

ORDER_AND_SALES_DASHBOARD_Insights_Report

❖ High-Level Metrics

- Total Sales: \$9.6M - Strong overall sales performance.
- Profit Margin: 39.84% - High profitability level.
- Total Profit: \$3.83M - Reflects healthy business efficiency.
- Sales in 2004: \$0.43M - 54.97% above target (\$0.28M).

❖ Sales & Quantity Trends

- 2004 recorded the highest order volume (~48K), followed by 2003 (36K), and a drop in 2005 (20K)

❖ Product Performance

- Classic Cars dominate sales with 40.13%, followed by Vintage Cars (18.72%) and Motorcycle (11.68%).
- Top-Selling Product: 1992 Ferrari 360 Spider (\$0.28M).
- Bottom-Selling Products include 1982 Ducati and 1958 Chevy Corvette.

❖ Stock Analysis

- Inventory aligns with demand: Classic Cars (219K units) and Vintage Cars (125K) have highest stock.

❖ Geographical Insights

- Majority of customers are based in Europe and North America.
- Minor clusters in Africa and Asia-Pacific.

❖ Key Business Insights

- 2004 was the peak year for sales and orders.
- Focused marketing on Classic & Vintage Cars will yield the best ROI.
- Underperforming products may need discounting or replacement.
- Inventory is well-managed for best-selling items.
- Europe and North America should remain priority markets.