



## SALES DASHBOARD | Dashboard Overview

Overview

Product

Sales

Customer



Classic Cars

Planes

Trains

Vintage Cars

Motorcycles

Ships

Trucks and Buses

9.60M

Total Sales

106K

Total Quantity Sold

3.83M

Total Profit Made

555K

Total Quantity In Stock

8.85M

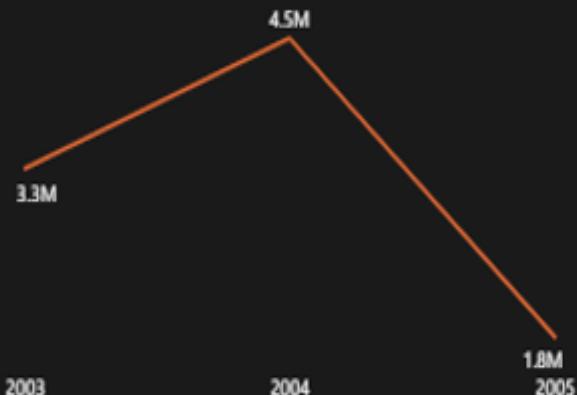
Total Payment Made

2003

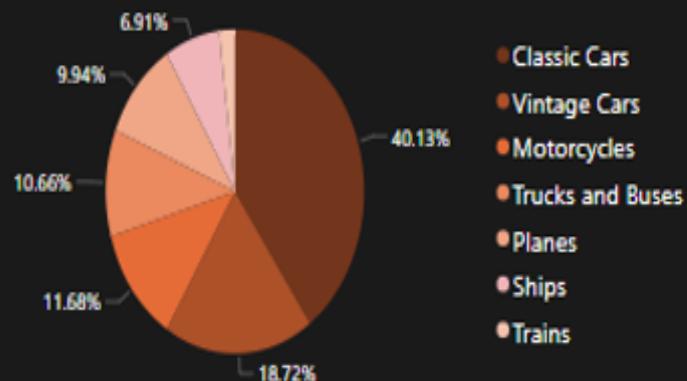
2004

2005

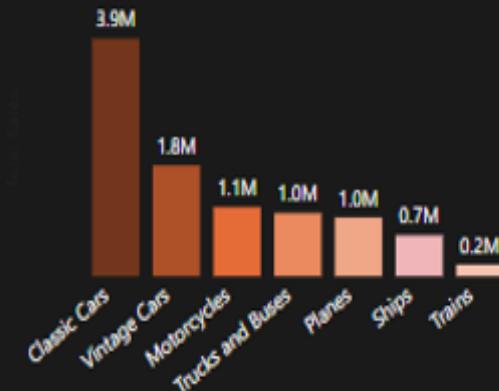
Total Sales by Year



Total Sales Percent by productLine



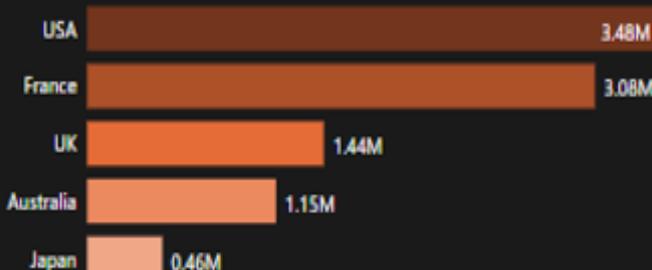
Total Sales by productLine



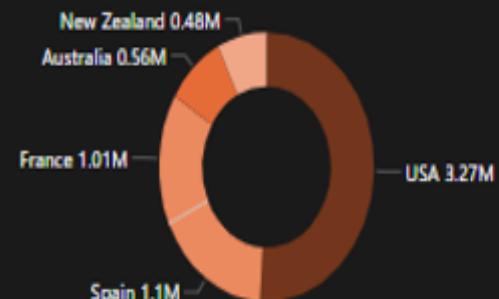
Total Sales by country/City (Customer)



Total Sales by Country/City (Office)



