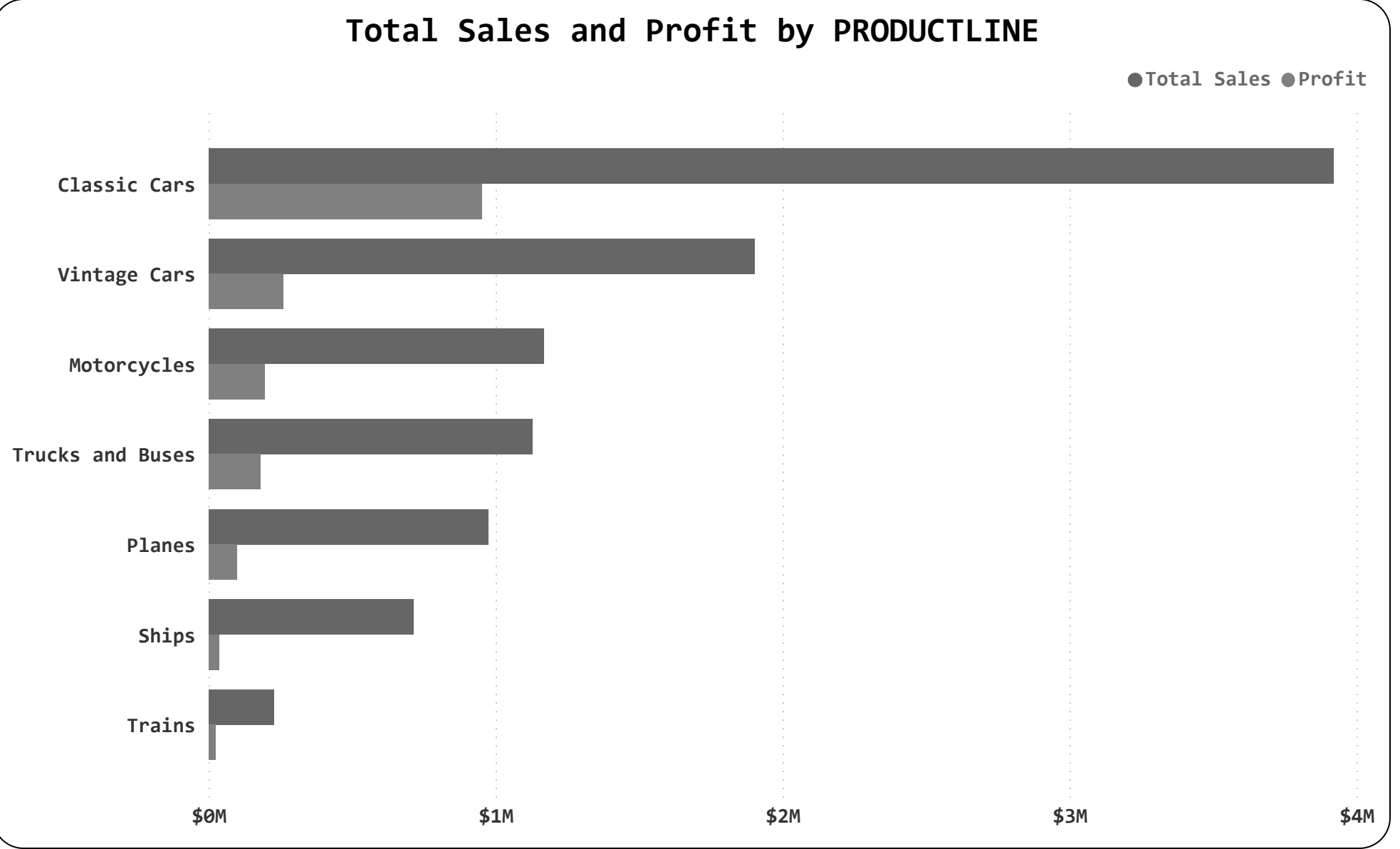
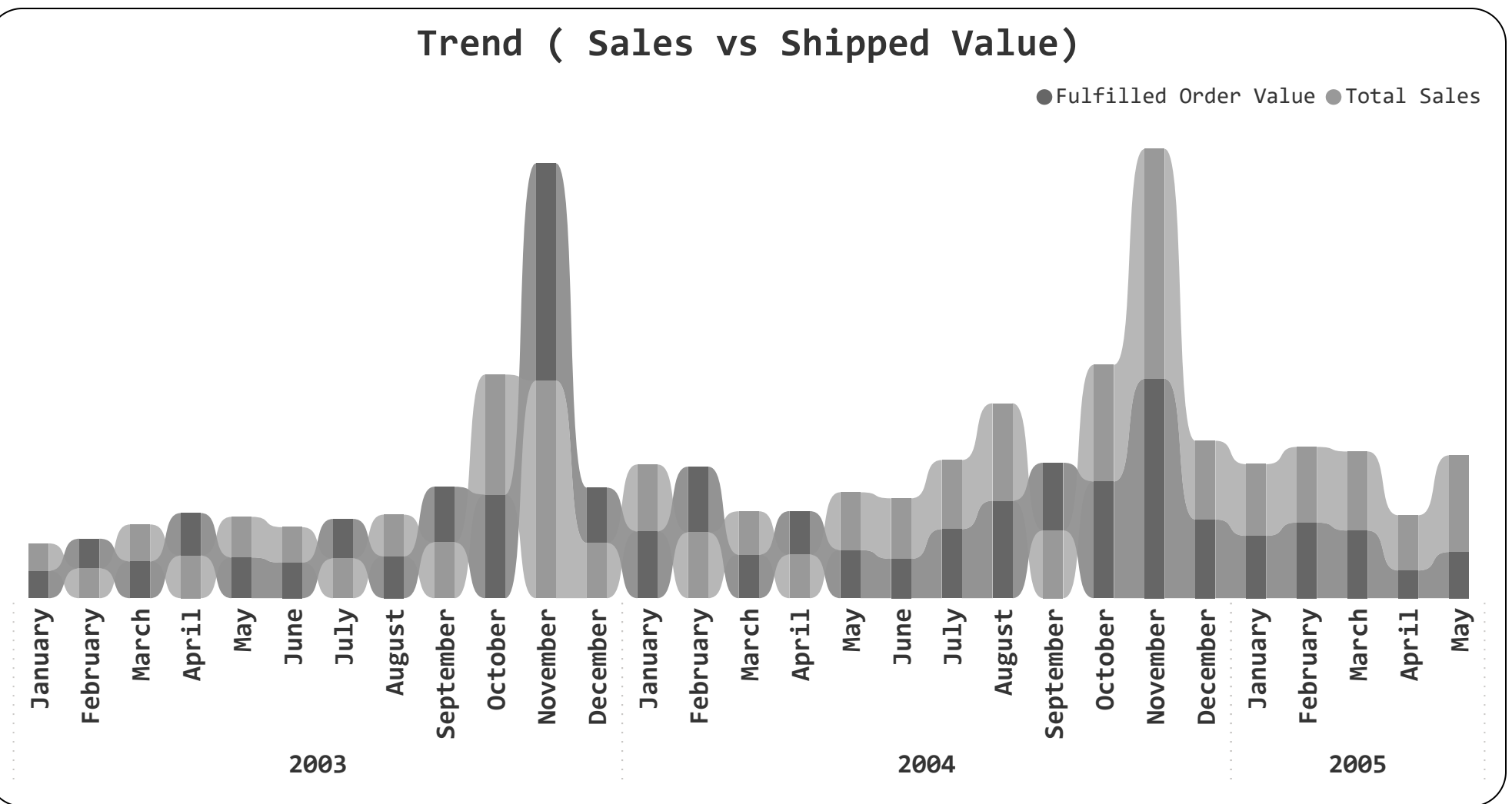
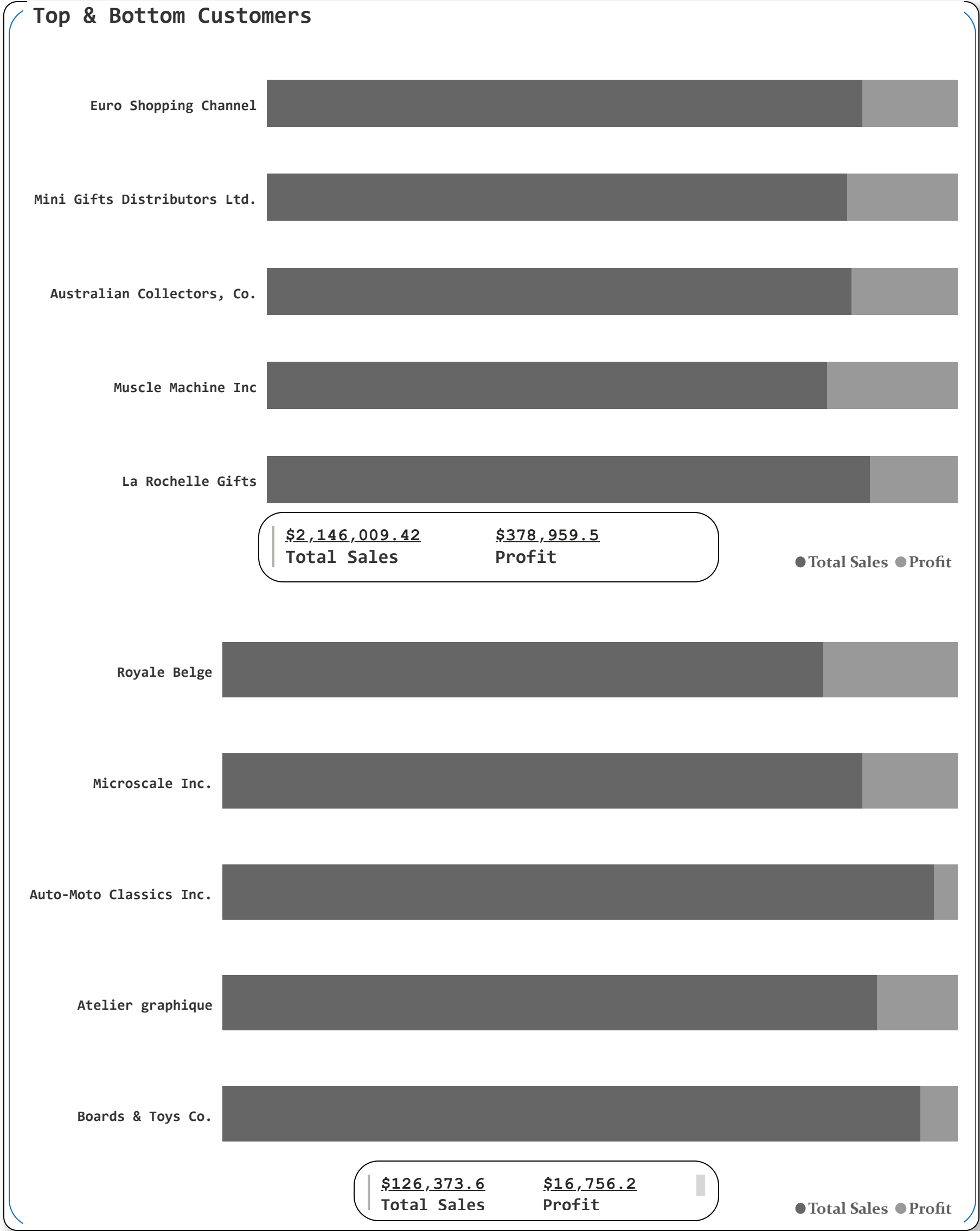
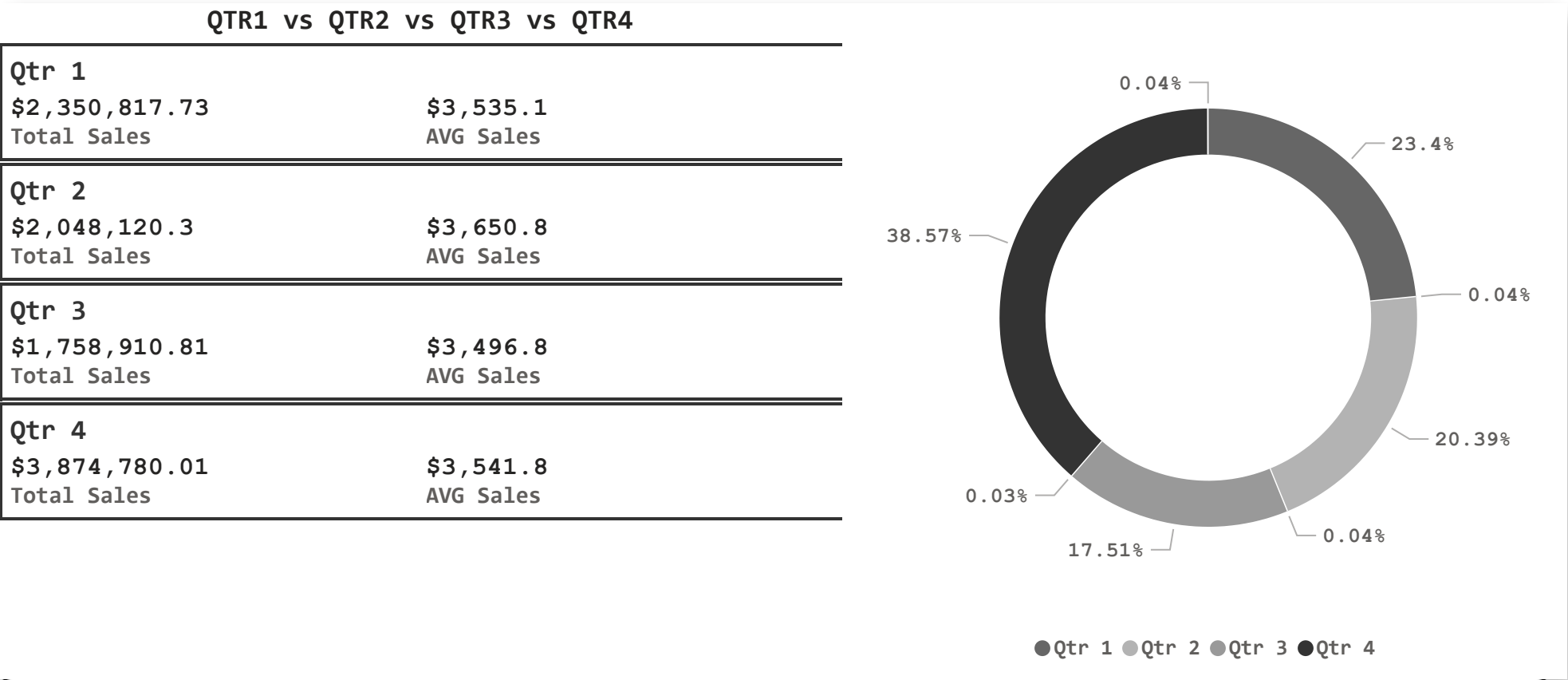
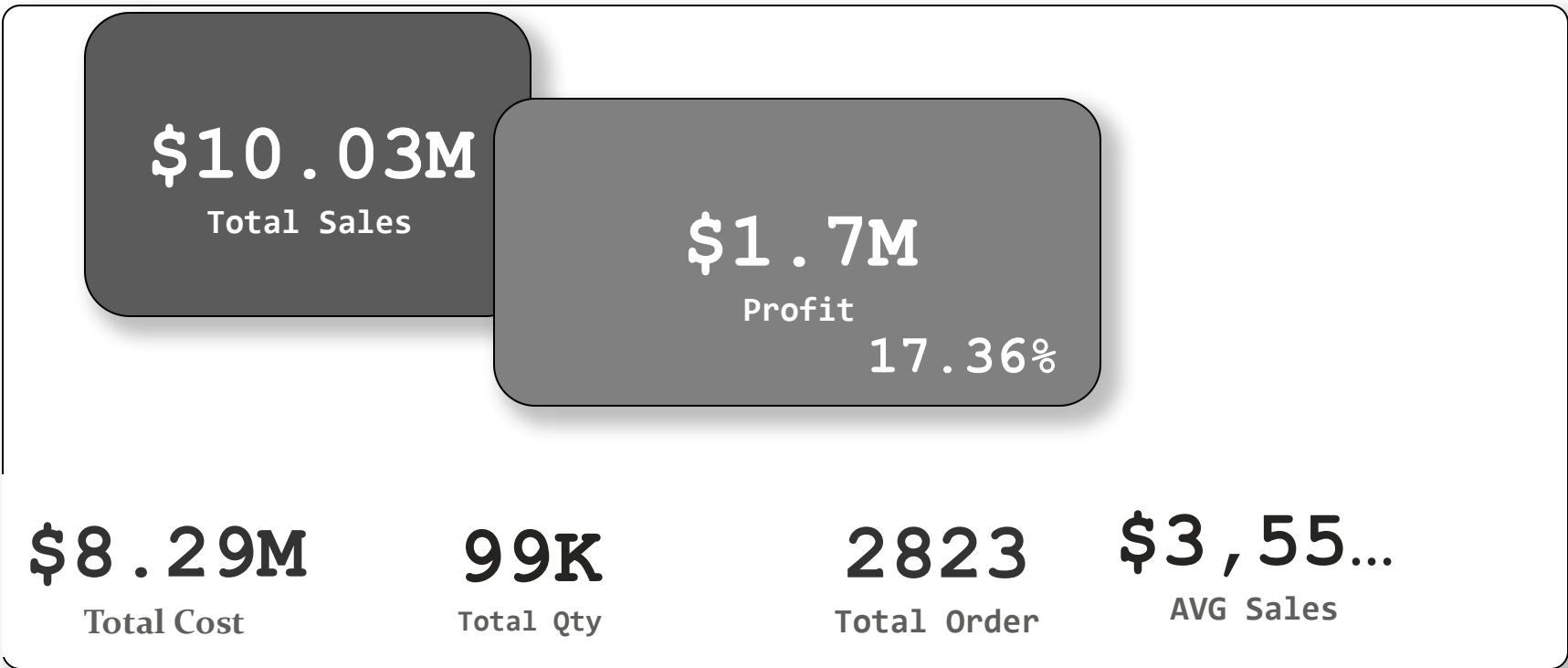
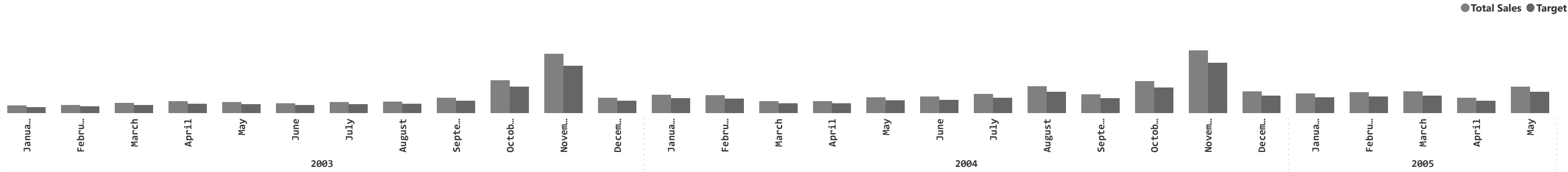


Vehicle Sales Analysis Dashboard



Total Sales and Total Target by Year and Month



