Frictional Retail Sales Analysis | Overview

Total Sales 🟡 0.0% (vs PM)
9.76M

Total Profit 🟡 0.0% (vs PM)
1.69M

Qty Sold 🟡 0.0% (vs PM)
96K

Profit % 🟡 0.0% (vs PM)
17%

Sales by Region

- EMEA: 4979K
- NA: 3580K
- APAC: 746K
- Japan: 455K

Current vs Last Year Sales_performance

Legend: ● Total Sales ● SMLY

	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Total Sales	2254K	2048K	1759K	3699K
SMLY	1236K	1329K	1759K	3699K

Top 3 Category by Sales

Legend: ● Classic Cars ● Vintage Cars ● Trucks and Buses

- 1.1M (16%)
- 1.8M (27%)
- 3.8M (57%)

Monthly Sales Trend

Month	Sales
January	762K
February	756K
March	736K
April	669K
May	924K
June	455K
July	515K
August	659K
September	585K
October	1001K
November	2089K
December	609K

QOQ% Growth

Qtr 1	Qtr 2	Qtr 3	Qtr 4
-39.1%	-9.1%	-14.1%	110.3%

Frictional Retail Sales Analysis | Product Insights

| Total Sales	Total Profit	Qty Sold	Profit %
🟡 0.0% (vs PM)	🟡 0.0% (vs PM)	🟡 0.0% (vs PM)	🟡 0.0% (vs PM)
9.76M	**1.69M**	**96K**	**17%**

Sales by Product Caterory

| Category	Sales
Classic Cars	3.8M
Vintage Cars	1.8M
Trucks and Buses	1.1M
Motorcycles	1.1M
Planes	1.0M
Ships	0.7M
Trains	0.2M

Caterory Contributiion by Profit

Category	Profit
Classic Cars	55%
Vintage Cars	14%
Motorcycles	11%
Trucks and Buses	11%
Planes	6%
Ships	2%
Trains	1%

Sales by Deal Size

🔵 Medium 🔵 Small 🔵 Large

- 1.3M (13%)
- 2.6M (26%)
- 5.9M (61%)

Profit by Deal Size

🔵 Medium 🔵 Large 🔵 Small

- 0.5M (32%)
- 1.1M (65%)
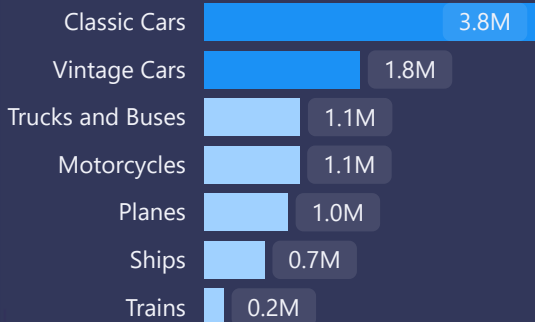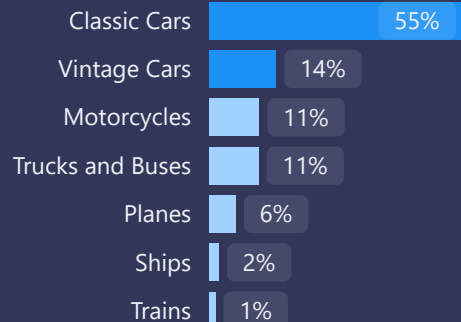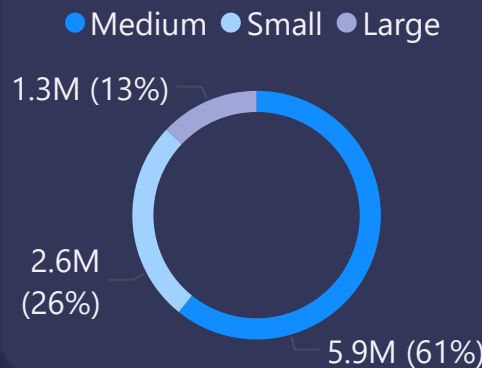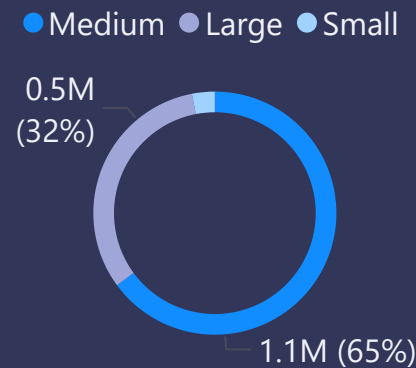
PRODUCTCODE	APAC	EMEA	Japan	NA	Total
S18_3232	5,206.07	67,420.08	4,054.69	33,541.55	**110,222.39**
S10_1949	8,381.47	34,257.86	10,974.14	36,301.76	**89,915.23**
S12_1108		42,060.24	6,928.90	28,525.68	**77,514.82**
S10_4698	11,173.27	28,921.60	2,723.40	31,571.91	**74,390.18**
S18_2238	2,697.90	25,001.80	2,132.95	28,491.30	**58,323.95**
S12_3891		22,528.71	7,438.67	27,074.73	**57,042.11**
Total	**45,909.55**	**327,085.78**	**42,121.38**	**245,757.58**	**660,874.29**

