**Executive Summary – Retail Sales Performance Dashboard (2010–2011)**

This dashboard provides a high-level overview of retail sales performance, customer base, and product demand across multiple regions for the years 2010 and 2011.

**Key Highlights:**

* **Total Revenue:** **$9M**, showing strong growth from 2010 to 2011.
* **Total Quantity Sold:** **5M units**, indicating healthy demand across product lines.
* **Total Customers:** **4,338**, reflecting a broad and diverse customer base.

**Yearly Performance:**

* Revenue shows a clear upward trend, with significant year-over-year growth, suggesting effective sales strategies and market expansion.

**Geographic Insights:**

* **Top Countries (Excluding UK):** Netherlands, EIRE, Germany, and France lead in total revenue.
* Global distribution map reveals strong sales concentration in Europe, with notable presence in North America, Asia, and Australia.

**Product Insights:**

* Leading products by revenue include *Paper Craft Items*, *Regency Cakes*, and *White Hanging Decorations*.
* Sales distribution indicates a focus on decorative and craft-based merchandise.

**Customer & Invoice Insights:**

* Top invoices generated over $500K each, highlighting large bulk orders from key clients.

**Business Implications:**

* Expansion opportunities exist in underrepresented regions shown on the map.
* Maintaining high-performing product lines while exploring diversification could sustain growth.
* Strengthening relationships with top customers and leveraging their order patterns can maximize revenue potential.