Vehicle Sales Analysis Dashboard

\$1.7M

Profit

\$10.03M

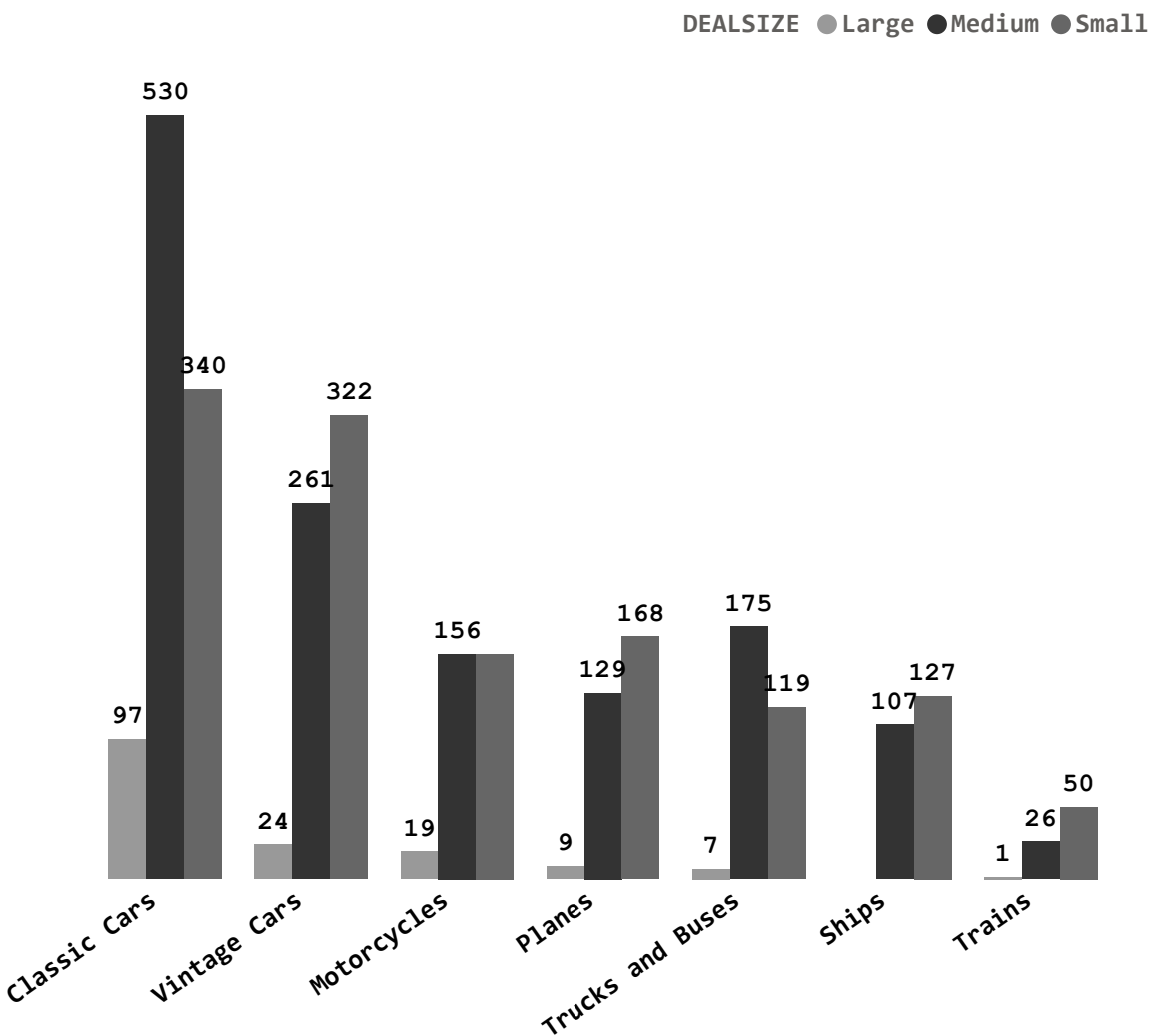
Total Sales



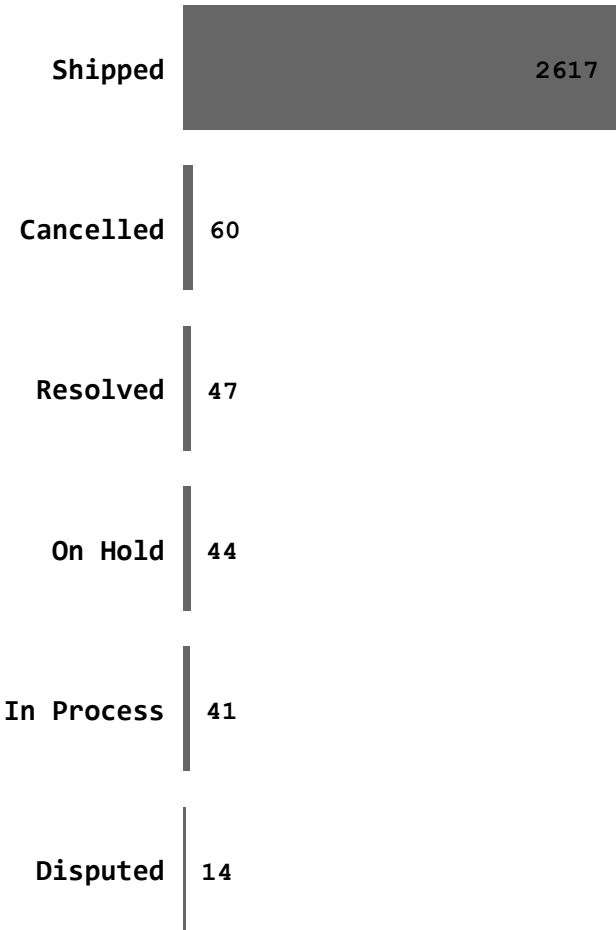
pixtastock.com - 73458057

| PRODUCTLINE | Total Sales | AVG Sales | Profit | Profit Margin | Market Share |
|------------------|----------------|-----------|-------------|---------------|--------------|
