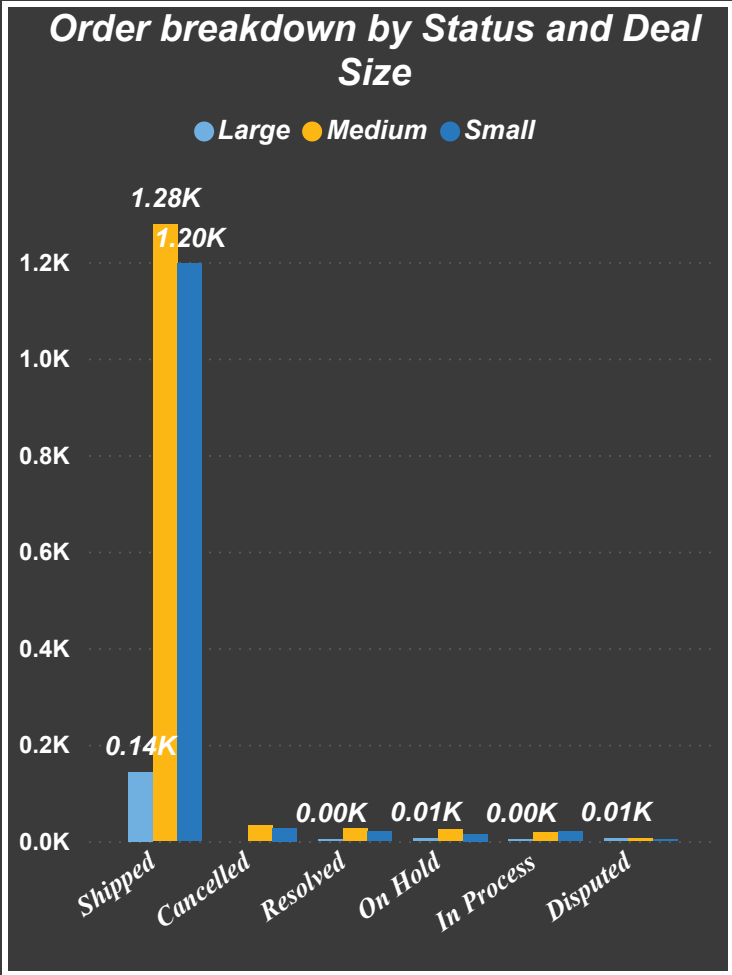
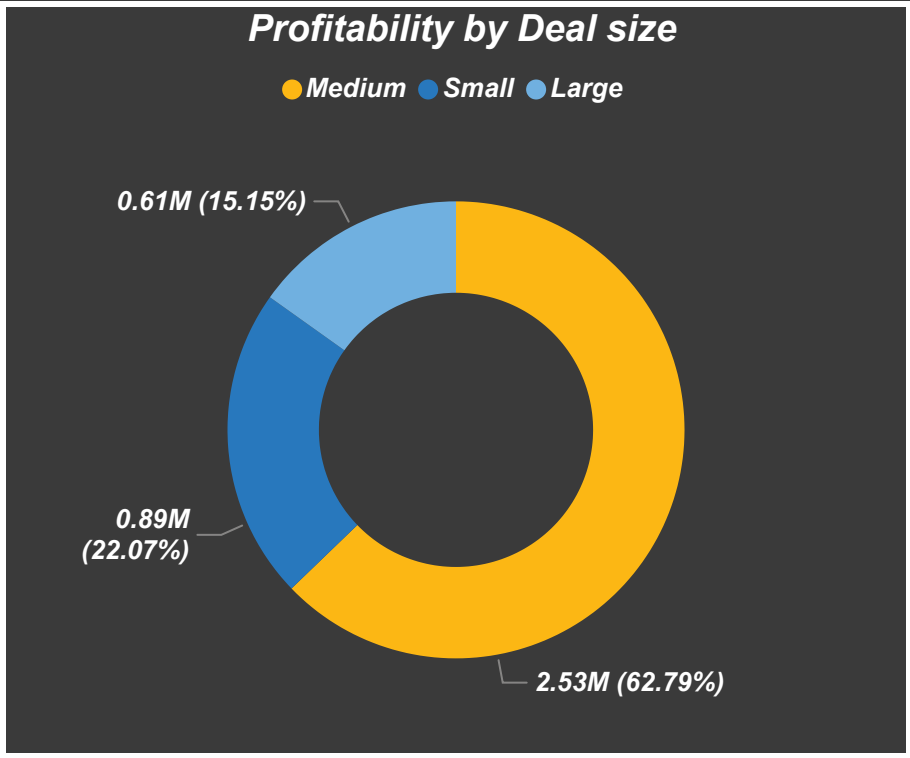


