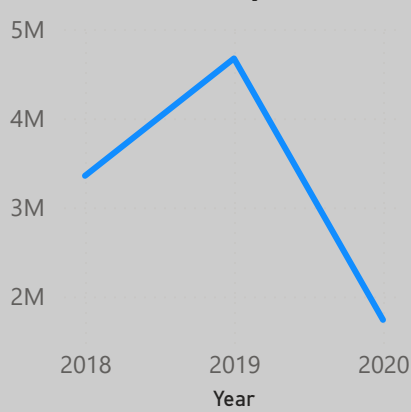


AUTO SALES INSIGHTS REPORT

This report covers key sales trends from 2018–2020

Sum of SALES by Year



Monthly Sales Trend

KEY INSIGHTS:

- Sales peaked in 2019, indicating a strong performance that year, followed by a notable decline in 2020.
- The trend line highlights both periods of prosperity and downturns, helping identify the need for targeted sales strategies

Total Revenue

9.76M

Key Insights:

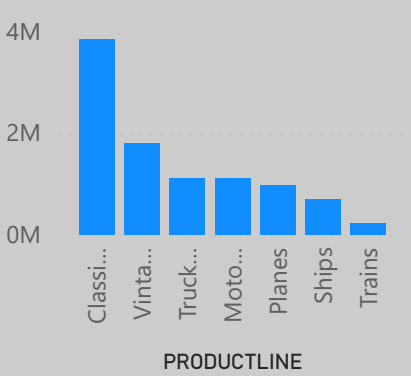
- The total revenue figure reflects the combined value of all completed sales transactions.
- This headline metric is essential for benchmarking growth, setting targets, and measuring the impact of strategic initiatives.

Business Takeaways:

- A strong total revenue value indicates effective sales execution and healthy market demand.
- Regularly tracking this KPI helps monitor sustained growth and flag any significant shifts that may require action.

Actionable Suggestion:

Sum of SALES by PRODUCTLINE



Sales by Product Line

KEY INSIGHTS:

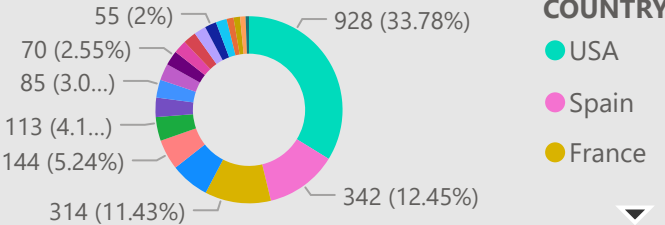
- The "Classic Cars" product line significantly outperforms all others, driving the majority of total sales.
- "Vintage Cars," "Trucks and Buses," and "Motorcycles" make important contributions, while "Planes," "Ships," and "Trains" represent smaller segments.

TOP PRODUCT LINE

Classic Cars

TOP PRODUCTLINE

Count of PRODUCTLINE by COUNTRY



Key Insights:

- The USA is by far the leading contributor, accounting for 928 product lines, or 33.78% of total activity—showcasing its dominant role in product distribution.
- Spain and France follow, with 342 (12.45%) and 314 (11.43%) product lines respectively.