

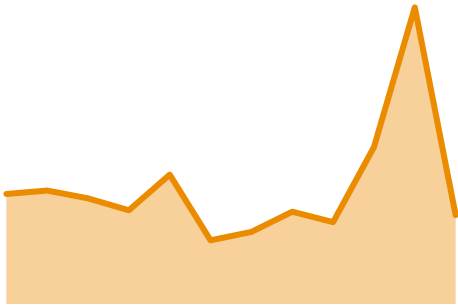


Sales Performance Overview

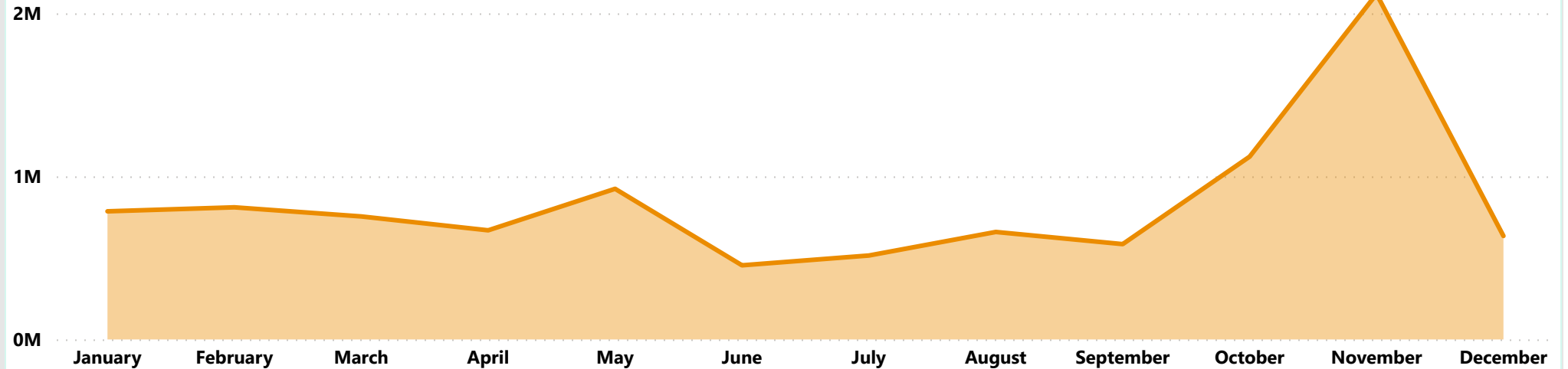
Total sales



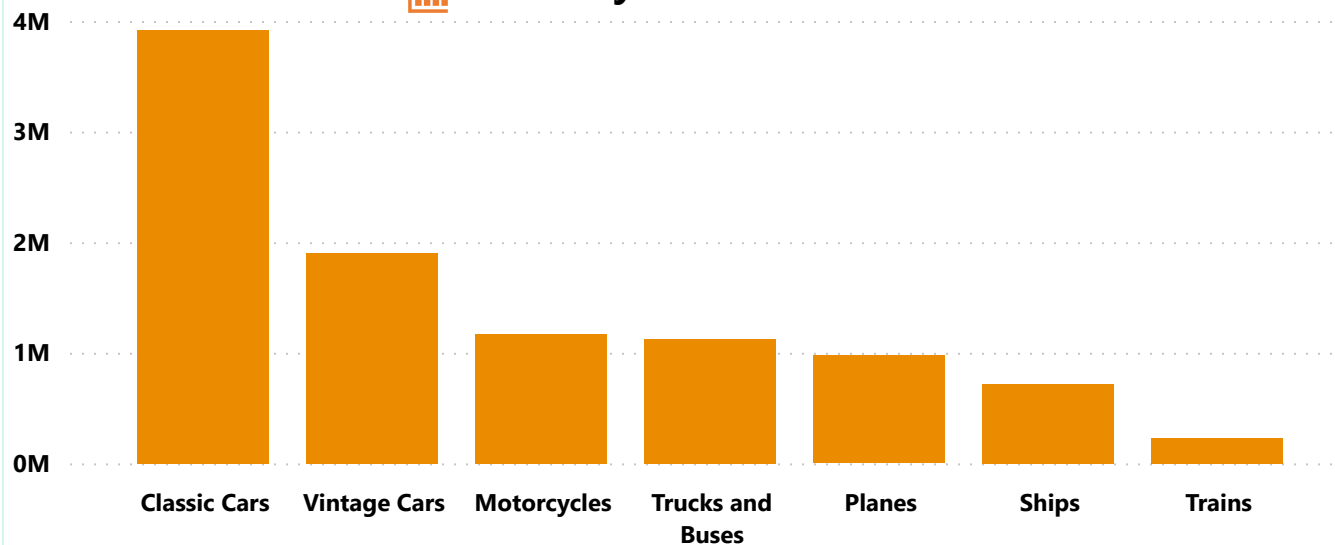
10.03M



Sales by Month



Sales By Product Line



Sales By Country



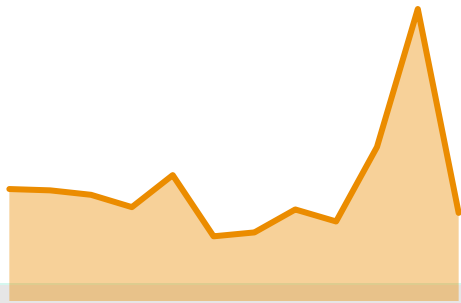


Orders Details

Quantity Order



99K