Executive Sales and Financial Overview

Total Sales 10.03M	Total Profit 4.03M	Total Orders 29M	Total Quantity Sold 99K	2003	2004	2005
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Large	Medium	Small
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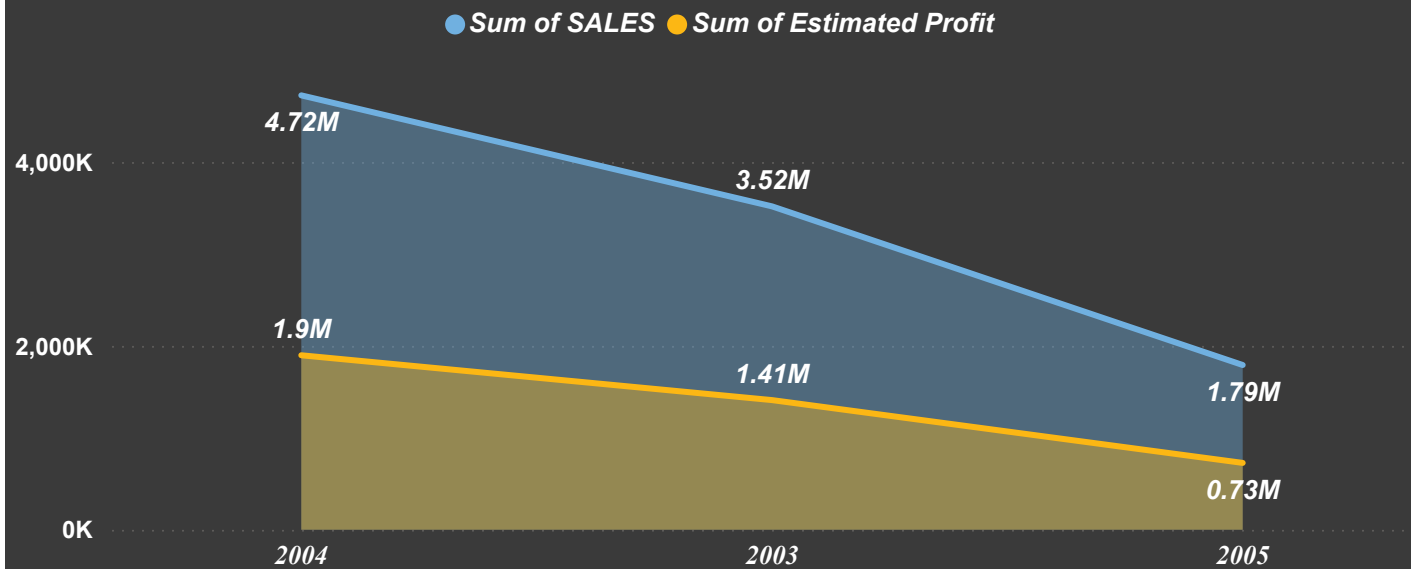
Note:

The business demonstrated strong performance across the three years, with solid sales and a healthy profit margin.