Top 5 Country by Sales





## SALES DASHBOARD | Product Analysis

Overview

Product

Sales

Customer



2003 2004 2005

Classic Cars

Planes

Trains

Vintage Cars

Motorcycles

Ships

Trucks and Buses

38

13

Number of Products

Number of Product Vendor

64.45

Average Cost Price

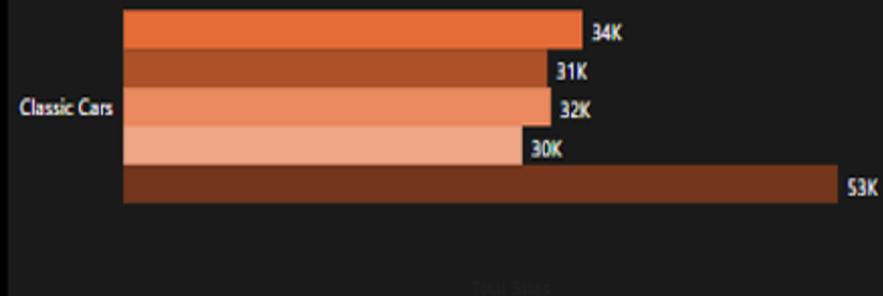
108.00

Average Selling Price

Count of Product per Price Category

High Price	Low Price	Medium Price
16	8	14

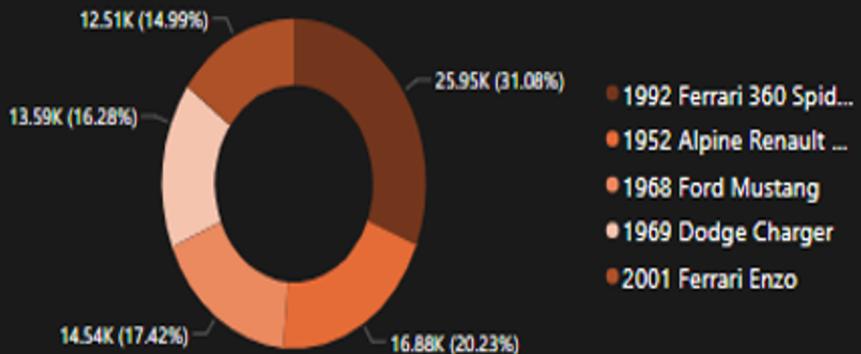
## Top 5 Product per ProductLine by Total Sales



## Bottom 5 product by Quantity in Stock

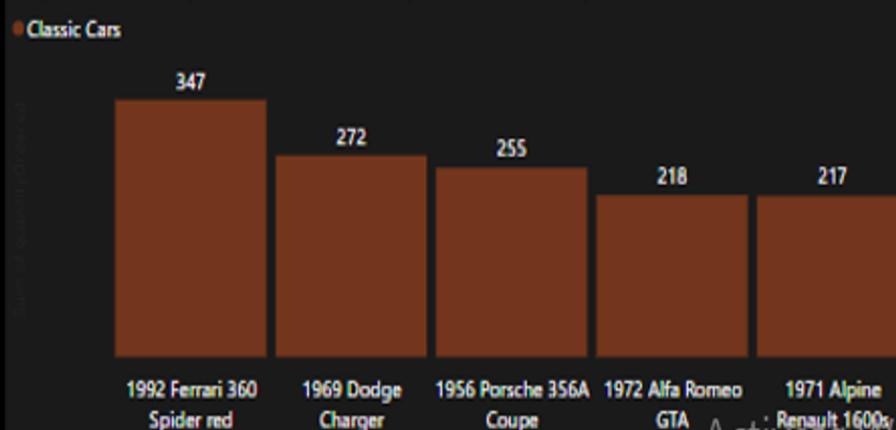
productName	productLine	quantityInStock
1968 Ford Mustang	Classic Cars	68
1970 Chevy Chevelle SS 454	Classic Cars	1005
1969 Ford Falcon	Classic Cars	1049
1957 Corvette Convertible	Classic Cars	1249
1952 Citroen-15CV	Classic Cars	1452

## Top 5 Product by Profit



- 1992 Ferrari 360 Spider
- 1952 Alpine Renault A110
- 1968 Ford Mustang
- 1969 Dodge Charger
- 2001 Ferrari Enzo

