

Sales Analysis and Customer Insights

1. **Total Customer Count:** 122

2. **Total Sales:** \$9,604,190.61

3. **Total Sales and Orders by Year:**

Order Year	Order Count	Total Sales
2003	1052	\$3,317,348.39
2004	1421	\$4,515,905.51
2005	523	\$1,770,936.71

4. **Top 5 Customers with the Most Orders:**

Customer Number	Customer Name	Order count
141	Euro+ Shopping Channel	259
124	Mini Gifts Distributors Ltd.	180
114	Australian Collectors, Co.	55
119	La Rochelle Gifts	53
187	AV Stores, Co.	51

5. Bottom 5 Customers with the Least Orders:

Customer Number	Customer Name	Order count
219	Boards & Toys Co.	3
103	Atelier graphique	7
473	Frau da Collezione	8
381	Royale Belge	8
198	Auto-Moto Classics Inc.	8

6. Top 5 Customers with the Most Sales:

Customer Number	Customer Name	Total sales
141	Euro+ Shopping Channel	\$820,689.54
124	Mini Gifts Distributors Ltd.	\$591,827.34
114	Australian Collectors, Co.	\$180,585.07
151	Muscle Machine Inc	\$177,913.95
119	La Rochelle Gifts	\$158,573.12

7. Bottom 5 Customers with the Least Sales:

Customer Number	Customer Name	Total sales
219	Boards & Toys Co.	\$7,918.60
198	Auto-Moto Classics Inc.	\$21,554.26
103	Atelier graphique	\$22,314.36
473	Frau da Collezione	\$25,358.32
381	Royale Belge	\$29,217.18

8. Count of Orders by Status:

Status	Order Count
Shipped	303
Resolved	4
Cancelled	6
On Hold	4
Disputed	3
In Process	6

9. Customers Who Cancelled Orders:

Customer Name	Order Number	Status
Scandinavian Gift Ideas	10167	Cancelled
Kelly's Gift Shop	10179	Cancelled
Land of Toys Inc.	10248	Cancelled
UK Collectables, Ltd.	10253	Cancelled
GiftsForHim.com	10260	Cancelled
Euro+ Shopping Channel	10262	Cancelled

10. Transaction Analysis by Year:

Order Year	Customer Transactions	Total Transactions
2003	111	1052
2004	151	1421
2005	64	523
Total	326	2996

11. Total Amount Paid by Customers: \$8,853,839.23

12. Total Payment by Year:

Payment year	Total Amount Paid
2004	\$4,313,328.25
2003	\$3,250,217.70
2005	\$1,290,293.28

13. Top 5 Customers Who Paid the Most:

Customer Number	Total Payment
141	\$715,738.98
124	\$584,188.24
114	\$180,585.07
151	\$177,913.95
148	\$156,251.03

14. Bottom 5 Customers Who Paid the Least:

Customer Number	Total payment
219	\$7,918.60
198	\$21,554.26
103	\$22,314.36
473	\$25,358.32
381	\$29,217.18

15. Count of Products by Product Line:

Product Line	Total Product Count
Classic Cars	38
Motorcycles	13
Planes	12
Ships	9
Trains	3
Trucks and Buses	11
Vintage Cars	24

16. Total sales by product line each year:

Order Year	Sub-Category	Total sales
2003	Vintage Cars	619161.48
2003	Classic Cars	1374832.22
2003	Trucks and Buses	376657.12
2003	Trains	65822.05
2003	Ships	222182.08
2003	Planes	309784.20
2003	Motorcycles	348909.24
2004	Classic Cars	1763136.73
2004	Vintage Cars	854551.85
2004	Trains	96285.53
2004	Ships	337326.10
2004	Planes	471971.46
2004	Motorcycles	527243.84
2004	Trucks and Buses	465390.00
2005	Motorcycles	245273.04

2005	Classic Cars	715953.54
2005	Vintage Cars	323846.30
2005	Trucks and Buses	182066.45
2005	Trains	26425.34
2005	Ships	104490.16
2005	Planes	172881.88

17. Total Profit: 3825880.25

18. Total Profit by Year:

Order Year	Total Profit
2003	1320622.94
2004	1809381.14
2005	695876.17

19. Top 5 Selling Products with Their Total Quantity and Sales:

Product Code	Product Name	Total Quantity Order	Total sales
S18_3232	1992 Ferrari 360 Spider red	1808	276839.98
S18_1342	1937 Lincoln Berline	1111	102563.52
S700_4002	American Airlines: MD-11S	1085	71753.93
S18_3856	1941 Chevrolet Special Deluxe Cabriolet	1076	102537.45
S50_1341	1930 Buick Marquette Phaeton	1074	41599.24