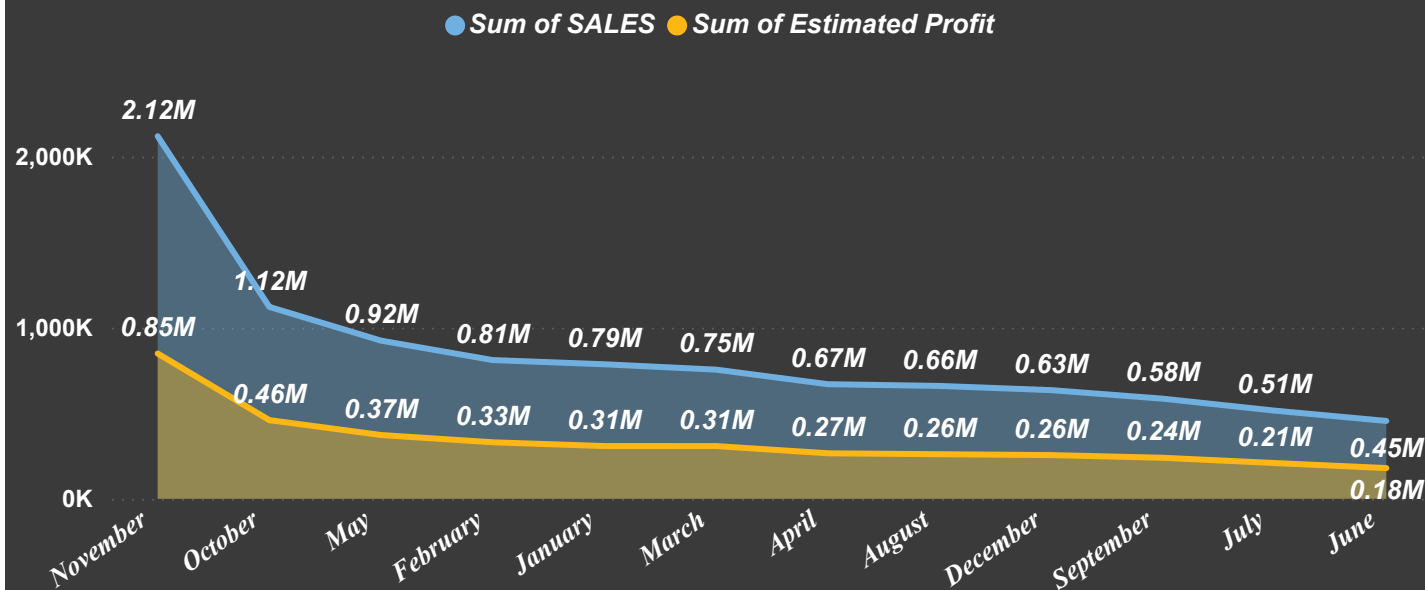
Medium-sized deals stood out as the most profitable and made up the majority of shipped orders, indicating efficient operations and effective sales targeting.

Total Sales is the sum of all sales transactions. Estimated Profit is calculated by subtracting an estimated cost, based on quantity and a portion of the MSRP, from each sale. Profit Margin % shows the proportion of profit earned from total revenue, providing insight into overall profitability.

