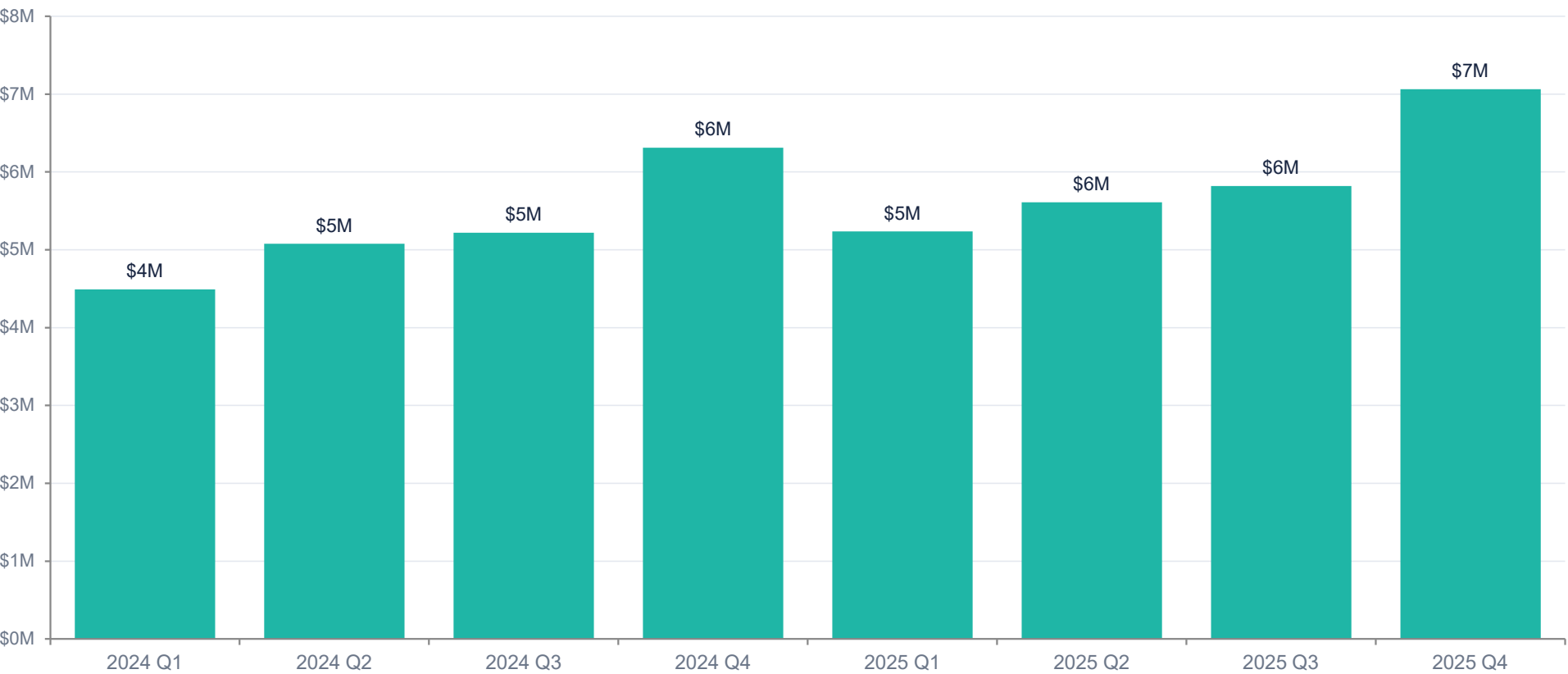


What the data shows

- Revenue grew every quarter except a seasonal step-down entering 2025 Q1, consistent with Q4 budget-flush patterns seen across enterprise buyers.
- North America remains the largest region at 38% of 2025 Q4 revenue, with Europe accelerating fastest among the four regions this year.
- Hardware leads the product mix, but Software carries the strongest gross margin and is the segment worth watching for continued mix shift.
- Gross margin has held in a tight 54.5%-55.9% band all eight quarters, signaling pricing and cost discipline through the growth period.