| Classic Cars | \$3,919,615.66 | \$4,053.4 | \$951,069.3 | 24.26% | 39.07 |
| Vintage Cars | \$1,903,150.84 | \$3,135.3 | \$258,938.8 | 13.61% | 18.97 |
| Motorcycles | \$1,166,388.34 | \$3,523.8 | \$195,302.1 | 16.74% | 11.63 |
| Trucks and Buses | \$1,127,789.84 | \$3,746.8 | \$180,434.7 | 16.00% | 11.24 |
| Planes | \$975,003.57 | \$3,186.3 | \$97,061.4 | 9.95% | 9.72 |
| Ships | \$714,437.13 | \$3,053.2 | \$36,496.7 | 5.11% | 7.12 |
| Trains | \$226,243.47 | \$2,938.2 | \$22,439.2 | 9.92% | 2.26 |

Total Order by PRODUCTLINE and DEALSIZE



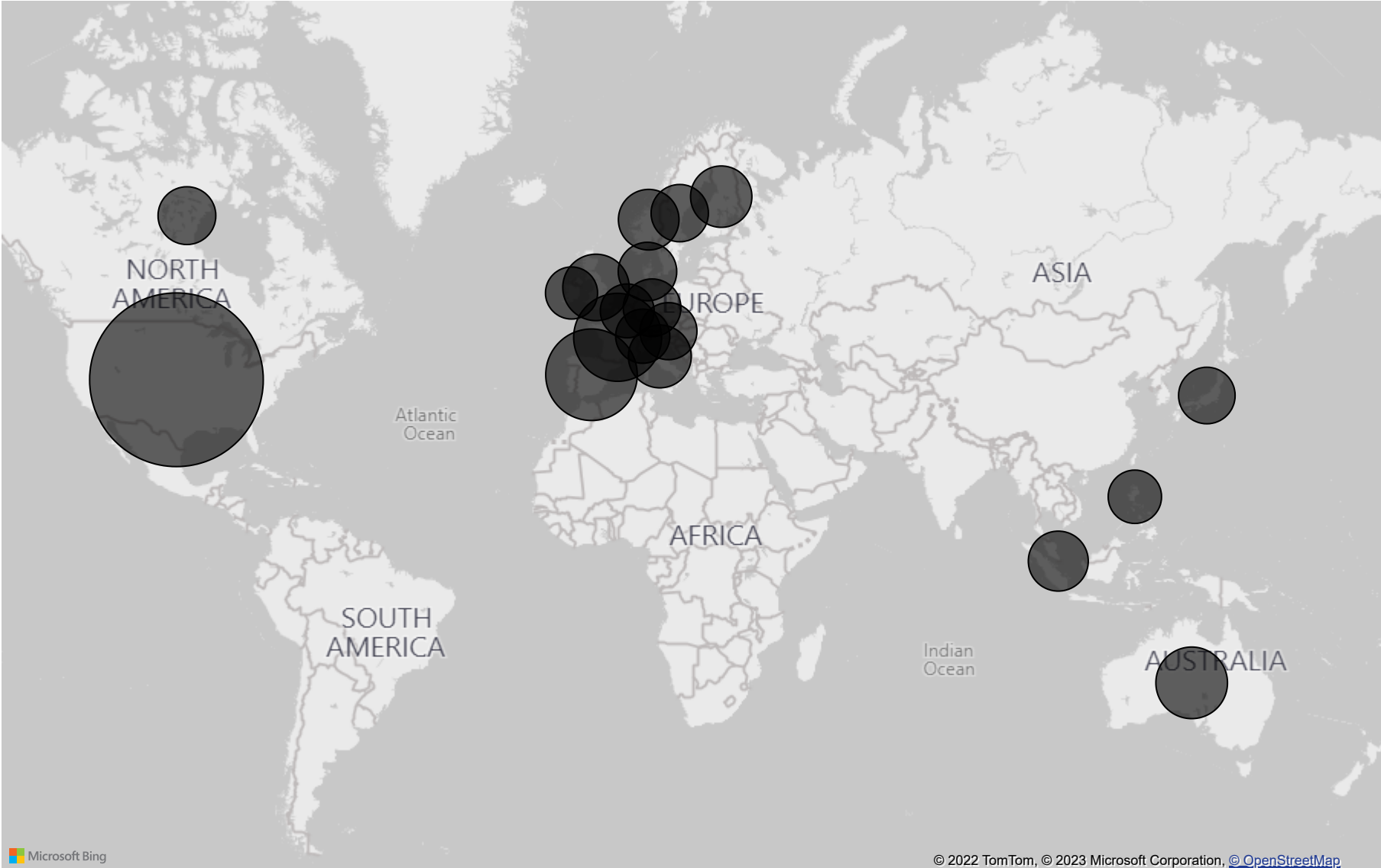
Total Order by STATUS



