

Cars Sales Dashboard

Total Sales

\$4.52M

Profit

\$1.69M

Quantity in stocks

555K

Profit%

60%

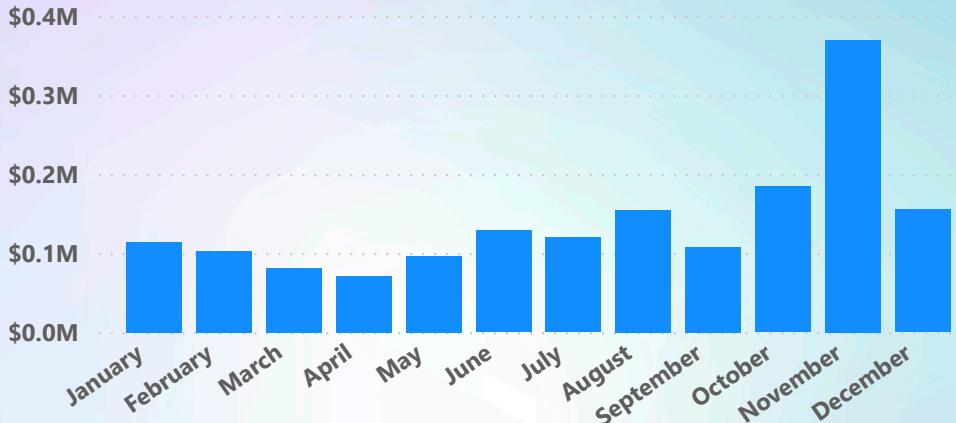
Total sales by Quarter and Year

Year ● 2004



Profit by Month and Year

Year ● 2004



Total Sales of Product Line

Classic Cars \$1.76M

Vintage Cars \$0.85M

Motorcycles \$0.53M

Planes \$0.47M

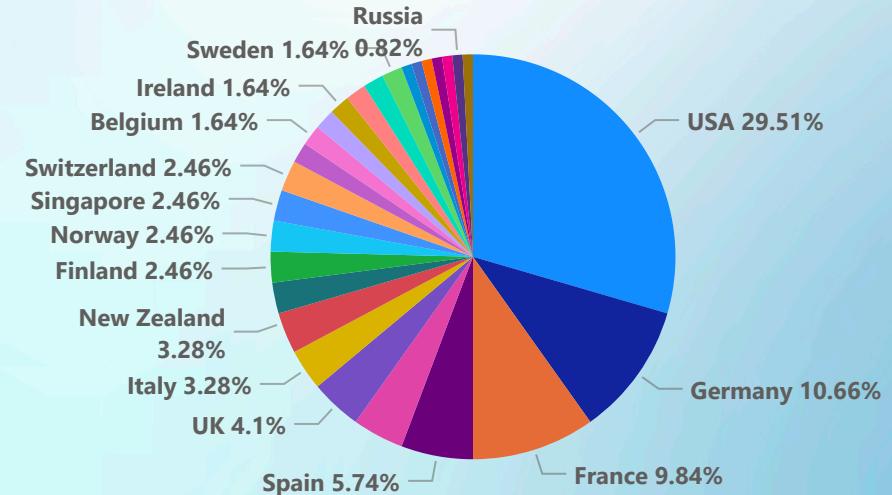
Trucks and Buses \$0.47M

Ships \$0.34M

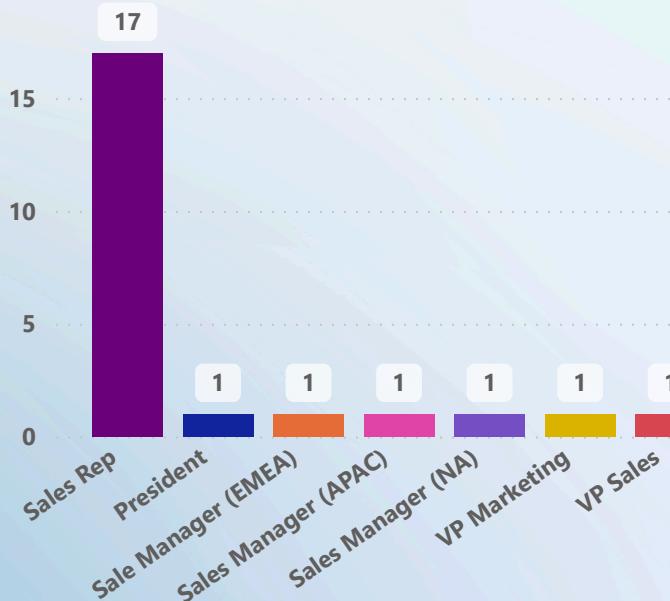
Trains \$0.10M

\$0.0M \$0.5M \$1.0M \$1.5M \$2.0M

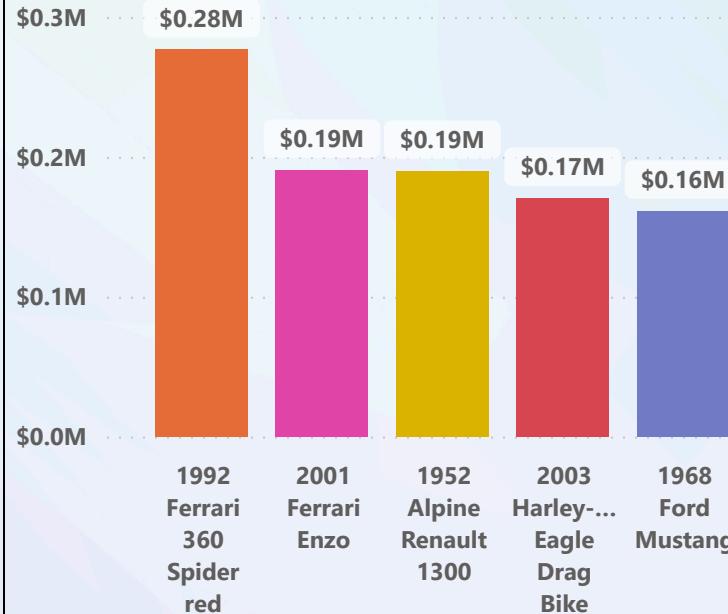
No. of customer in global



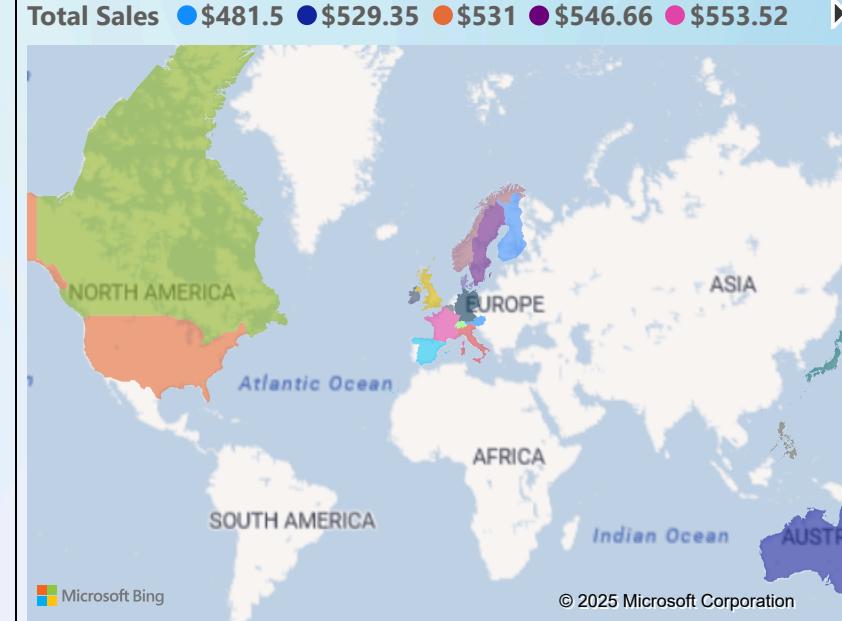
No. of employees by Designation



Top 5 products



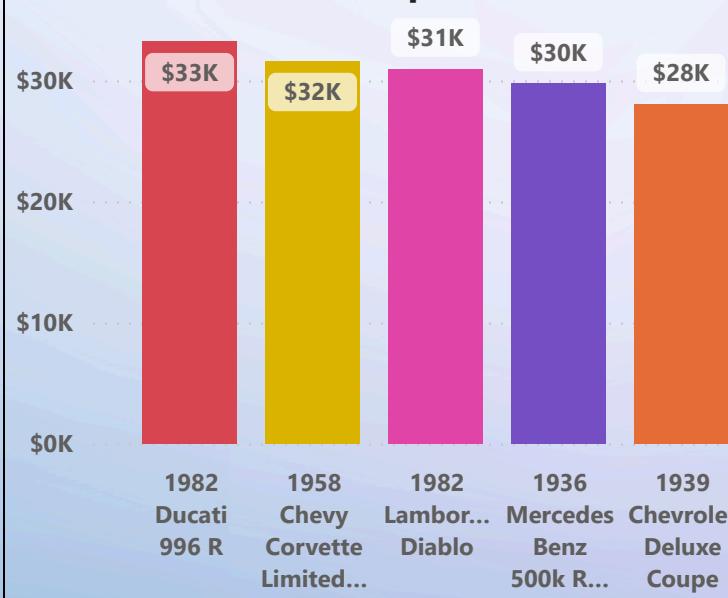
Total Sales by Country



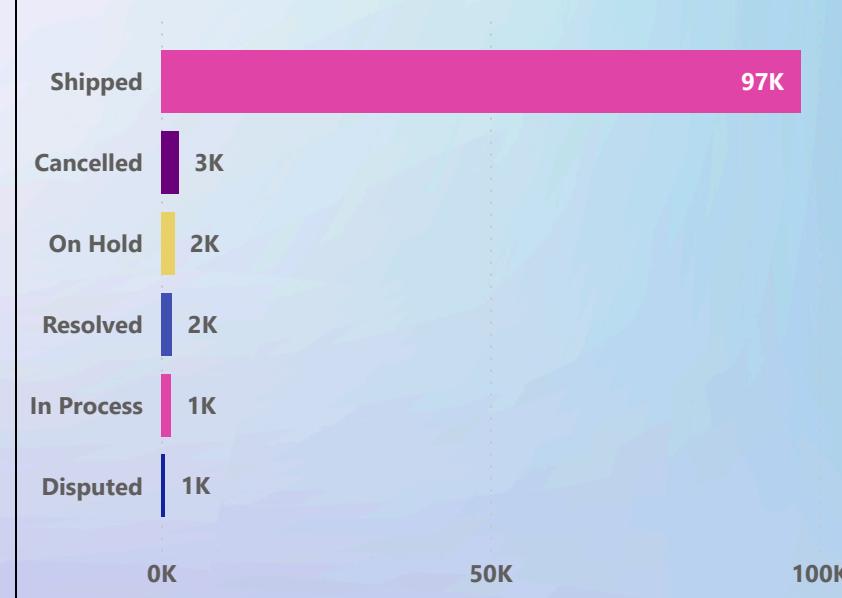
