

REPORT

SALES DASHBOARD

32.68K

Avg Sales per Transaction

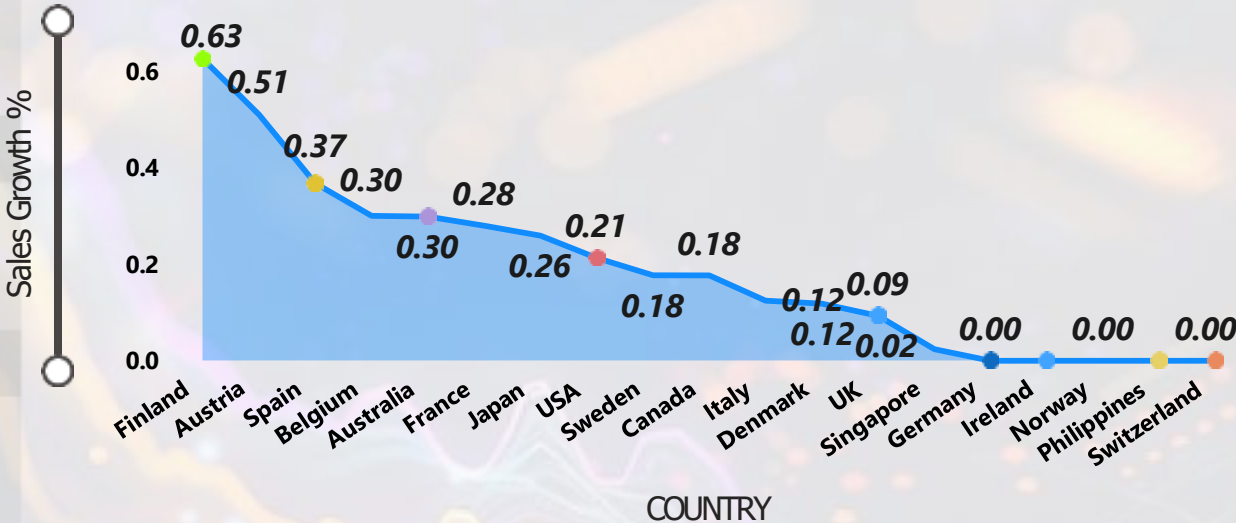
0.22

Sales Growth %

99.07K

Total Quantity

Sales Growth % by COUNTRY

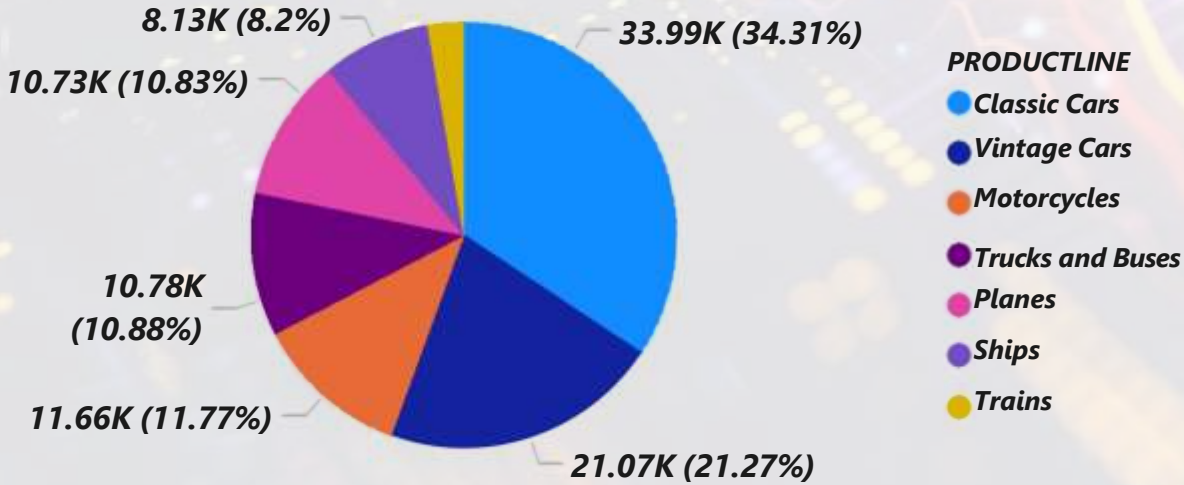


10.03M

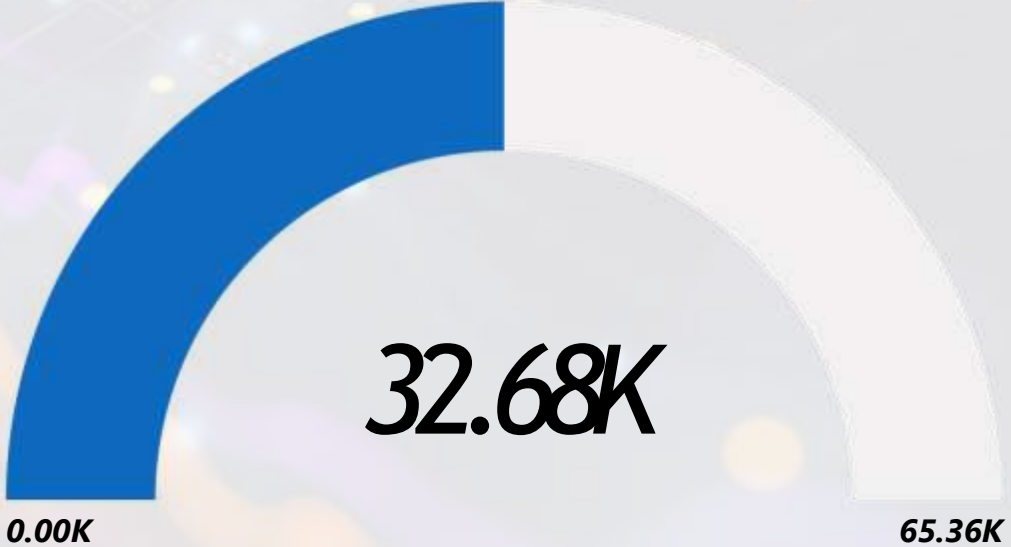
Total sales



TOTAL QUANTITY BY PRODUCTLINE



AVG SALES PER TRANSACTION



Executive Summary

- Total Sales: \$10.03M
- Total Quantity Sold: 99.07K
- Average Sales per Transaction: \$32.68K
- Sales Growth: 0.22%

Overall, Classic Cars and Vintage Cars lead sales, while USA and Spain are top markets.

Key Metrics

- Top Product Line by Sales: Classic Cars (\$3.9M)
- Top Countries by Sales: USA (\$3.6M), Spain (\$1.2M)
- Highest Growth Country: Switzerland (0.63%)
- Highest Growth Product Line: Ships (0.26%)

Sales by Product Line

- Classic Cars dominate sales with \$3.9M (39%).
- Vintage Cars contribute \$1.9M.
- Motorcycles, Trucks & Buses, and Planes each around \$1M.