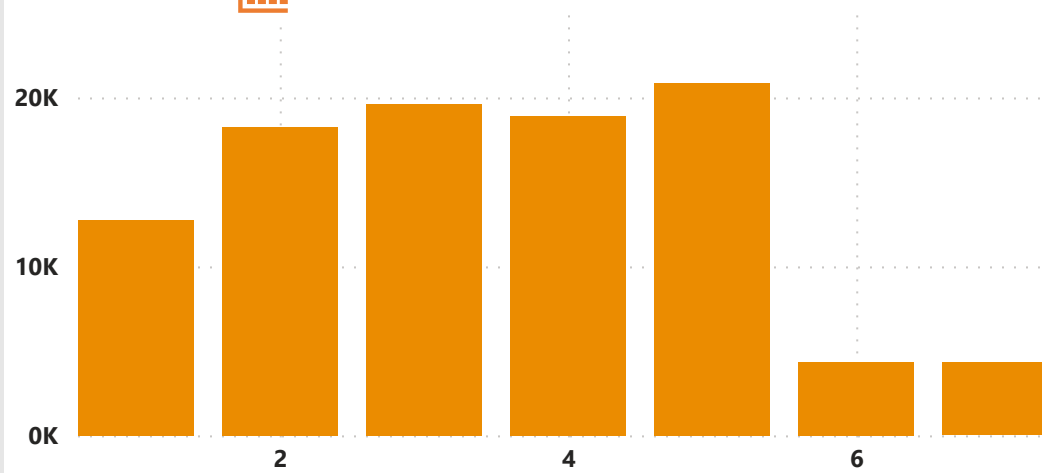
Average Quantity Order



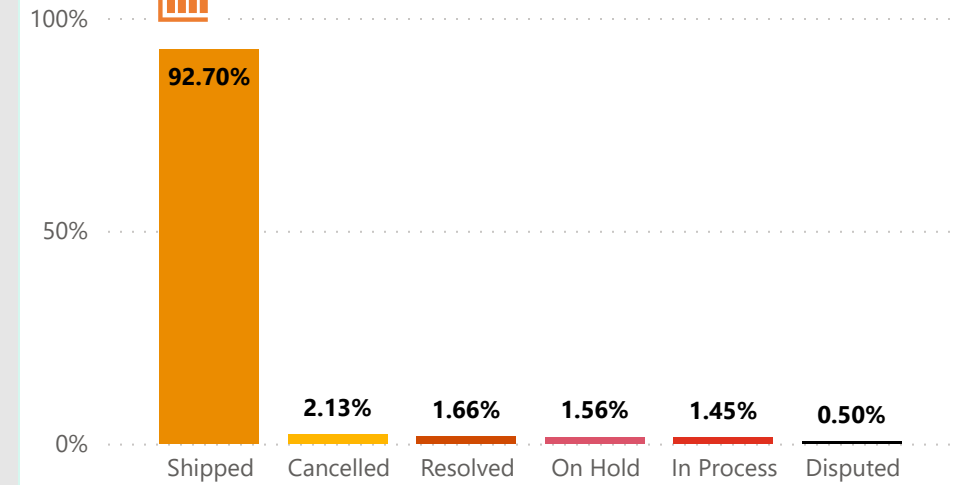
35.09



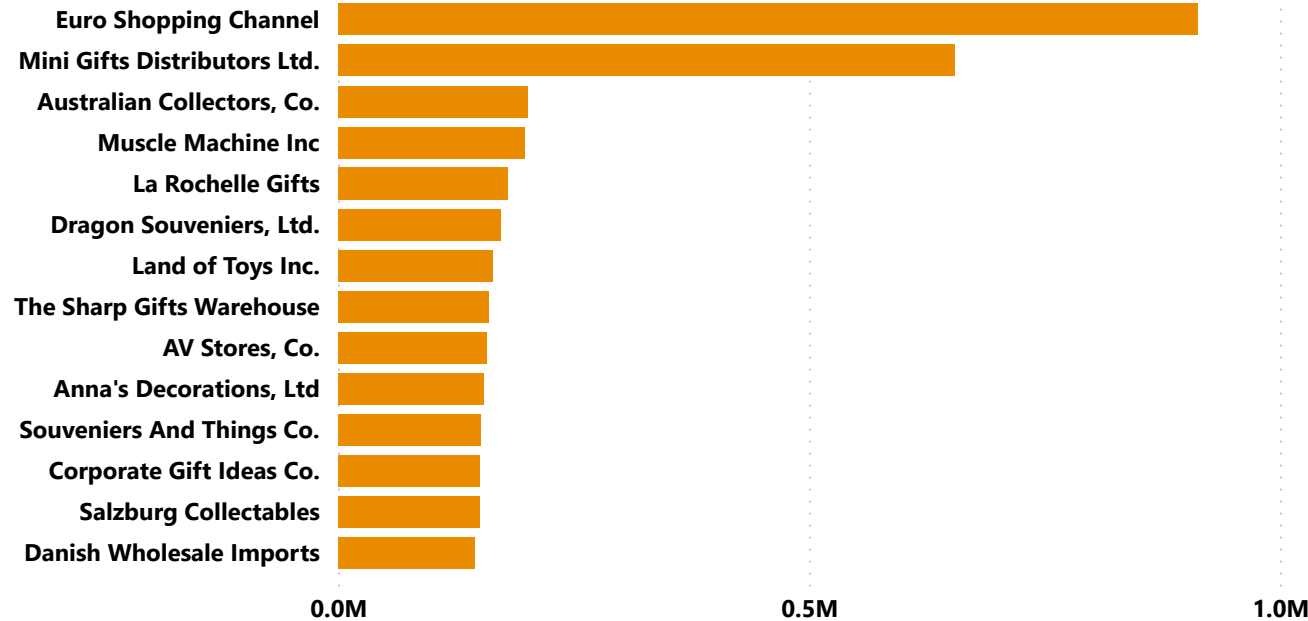
Orders by WeekDay



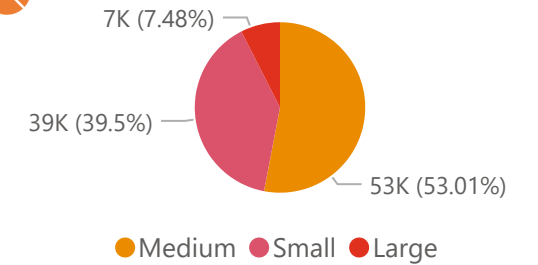
Distribution of Order Status



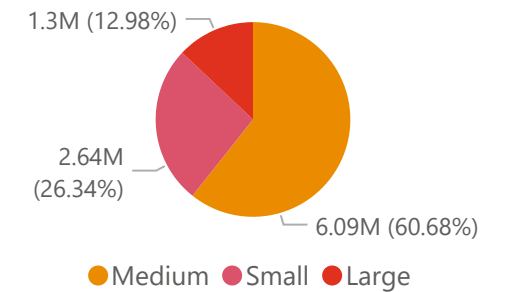
Top Customers Base on Sales



Orders by Deal-Size



