

# INSIGHTS

- Total number of Customer are 122.
- 98 are Active customer who had placed order
- 24 are New Customer.
- Company most buying Customer is EURO +Shopping Channel has ordered 2153 no of quantity and generated the revenue of 189840.
- Total number of office are 7.
- Total number of employe are 23.
- Credit limit ranges from 0 to 227600
- No of cities involve across the global 95.
- Target Achieved 106 unit order from 117 unit.
- Item in Stock were witnessed 555k.
- Most demanding Product line is “classic Car”
- 98% orders are shipped, 1.84% order cancelled, 1.83% order in progress and only 0.92 order are in dispute.
- Maximum number of order has been placed in Quarter 4(October to December) and in month of November 2004.

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- Classic cars had the revenue at 1.26 M and the train had the lowest revenue at 1.88 M.
- The months of November was an exception to otherwise relatively consistent orders from 2003 to 2005. This is because of Thanksgiving or early Christmas shopping affecting the sales positively.
- The USA has highest revenue and sales in these years 2003, 2004 and 2005 as followed by Spain, France, Australia and New Zealand.