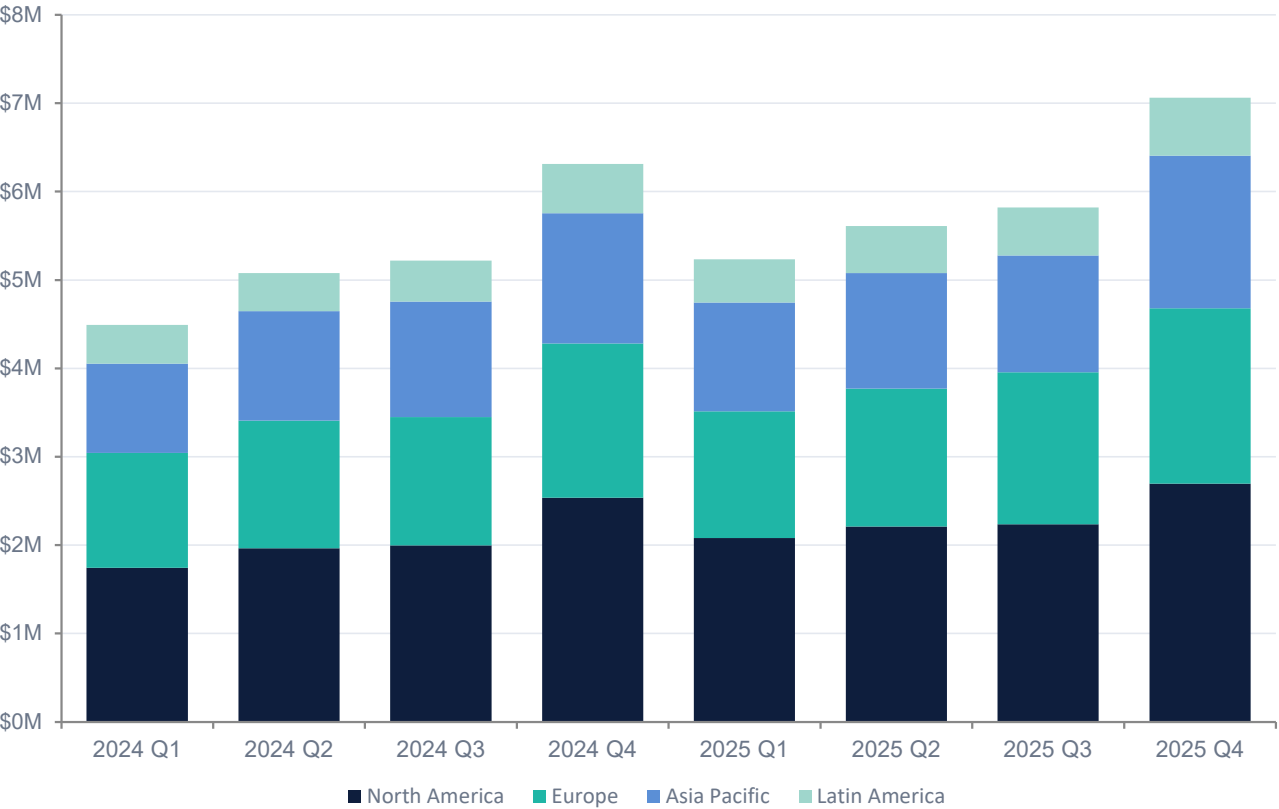
Revenue Trend by Quarter

Total company revenue, 2024 Q1 - 2025 Q4 (\$)



Revenue by Region

Quarterly revenue contribution across four regions (\$)



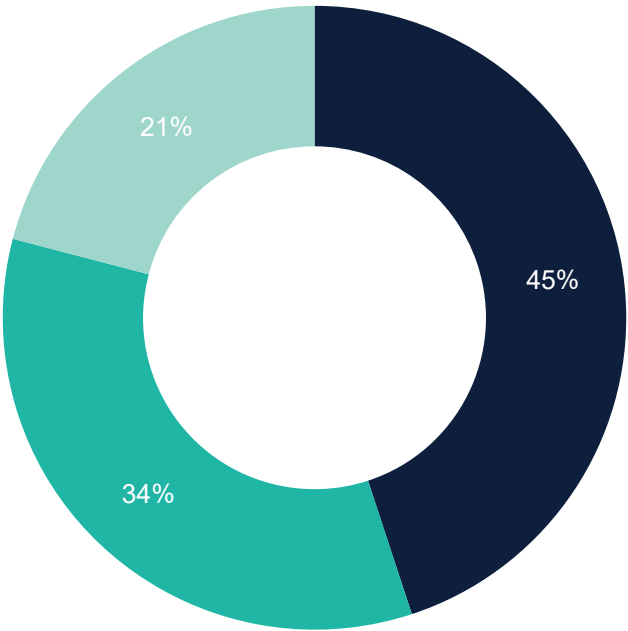
2025 Q4 SHARE

- North America 38%
- Europe 28%
- Asia Pacific 24%
- Latin America 9%

Europe grew fastest year over year, up 13.7% from 2024 Q4 to 2025 Q4, outpacing North America's 6.2% gain.

