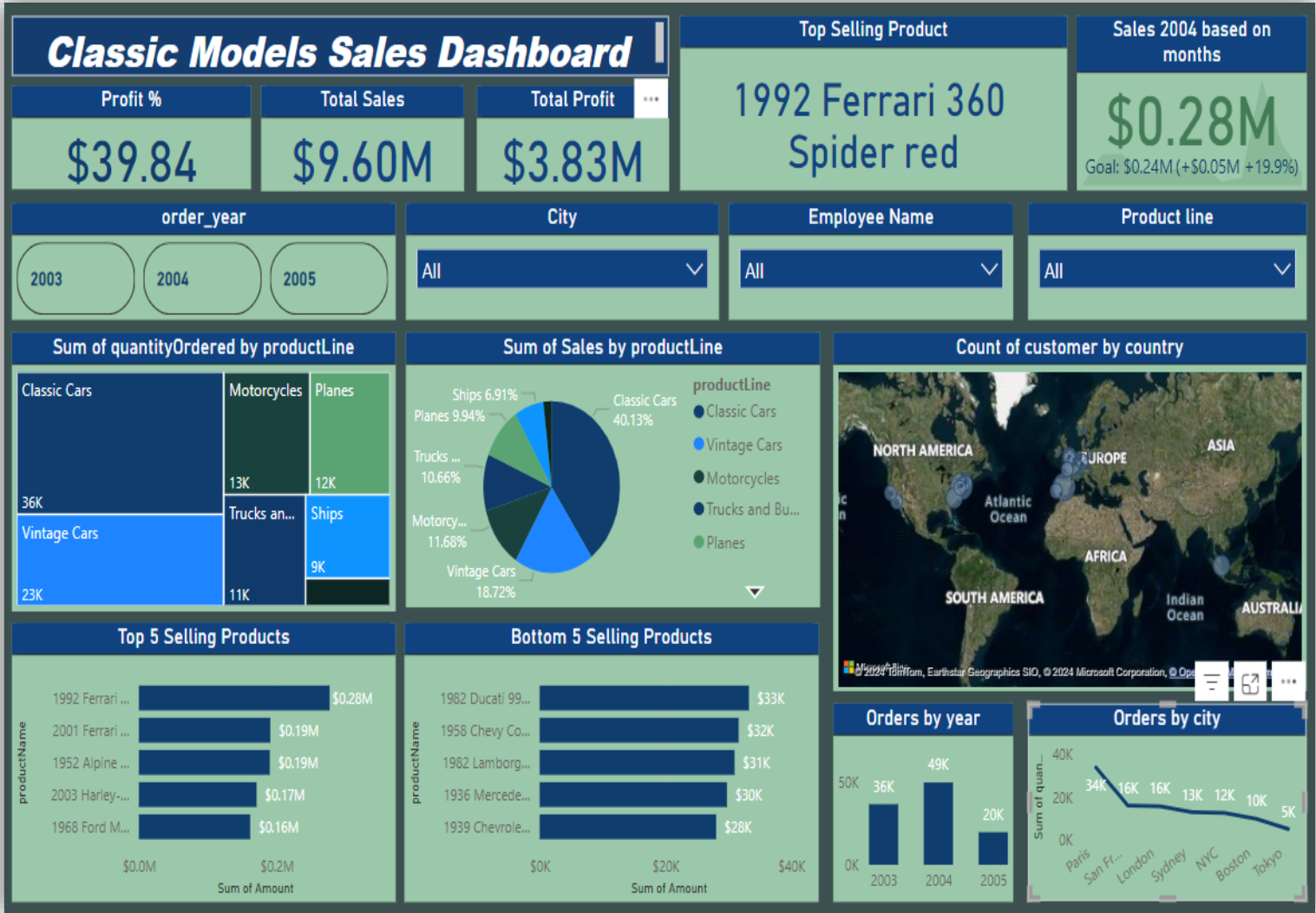


Classic Models Sales Dashboard Report

Summary

The **Classic Models Sales Dashboard** highlights **\$9.60M total sales** and a **39.84% profit margin**, with **Classic Cars** and **Paris** leading in performance. Sales peaked in **2004** with opportunities to revive strategies. Prioritizing top-selling products and key cities while addressing underperforming items can enhance growth and profitability.



Dashboard

Classic Models Sales Dashboard Report

1. Key Metrics Overview

1. Profit Percentage: \$39.84
2. Total Sales: \$9.60M
3. Total Profit: \$3.83M
4. Sales 2004 (Monthly Goal): \$0.28M
 - o Achieved +19.9% over the goal of \$0.24M.

2. Product Performance Analysis

Top 5 Selling Products

1. 1992 Ferrari 360 Spider red: \$0.28M
2. 2001 Ferrari Enzo: \$0.19M
3. 1952 Alpine Renault: \$0.19M
4. 2003 Harley Davidson: \$0.17M
5. 1968 Ford Mustang: \$0.16M

Bottom 5 Selling Products

1. 1982 Ducati 996: \$33K
2. 1958 Chevy Corvette: \$32K
3. 1982 Lamborghini Diablo: \$31K
4. 1936 Mercedes Benz: \$30K
5. 1939 Chevrolet: \$28K

Insight:

The **1992 Ferrari 360 Spider red** is the top-performing product, while the lowest sales come from older models like the **1939 Chevrolet**.

3. Sales Analysis by Product Line

Quantity Ordered

1. **Classic Cars:** 36K
2. **Vintage Cars:** 23K
3. **Motorcycles:** 13K
4. **Planes:** 12K
5. **Trucks and Buses:** 11K
6. **Ships:** 9K

Sum of Sales by Product Line

1. **Classic Cars:** 40.13%
2. **Vintage Cars:** 18.72%
3. **Motorcycles:** 11.68%
4. **Trucks and Buses:** 10.66%
5. **Planes:** 9.94%
6. **Ships:** 6.91%

Insight:

Classic Cars contribute the most to total sales, both in terms of revenue (**40.13%**) and quantity ordered.

4. Sales Trends

Orders by Year

- **2003:** 36K
- **2004:** 49K (highest)
- **2005:** 20K

Insight:

Sales peaked in **2004** with 49K orders.

Orders by City

1. **Paris:** 34K
2. **San Francisco:** 16K
3. **London:** 16K
4. **Sydney:** 13K
5. **New York City:** 12K

6. **Boston: 10K**

7. **Tokyo: 5K**

Insight:

The highest number of orders came from **Paris**, followed by **San Francisco** and **London**.

5. Customer Distribution

The **Count of Customers by Country** shows a concentration in:

- **North America**
 - **Europe**
 - **Asia**
-

6. Key Relationships and Insights

1. **Classic Cars** dominate both sales volume and revenue, contributing the most to overall performance.
 2. **Paris** is the top-performing city, indicating a strong market demand.
 3. Orders peaked in **2004**, suggesting opportunities to revisit strategies used during that year.
 4. **Older products** like the 1939 Chevrolet underperform, signaling a need to reassess their market relevance.
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7. Recommendations

1. **Focus on Classic Cars:** Expand promotions and inventory for Classic Cars to maximize sales.
2. **Target Top Cities:** Prioritize marketing efforts in **Paris**, **San Francisco**, and **London** to maintain strong performance.
3. **Analyze Decline Post-2004:** Investigate why orders dropped in **2005** and replicate strategies from **2004** to regain momentum.
4. **Revitalize Older Products:** Consider repositioning or discontinuing underperforming products.
5. **Leverage High-Profit Products:** Promote best-sellers like the **1992 Ferrari 360 Spider red** to drive more revenue.