Yearly Sales and Profit



Monthly Sales and Profit



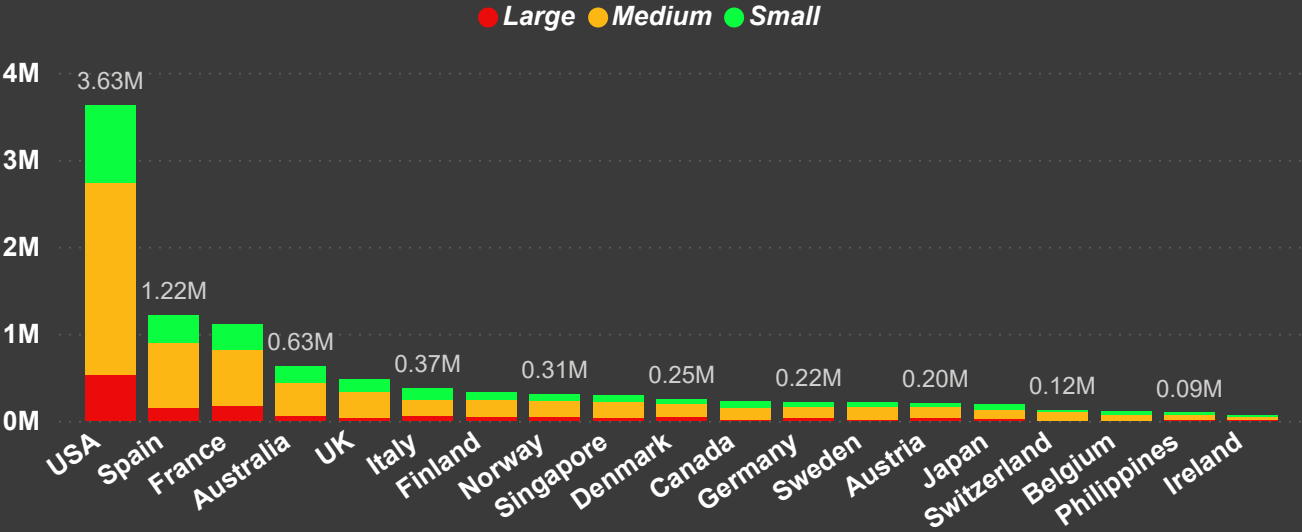
Note:

Year-over-year performance showed the highest sales and profit in 2004, with a solid base in 2003. However, there was a clear decline in 2005, indicating a potential slowdown in business activity.

Monthly trends highlight November as the peak sales month, followed by strong results in October and May. Early months like January to March performed steadily, while mid-year months such as June and July saw lower contributions.

Overall, the data reveals clear seasonal patterns and opportunities to capitalize on high-performing periods while addressing slower months.

Global Sales Overview by Deal size



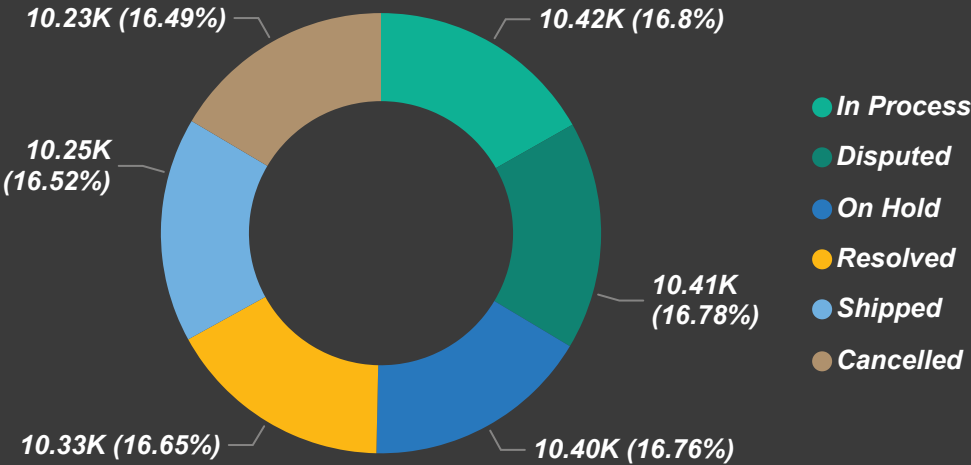
Note:

The USA leads across all deal sizes, contributing the highest sales globally, while Ireland shows the lowest activity—highlighting regional performance gaps.

Order statuses are evenly distributed, suggesting balanced operations across different stages of the order lifecycle.

In terms of product categories, classic cars dominate sales by a wide margin, followed by vintage cars and motorcycles. Trains remain the least contributing product line, indicating potential for reassessment or improvement.

Oder Status distribution



Sales Distribution by Product line