Sales by Deal-Size





Product Performance



7

PRODUCTLINE

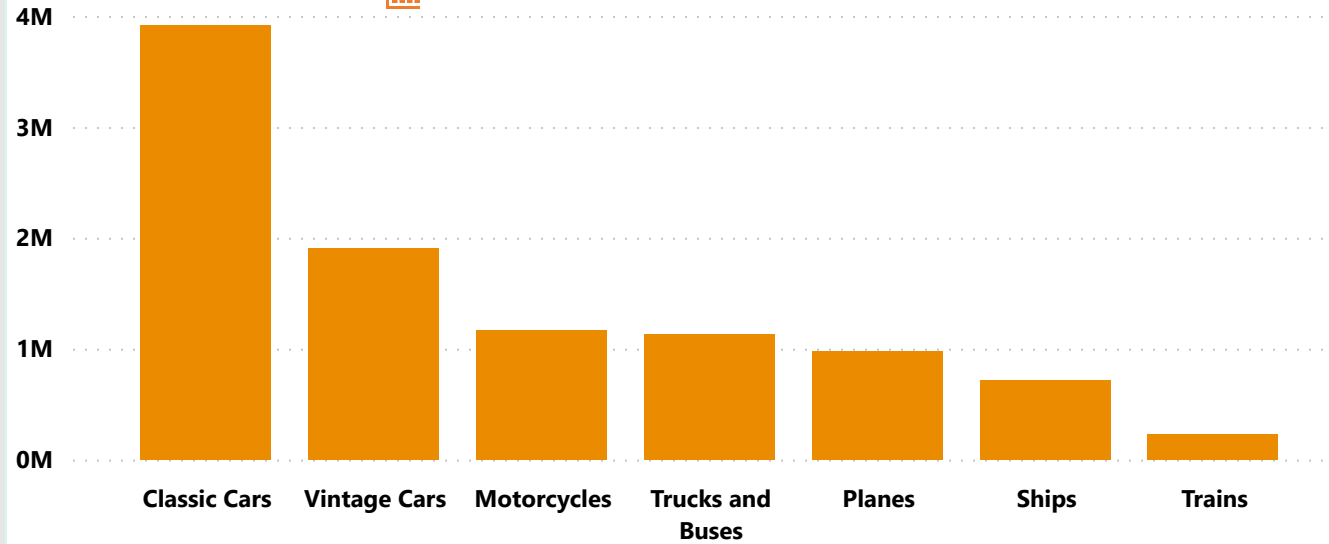


109

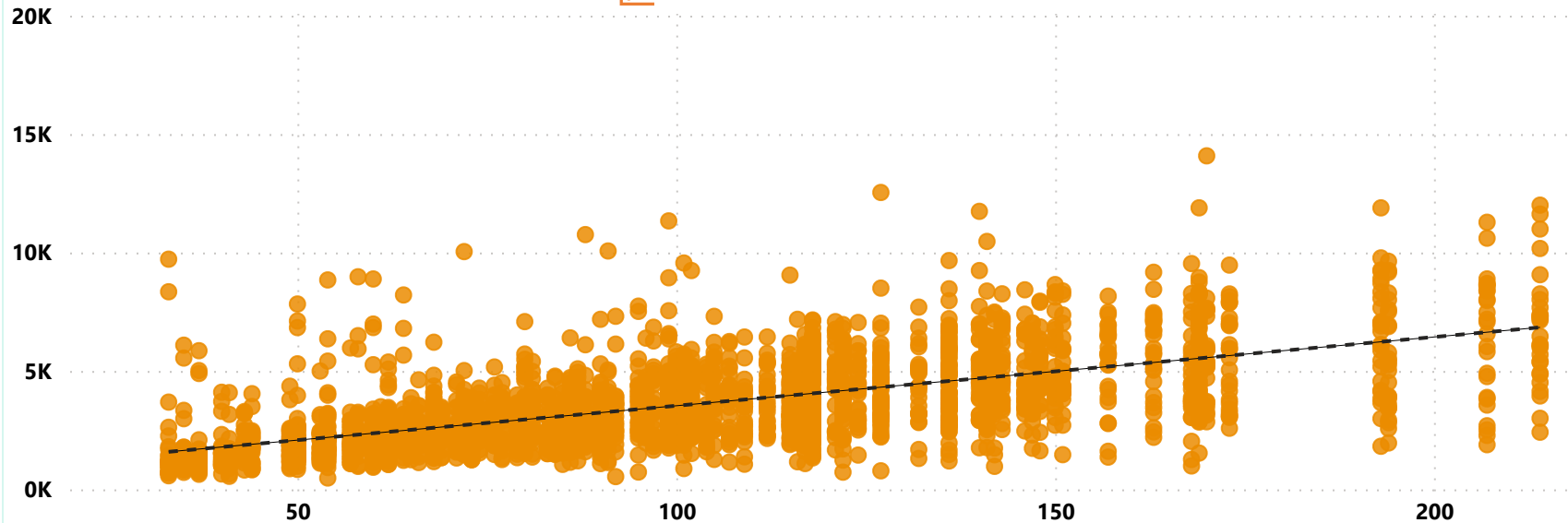
PRODUCTCODE



Sales By PRODUCTLINE



MSRP vs Sales



Sales By Product Code



PRODUCTCODE	Sum of SALES
S18_3232	288,245.42
S10_1949	191,073.03
S10_4698	170,401.07
S12_1108	168,585.32
S18_2238	154,623.95
S12_3891	145,332.04
S24_3856	140,626.90
S12_2823	140,006.16
S18_1662	139,421.97
S12_1099	137,177.01
S12_1666	136,692.72
S18_4027	133,779.35
S18_1129	129,757.49
S18_3685	128,318.05
S10_4962	127,548.16
S18_1749	127,310.42
S12_3148	125,449.75
S24_2300	125,273.43
S18_2795	125,199.30
S18_4600	123,723.08
S18_1984	120,538.82