- Ships and Trains remain under \$1M.

Sales by Country

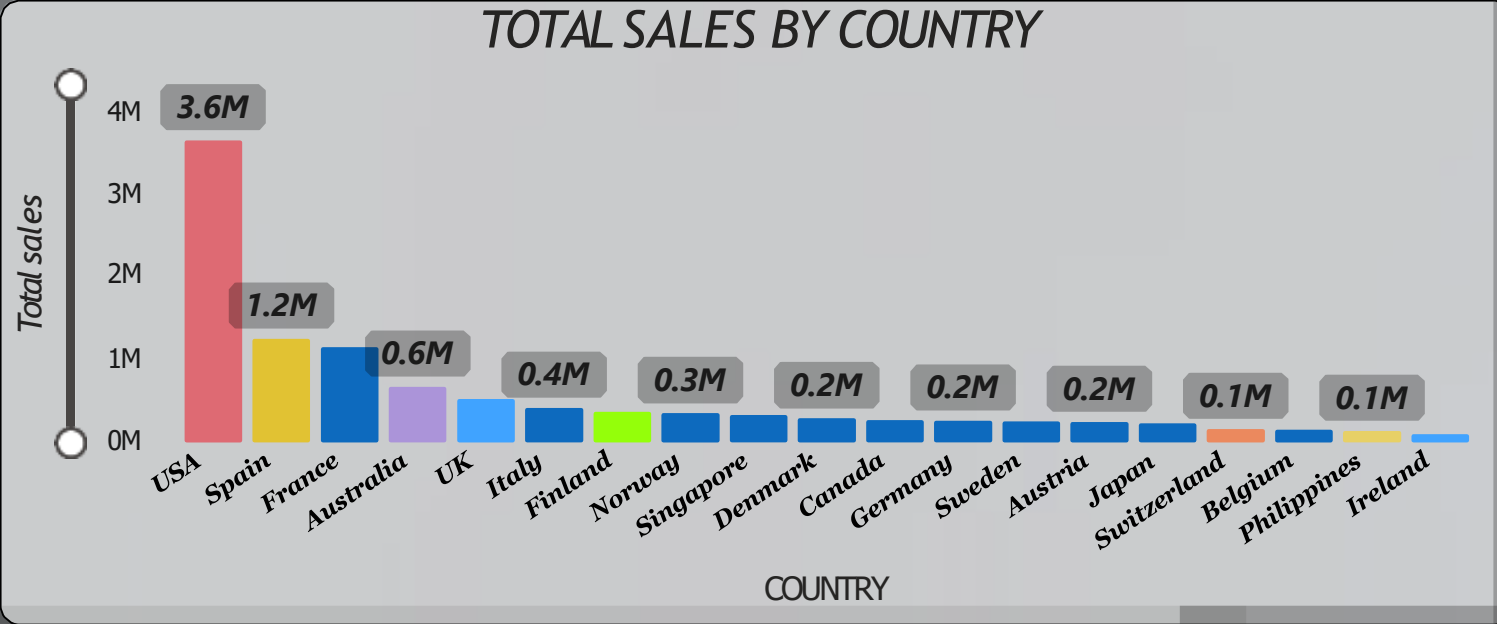
- USA leads with \$3.6M sales.
- Spain (\$1.2M), France (\$0.6M), Australia & UK (~\$0.4M each).
- Remaining countries contribute smaller shares.

Growth Analysis

- Overall Sales Growth: 0.22% (flat trend).
- Switzerland shows the highest country growth (0.63%).
- Product Line Growth: Ships (0.26%), Planes (0.25%).
- Classic Cars and Vintage Cars maintain stable sales.

Recommendations

- Strengthen presence in USA and Spain with targeted campaigns.
- Leverage growth potential in Switzerland and Ships category.
- Monitor low-performing product lines (Trains & Trucks).
- Explore new marketing strategies for emerging markets.



PRODUCTLINE	
Select all	Ships
Classic Cars	Trains
Motorcycles	Trucks and Buses
Planes	Vintage Cars

COUNTRY	
Select all	Canada
Australia	Denmark
Austria	Finland
Belgium	France