Status of Total sales



Bottom 5 products



Status of Total orders



INSIGHTS AND CONCLUSION FROM THE REPORTS

1. The total sales of the products we observed is \$9.6M.
2. Overall 122 customers are there from the obtained data.
3. Year 2004 had the highest profit of \$1.69 Million, followed by 2003 at \$1.22 Million and 2005 at \$643.41 Thousand.
4. Classic Cars had the highest total sales of \$3.9 Million and was higher than Trains, which had the lowest total sales of \$0.2 Million. Classic cars accounted for 40% of sales.
5. Both year's 2003 and 2004, November month had the highest sales and resulted in highest profits. Whereas in rest of the months sales has been nearly constant.
6. Sales representative department have a greater number of employees then other department have one employee in each.
7. Nearly large number of the orders has been successfully shipped to the customers.
8. Totally 110 products are there in the data.
9. The growth by quarter has been negative in the 1st quarter for all the years. This negative growth is attributed to the higher growth of sales in the 4th quarter of each year.
10. The 1992 Ferrari 360 Spider red was the top product which is ordered number of times. The 2001 Ferrari Enzo was second top product followed by it.
11. The total quantity in stock is 555 Thousand.
12. Total profit is \$3.55 Million.
13. The total number of orders received are 106 thousand.
14. From the Pie Chart we can see that approximately 30% of Customers from USA, 10% from Germany and 10% from France and 6% from Spain followed by other countries.