Geographical Analysis



City

All



4

Count of TERRITORY



19

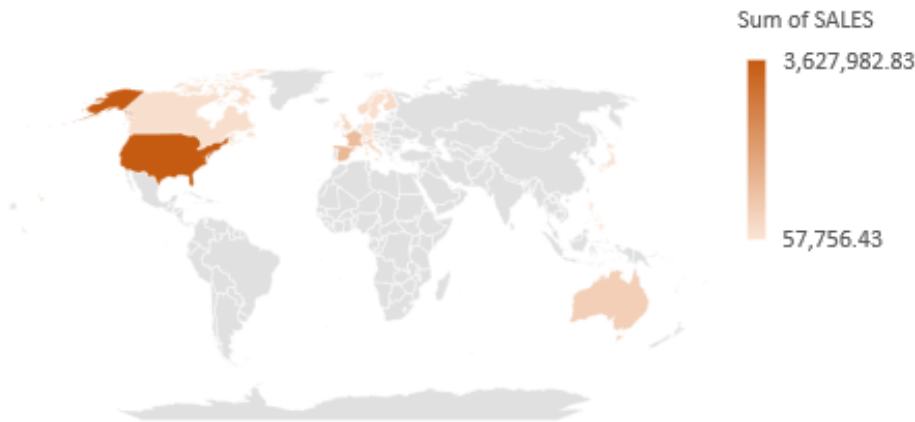
Count of COUNTRY



73

Count of CITY

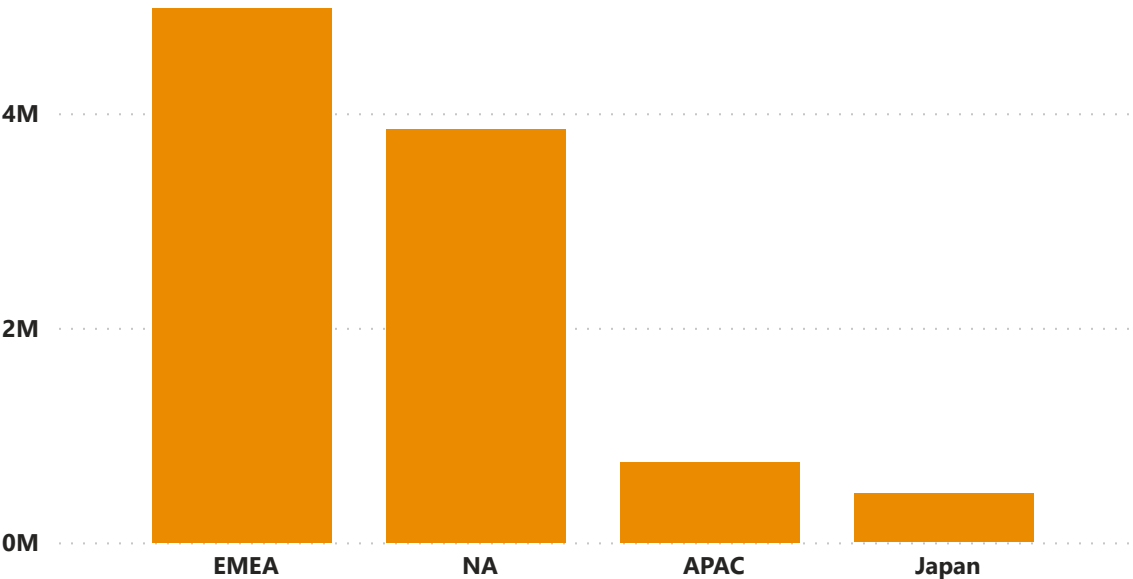
Sales By Country



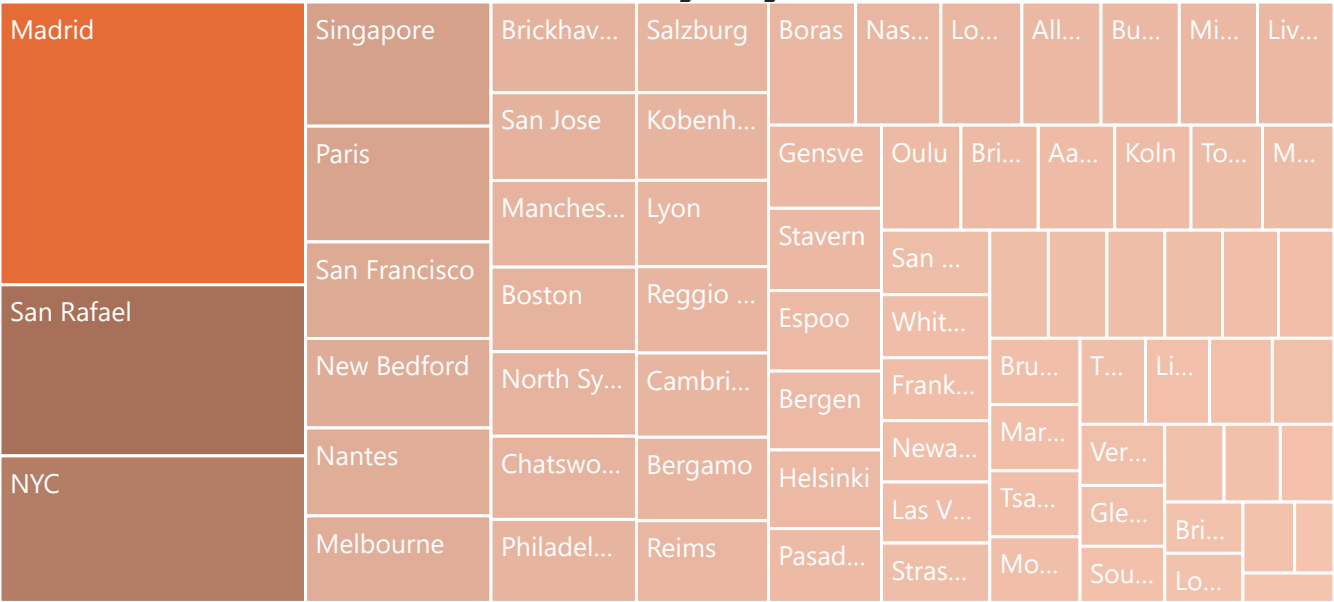
Powered by Bing



Sales by Territory



Sales By City





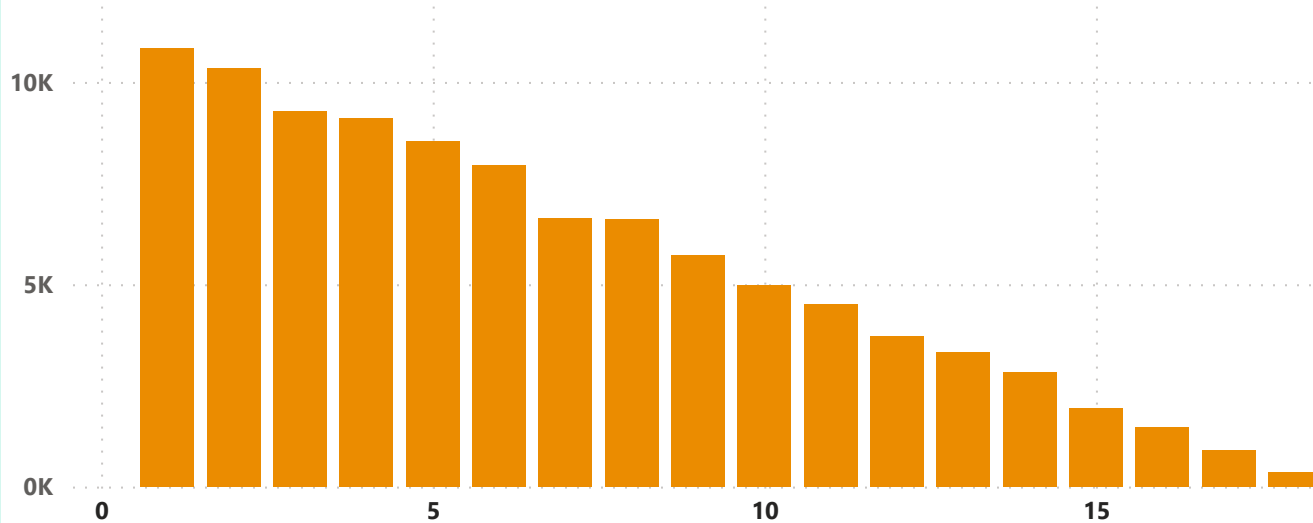
92



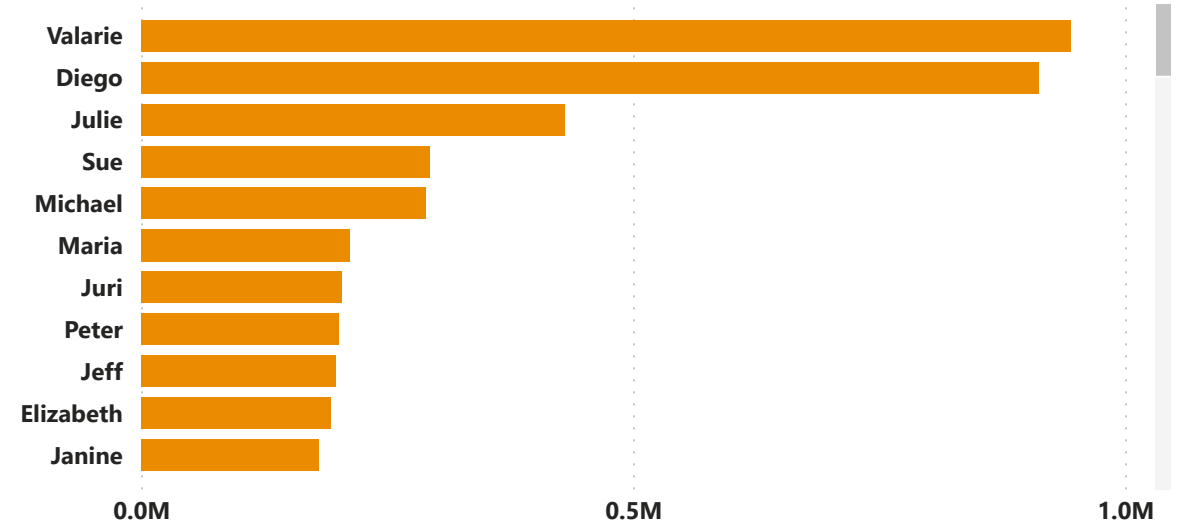
Customer Insights



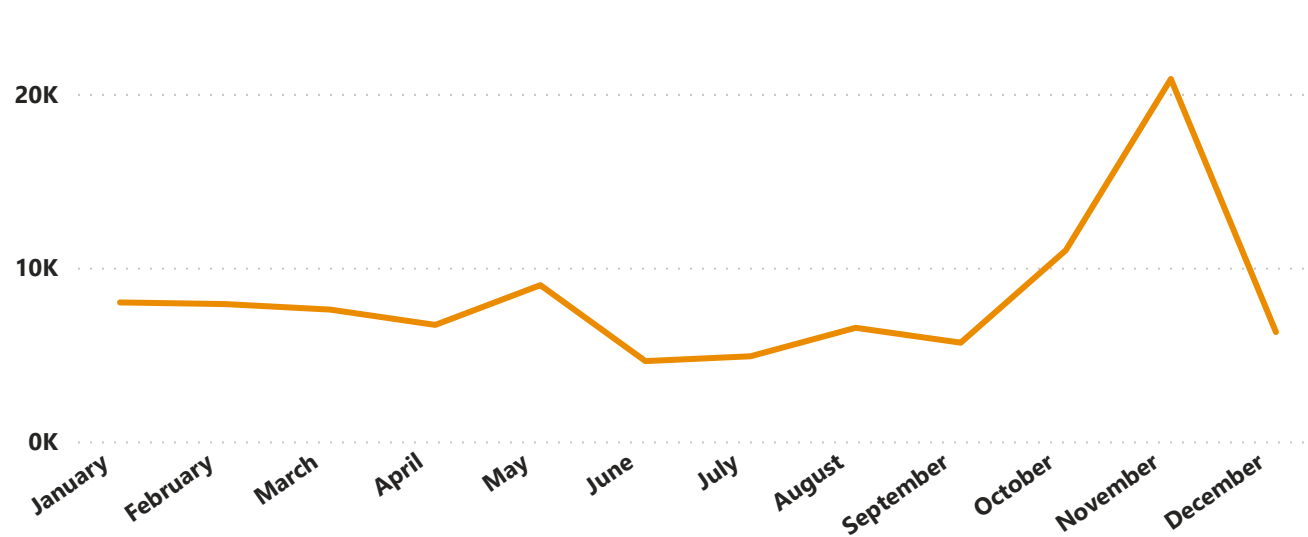
Quantity Ordered by Order-Line



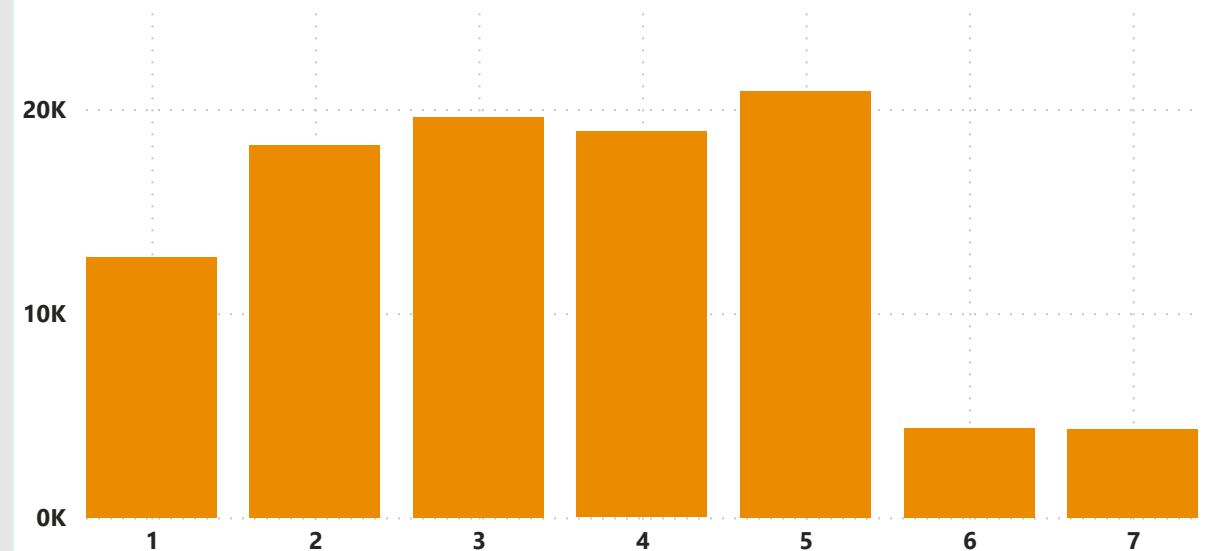
Sales by Customer Name



Quantity Ordered By Month



Orders by WeekDay



Report Summary

Sales Overview

- Total sales amounted to **\$10.03 Million**.
- The time series analysis shows that **2004** had the highest sales. There is an upward trend in sales from **October to December**.
- The highest sales were in **Classic Cars**, followed by **Vintage Cars** and **Motorcycles**.
- A detailed analysis of sales distribution across different countries.