## Top 5 Product per ProductLine by Total Quantity Ordered





## SALES DASHBOARD | Sales Analysis

Overview

Product

Sales

Customer



2003 2004 2005

Classic Cars

Planes

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Vintage Cars

Motorcycles

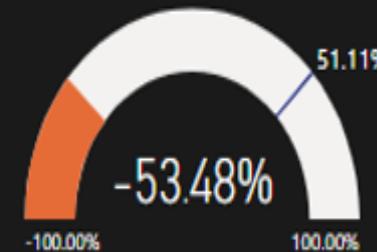
Ships

Trucks and Buses

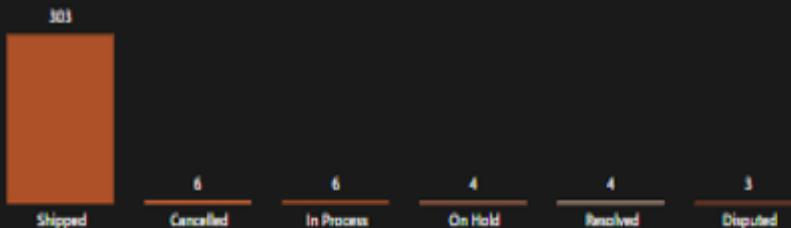
Total Sales



YoY Sales Growth



Count of Status



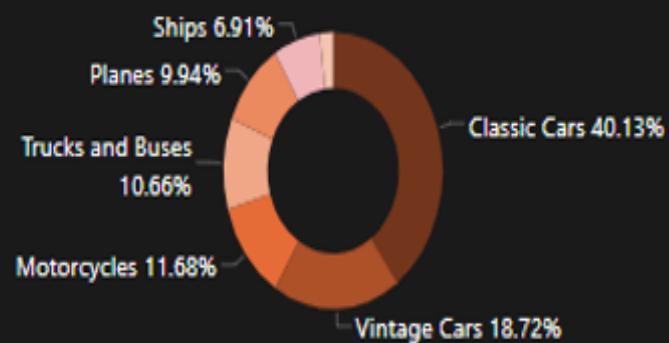
Total Sales in 2005 as compared to 2004

**245.27K!**  
Goal: 527.24K (-53.48%)

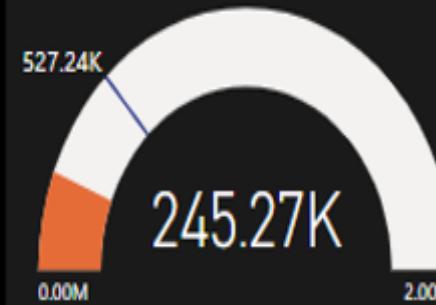
Total Quantity Sold in 2005 as compared to 2004

**2771 !**  
Goal: 5976 (-53.63%)

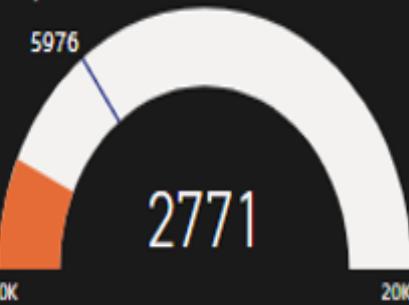
Percentage Sales Contribution by productLine



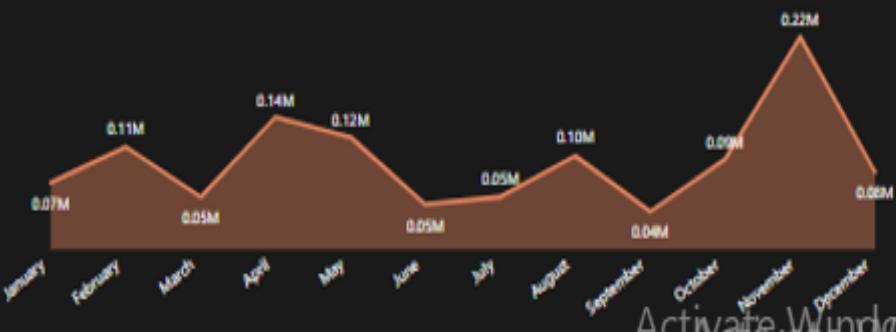
Total Sales in 2005 as compared to 2004



Total Quantity Sold in 2005 as compared to 2004



Total Sales by Month





## SALES DASHBOARD | Customer Insights

Select all

2003

2004

2005

Select all

Motorcycles

Ships

Trucks and Buses

Overview

122

326

8.85M

Total Count of Customers

Total Number of Orders

Total Payment Made

Product

Top 10 Customers by creditLimit

Euro+ Shopping Channel	Collectable Mini ...	Toys4Grow...	Royal Cana...
227.60K	105.00K	90.70K	89.60K
Mini Gifts Distributors Ltd.	Corporate Gift Id...	Diecast Collectabl...	Mini ...
210.50K	105.00K	85.10K	84.30K
UK Collectables, L...	Gift Depot Inc.	...	64.60K

customerName	country	Total Sales Made	Total Quantity Ordered
Euro+ Shopping Channel	Spain	820,689.54	9327
Mini Gifts Distributors Ltd.	USA	591,827.34	6366
Australian Collectors, Co.	Australia	180,585.07	1926
Muscle Machine Inc	USA	177,913.95	1775
La Rochelle Gifts	France	158,573.12	1832
Dragon Souveniers, Ltd.	Singapore	156,251.03	1524
Down Under Souveniers, Inc	New Zealand	154,622.08	1691
Land of Toys Inc.	USA	149,085.15	1631
Total	...	9,604,190.61	105516

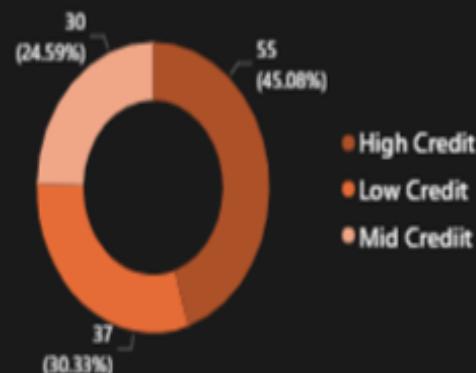
Top 10 customers by Total Payments Made



Count of customers by country



Count of customers by CreditLimit Categ.