Top Product by Sales

Product	Sales
S18_3232	284K
S10_1949	180K
S12_1108	169K
S10_4698	158K
S18_2238	155K
S12_3891	145K
S18_1662	139K
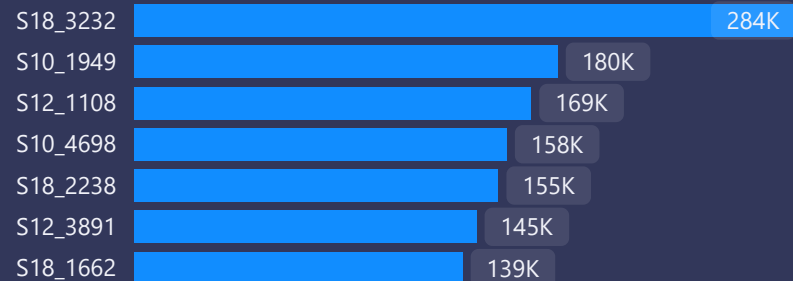
Frictional Retail Sales Analysis | Customers Performance

Total Sales 🟡 0.0% (vs PM)
9.76M

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Qty Sold 🟡 0.0% (vs PM)
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Profit % 🟡 0.0% (vs PM)
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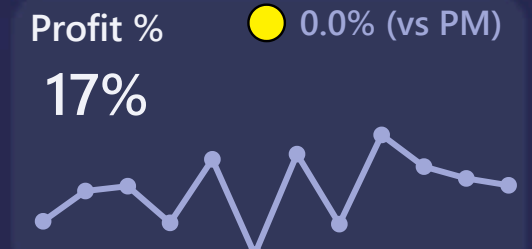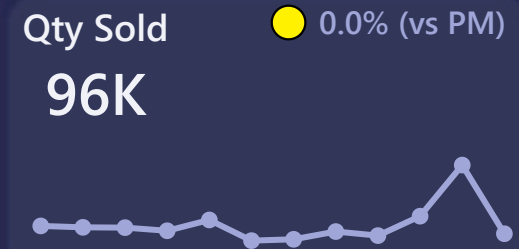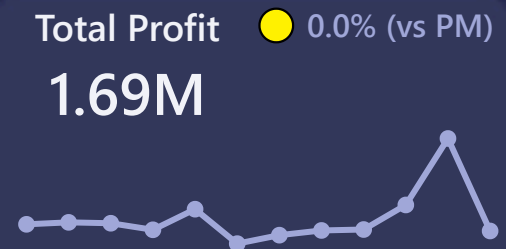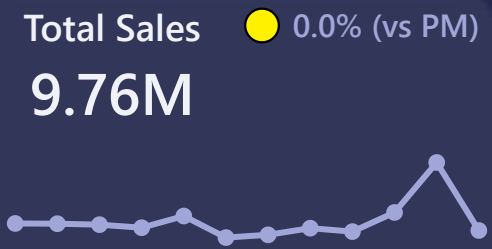
Top 10 Customers by sales