Order Details

- We received a total of **99,000 orders**.
- On average, there were about **35 orders per day**.
- **Friday** has the highest number of orders received.
- About **92.70%** of the orders have been shipped, with the rest of the statuses each having less than 3% distribution.
- **Euro Shipping Channel** leads in the top ten customers chart, followed by **Mini Gift Distribution Limited**.
- **Medium orders** are the most frequent and generate the most sales.

Product Performance

- There are **7 product lines** and **109 product codes**.
- **Classic Cars** is the product line with the most orders.
- Product code **S18_3232** has the highest sales with **\$288,245.42**.
- The scatter plot shows a linear relationship with an upward trend between **MSRP** (Manufacturer's Suggested Retail Price) and actual sales.

Geographical Analysis

- Sales span **4 territories, 19 countries**, and **73 cities**.
- The **EMEA** territory has the highest sales.
- The USA, Spain, and France have the highest sales and orders.
- Madrid, Saint Rafael, and NYC are the cities with the most sales.

Customer Insights

- There are a total of **92 customers**.
- Most orders come from **orderline 1**.
- The customer with the most sales is **Valerie**.
- The highest number of orders is in **November**, with a significant start in **October**.
- **Friday** is the day with the most orders, while **Saturday** and **Sunday** have the least.

Recommendations

Increase Marketing Efforts in Q4:

- Given the upward sales trend from October to December, focus marketing efforts and promotions during this period to maximize sales.

Leverage High-Performing Product Lines:

- Invest in inventory and marketing for Classic Cars, Vintage Cars, and Motorcycles, as they are the top-selling product lines.

Expand in Top Sales Territories and Cities:

- Focus on the EMEA territory, especially in high-performing countries like the USA, Spain, and France. Cities such as Madrid, Saint Rafael, and NYC should be targeted for localized marketing campaigns.

Optimize Order Processing:

- Since a majority of orders are shipped, ensure that the shipping process is streamlined to maintain or improve the 92.70% shipment rate.

Engage Top Customers:

- Build strong relationships with top customers like Euro Shipping Channel and Mini Gift Distribution Limited by offering personalized deals and incentives.

Monitor MSRP and Sales Relationship:

- Continue to analyze the relationship between MSRP and actual sales to ensure pricing strategies are aligned with market expectations.

Enhance Weekday Order Processing:

- Since Friday has the highest orders, ensure adequate staffing and resources to handle the order volume efficiently on this day.

Targeted Customer Communication:

- Engage with customers like Valerie, who have high sales, through personalized marketing and loyalty programs to maintain their business.