Revenue Mix by Product Line

2025 Q4 revenue composition (\$7.06M total)



■ Hardware ■ Software ■ Services

MARGIN CONTEXT BY LINE

● Hardware

Largest revenue base; thinnest margins given component and logistics costs.

● Software

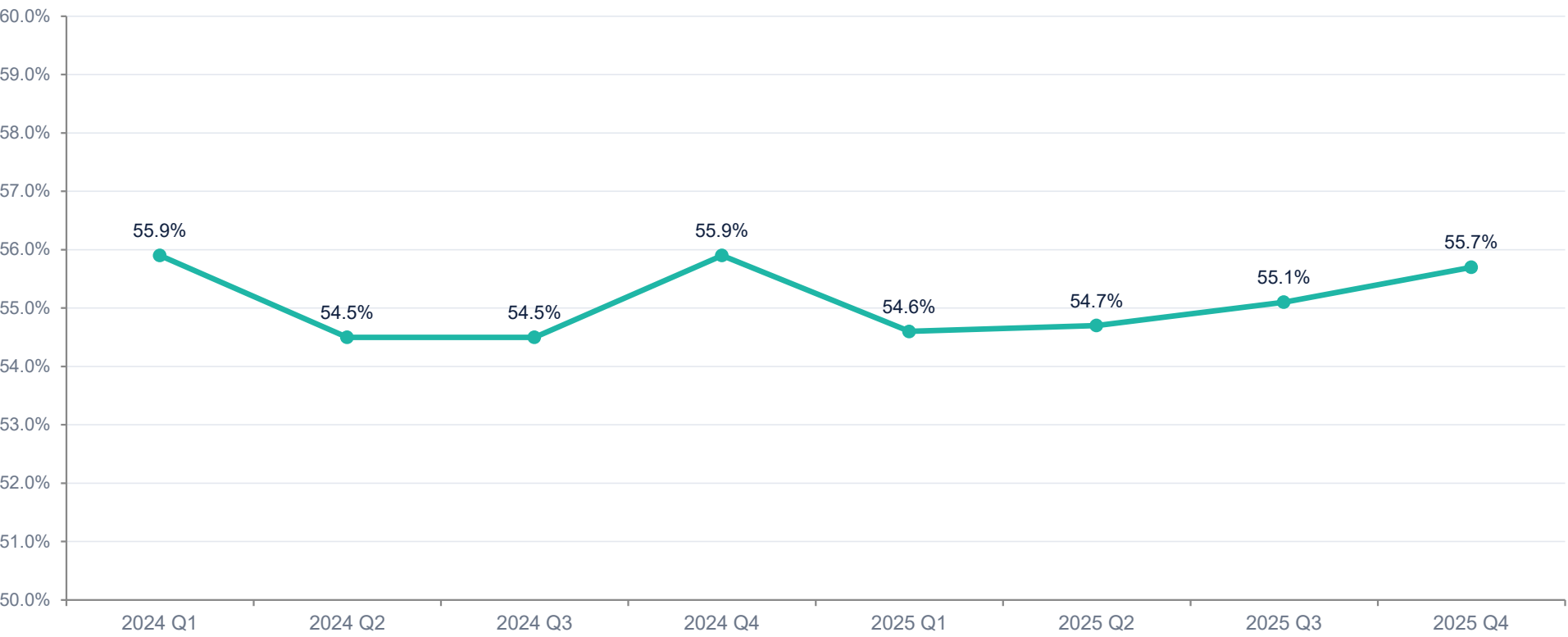
Smallest COGS share of the three lines; the best margin performer to lean into.

● Services

Steady, moderate-margin line that scales with the installed customer base.

Gross Margin Trend

Company-wide gross margin, 2024 Q1 - 2025 Q4 (%)



Where We Go From Here

Recommended focus areas for next quarter

- ✓ Double down on Europe's momentum with dedicated pipeline coverage; it is the fastest-growing region two years running.
- ✓ Protect Software's margin advantage as the mix shifts, it is the most profitable dollar of revenue the company generates.
- ✓ Investigate the 2025 Q1 seasonal dip and build a smoother renewal cadence to reduce reliance on Q4 budget flush.
- ✓ Extend this reporting cadence into a live Power BI dashboard so leadership can self-serve the same views monthly.