**Sales Performance Summary**

**1. Overall Sales**

* **Total number of unique orders:** 307
* **Total sales value:** $10,032,628.85
* **Average sales per order line:** $3,553.89
* **Total quantity of units sold:** 99,067
* **Average quantity per order line:** 35 units

**2. Top-Selling Products**

The following products generated the most revenue and sales volume:

1. **S18\_3232**
   * Total Sales: $288,245
   * Units Sold: 1,774
   * Number of Orders: 52
2. **S10\_1949**
   * Total Sales: $191,073
   * Units Sold: 961
   * Number of Orders: 28
3. **S10\_4698**
   * Total Sales: $170,401
   * Units Sold: 921
   * Number of Orders: 26

(Other leading products include S12\_1108, S18\_2238, S12\_3891, S24\_3856, and S12\_2823.)

**3. Sales by Country**

Top-performing countries by sales revenue:

1. **USA**
   * Total Sales: $3,627,983
   * Units Sold: 35,659
   * Orders: 112
2. **Spain**
   * Total Sales: $1,215,687
   * Units Sold: 12,429
   * Orders: 36
3. **France**
   * Total Sales: $1,110,917
   * Units Sold: 11,090
   * Orders: 37

(Australia, UK, and Italy are also key markets.)

**4. Sales Over Time**

* **Best-performing year:** 2004, with $4.7 million in sales and 144 orders.
* **Second best year:** 2003, with $3.5 million in sales and 104 orders.
* **2005** is much lower, likely due to incomplete data.
* **Peak months** include November and October, especially in 2003.

**5. Sales by Deal Size**

* **Medium deals** generate the highest total revenue ($6.09 million, 292 orders).
* **Small deals** follow with $2.64 million in revenue (287 orders).
* **Large deals** have the highest average sales per order line ($8,294), but are less common.

**Key Insights**

* The **USA, Spain, and France** are your most profitable markets.
* **Product S18\_3232** is the top-selling product.
* **Most revenue** comes from medium-sized deals, but large deals are most lucrative per transaction.
* Sales are strongest in **2004** and during **autumn months (October, November)**.