20. Bottom 5 Selling Products:

Product Code	Product Name	Total Quantity Order	Total sales
S18_4933	1957 Ford Thunderbird	767	50101.57
S24_1046	1970 Chevy Chevelle SS 454	803	53236.67
S24_3969	1936 Mercedes Benz 500k Roadster	824	29763.39
S18_2248	1911 Ford Town Car	832	45306.77
S18_2870	1999 Indy 500 Monte Carlo SS	885	100770.12

21. Top 5 Profit Making Products:

Product code	Product name	Total profit
S18_3232	1992 Ferrari 360 Spider red	135996.78
S10_1949	1952 Alpine Renault 1300	95282.58
S12_1108	2001 Ferrari Enzo	93349.65
S10_4698	2003 Harley-Davidson Eagle Drag Bike	81031.30
S12_1099	1968 Ford Mustang	72579.26

22. Bottom 5 Products in Making Profits:

Product Code	Product Name	Total profit
S24_1937	1939 Chevrolet Deluxe Coupe	6904.85
S72_1253	Boeing X-32A JSF	11233.33
S32_2206	1982 Ducati 996 R	11397.92
S24_3969	1936 Mercedes Benz 500k Roadster	11841.39
S50_1341	1930 Buick Marquette Phaeton	12536.80

Report

Customer Behavior: The company's top 5 customers with the most orders and highest sales are critical accounts, driving significant revenue. Special attention should be given to maintaining strong relationships with these key customers for sustained business growth.

Sales Patterns: Total sales exhibited a notable increase from 2003 to 2004, followed by a slight decline in 2005. Identifying the contributing factors to these fluctuations will aid in developing strategies for consistent sales growth.

Customer Payments: While most customers made substantial payments, a few customers made comparatively smaller payments. Investigating the underlying reasons behind this variance can enhance customer retention and satisfaction efforts.

Product Performance: Classic Cars and Motorcycles have emerged as popular product lines, contributing significantly to overall sales. Exploring additional opportunities within these product categories can help capitalize on their existing popularity.

Cancelled Orders: Analyzing the reasons behind cancelled orders, particularly for customers with a history of frequent cancellations, can unveil potential improvements in order processing and customer service, leading to enhanced customer satisfaction.

Profit Analysis: Identifying the top and bottom-performing products in terms of profitability will enable the company to focus on product lines that yield higher returns. This analysis can guide product development and marketing strategies to enhance overall profitability.

Sales Performance by Year: The company experienced a peak in total profit in 2004, with November being the top sales month for both 2003 and 2004. Recognizing the significance of seasonal patterns can assist in optimizing marketing strategies during peak sales periods.

Product Line Contribution: Classic Cars played a pivotal role in the company's revenue, outperforming other product lines significantly. Analyzing product line contributions can inform strategic decisions regarding resource allocation and product development initiatives.

Regional Sales Analysis: The United States (USA) emerged as the leading market for the company, generating the highest sales among all operating countries. Understanding the driving factors behind this success can guide expansion efforts into other potential markets.

Order Fulfillment Efficiency: Maintaining a high level of order fulfillment efficiency is crucial for ensuring customer satisfaction and loyalty. The company should continue to prioritize effective logistics and order processing to sustain high customer satisfaction levels.

Product Performance Analysis: Analyzing factors contributing to the success of the top-selling product, the Ferrari 360 Spider Red, and addressing challenges faced by underperforming products, such as the Chevrolet Deluxe Coupe, can guide product development and marketing strategies to maximize overall sales and profitability.

Conclusion

1. **Customer Engagement:** Strong relationships with key customers are vital for sustained business growth. Special attention should be given to maintaining these accounts and providing exceptional customer service.
2. **Sales Strategy:** Understanding the seasonal patterns and factors influencing sales fluctuations is essential for developing stable and consistent sales growth strategies.
3. **Customer Retention:** Analyzing customer payment patterns and addressing discrepancies can improve customer retention and overall satisfaction.
4. **Product Focus:** The success of product lines like Classic Cars and Motorcycles suggests the potential for further exploration and development within these categories to maximize sales opportunities.
5. **Operational Efficiency:** Enhancing order processing and minimizing cancellations can significantly improve operational efficiency and customer satisfaction.
6. **Profit Maximization:** Focusing on top-performing products while addressing underperforming ones can contribute to enhanced overall profitability.
7. **Market Expansion:** Given the success in the United States market, the company should consider replicating the strategies that led to success in other potential markets.
8. **Logistics Optimization:** Maintaining a high level of order fulfillment efficiency is crucial for maintaining customer satisfaction and loyalty.
9. **Product Development:** Analyzing the factors driving the success of the top-selling product and addressing challenges faced by underperforming products can guide future product development and marketing strategies.