

This dashboard provides a comprehensive overview of sales performance based on the provided data. Here's a breakdown of the key insights:

### **Overall Sales:**

- **Total Sales:** 10.03 million
- **Total Quantity Ordered:** 99,000 units
- **Average MSRP:** 100.72
- **Geographic Reach:** Sales across 19 countries and 17 states

### **Temporal Trends:**

- **Sales by Month:** Shows a significant spike in sales in November.
- **Monthly Sales Comparison (2003 vs 2004):** Indicates an overall growth trend year-over-year.
- **Sales by Yearly-Quarterly:** Highlights sales performance across quarters and years.

### **Product Analysis:**

- **Total Sales by Product Line:** "Classic Cars" are the top-selling product line.
- **Sales by Deal Size:** The majority of sales fall into the "Medium" deal size category.

### **Customer Analysis:**

- **Top 10 Customers by Sales:** Identifies the highest contributing customers, led by "Euro Shopping Channel."

### **Geographic Analysis:**

- **Sales & MSRP by Territory:** Shows sales and MSRP distribution across different territories (EMEA, NA, APAC, Japan).
- **Total Order Quantity by Country:** Provides a visual representation of order distribution across different countries, with a focus on Europe and Africa.

### **Other Insights:**

- **Count of Status:** Most orders are "Shipped," with a small number of "Cancelled," "Disputed," "In Process," "On Hold," and "Resolved" orders.
- **Relationship between Sales & Discount:** Helps visualize the correlation between discounts offered and sales achieved.