Customer	Sales
Euro Shopping Channel	912.29K
Mini Gifts Distributors Ltd.	654.86K
Australian Collectors, Co.	201K
Muscle Machine Inc	197.74K
La Rochelle Gifts	180.12K
Dragon Souveniers, Ltd.	172.99K
Land of Toys Inc.	164.07K
The Sharp Gifts Warehouse	160.01K
AV Stores, Co.	157.81K
Anna's Decorations, Ltd	154K

Customers by Region

● EMEA ● NA ● APAC ● Japan

221 (8%)
998 (36%)
1407 (51%)

Sales by Weekdays

● Weekday ● Weekend

0.8M (8%)
9.0M (92%)

Top 5 Country by Sales

Country	Sales
USA	3.4M
Spain	1.2M
France	1.1M
Australia	0.6M
UK	0.5M
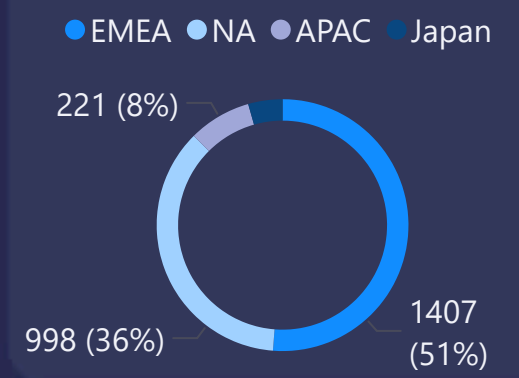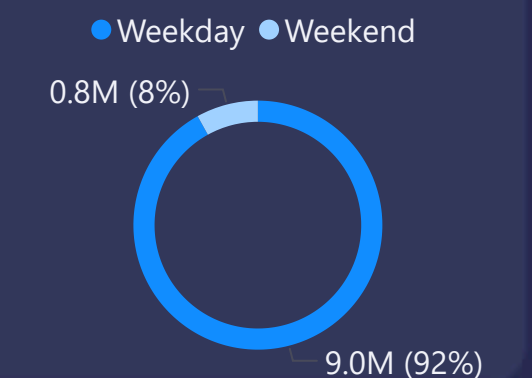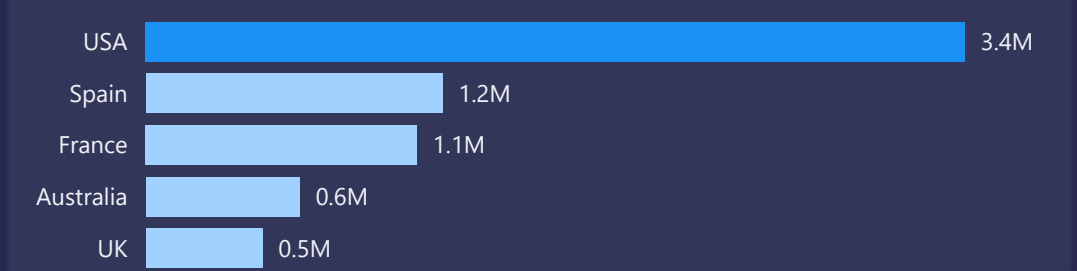
Key Insights

Top Regions: Region EMEA leads with $4.97M in sales which is over 50% of total revenue, followed by NA regions with $3.58M, while APAC and Japan lag significantly.

Top Product: Classic Cars generate the highest revenue ($3.8M, 57%), indicating a heavy reliance on one product category.

Profitable Deals: Large deals contribute 61% of sales and 65% of profit, proving to be the most profitable segment compared to small and medium deals.

Customer and Country Distribution: USA alone contributes $3.36M in sales, with a wide gap between it and the next top countries (Spain and France), highlighting a strong dependency on a few markets.

Seasonal Trends: Q4 and November show strong sales spikes (208K in November and 110.3% QoQ growth in Q4), suggesting seasonal factors significantly drive performance.

Recommendations

Expand Underperforming Regions: Focus marketing and sales efforts on APAC and Japan to diversify regional revenue streams and reduce dependency on EMEA and NA.

Product Expansion: Invest in promoting lower-performing categories like Trains, Ships, and Motorcycles to reduce reliance on Classic Cars and explore new revenue channels.

Key Deals: Allocate resources to acquiring and nurturing large deal clients, given their high contribution to both revenue and profit.

Time Strategy: Plan major campaigns and stock in Q4, especially around November, to maximize returns from seasonal demand spikes.