Summary Report

Overview

This report provides a summary of the key insights derived from the E-Commerce Sales Dashboard, which analyzes sales performance, product categories, and customer distribution. The data is sourced from eight interconnected tables, including customers, employees, orders, payments, and products.

Key Insights

1. Financial Performance

- **Total Sales:** $9.60M

- **Total Margin:** $3.83M

- **Margin Percentage:** 66.2%

- **KPI:** Sales in 2004 reached $0.28M, exceeding the goal of $0.24M (+19.9%).

2. Sales Trends

- Sales peaked in **2004** with **49K orders**, compared to **36K in 2003** and **20K in 2005**.

- Classic Cars contributed the most revenue (40.13%), followed by Vintage Cars (18.72%) and Motorcycles (11.68%).

3. Best & Least Selling Products

- **Top-Selling Product:** *1992 Ferrari 360 Spider Red* ($0.28M revenue).

- **Other Best Sellers:** *2001 Ferrari Enzo, 1952 Alpine Renault, 2003 Harley-Davidson, 1968 Ford Mustang*.

- **Least Selling Products:** *1982 Ducati 996 R, 1958 Chevy Corvette, 1992 Lamborghini Diablo* (each around $32K).

4. Customer & Geographic Distribution

- The dashboard includes a **Citywise Customers** map showing customer concentrations across **North America, Europe, and Asia**.

- Sales can be further segmented based on **year of operation, country, and employee performance**.

Conclusion

This dashboard provides valuable insights into sales performance, product demand, and customer distribution. The data-driven approach enables better decision-making for inventory management, sales strategies, and market expansion.