Activate Windows





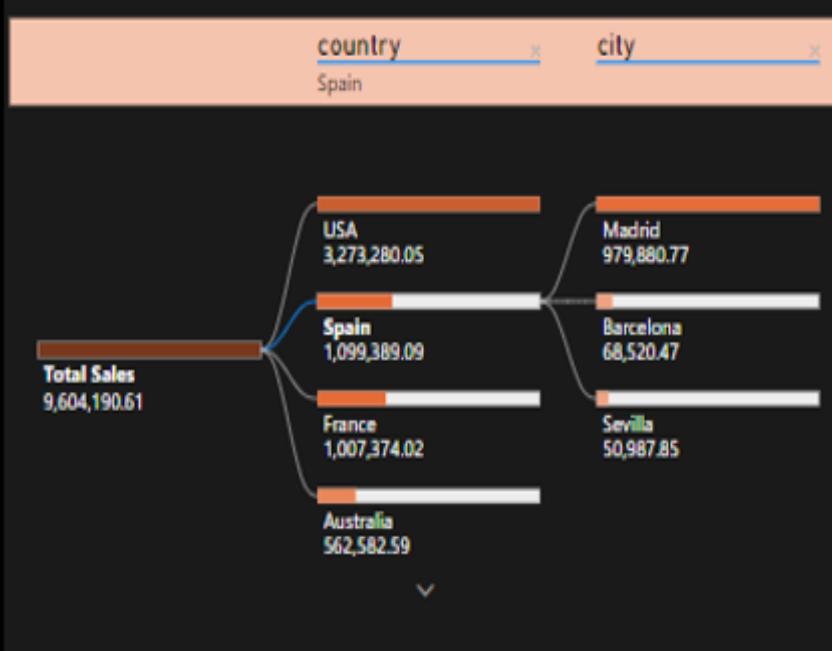
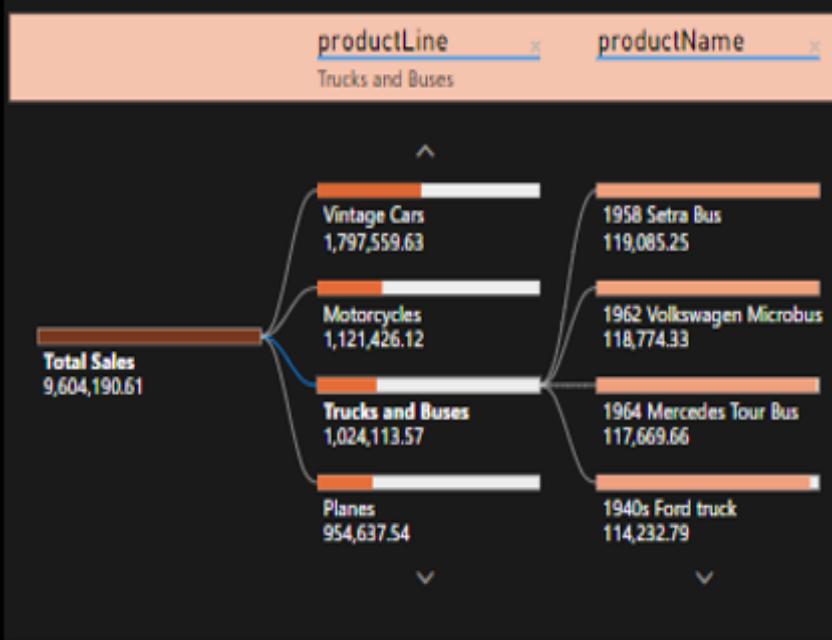
## SALES DASHBOARD | Info

Overview

Product

Sales

Customer



employeeName	EmployeejobTitle	ManagerName	ManagerJobTitle
Andy Fixter	Sales Rep	William Patterson	Sales Manager (APAC)
Anthony Bow	Sales Manager (NA)	Mary Patterson	VP Sales
Barry Jones	Sales Rep	Gerard Bondur	Sale Manager (EMEA)
Diane Murphy	President		
Foon Yue Tseng	Sales Rep	Anthony Bow	Sales Manager (NA)
George Vanauf	Sales Rep	Anthony Bow	Sales Manager (NA)
Gerard Bondur	Sale Manager (EMEA)	Mary Patterson	VP Sales
Gerard Hernandez	Sales Rep	Gerard Bondur	Sale Manager (EMEA)
Jeff Firrelli	VP Marketing	Diane Murphy	President
Julie Firrelli	Sales Rep	Anthony Bow	Sales Manager (NA)
Larry Bott	Sales Rep	Gerard Bondur	Sale Manager (EMEA)

## Office Locations