Sales by Product and Country

| COUNTRY | Classic Cars | Motorcycles | Planes | Ships | Trains | Trucks and Buses |
|-------------|----------------|--------------|--------------|--------------|-------------|------------------|
| USA | \$1,344,638.22 | \$520,371.7 | \$328,432.89 | \$209,688.14 | \$69,253.56 | \$397,842.42 |
| UK | \$159,377.7 | \$40,802.81 | \$41,163.51 | \$72,959.17 | \$12,635.54 | \$28,142.99 |
| Switzerland | \$117,713.56 | | | | | |
| Sweden | \$69,088.06 | \$15,567.25 | \$8,899.6 | \$30,915.89 | \$3,807.68 | \$47,931.27 |
| Spain | \$476,165.15 | \$74,634.82 | \$89,985.51 | \$124,459.97 | \$43,370.18 | \$177,556.78 |
| Singapore | \$132,890.44 | \$4,175.6 | | \$14,155.52 | \$13,278.71 | \$89,027.68 |
| Philippines | \$53,112.09 | \$18,061.68 | \$20,906.87 | | | |
| Norway | \$134,787.37 | \$51,768.63 | \$29,500.7 | | \$11,310.36 | \$37,075.64 |
| Japan | \$47,271.49 | \$26,536.41 | \$49,176.96 | \$18,860.02 | \$3,523.67 | \$13,349.44 |
| Italy | \$128,576.65 | \$7,567.8 | \$98,185.65 | \$17,703.54 | \$6,274.96 | \$5,914.97 |
| Ireland | \$31,688.82 | \$4,953.2 | \$11,784.36 | | \$3,112.6 | \$3,983.05 |
| Germany | \$148,315 | \$7,497.5 | \$23,001.26 | \$5,501 | \$5,043.42 | \$10,178 |
| France | \$388,951.2 | \$226,390.31 | \$108,155.51 | \$66,486.67 | \$27,340.8 | \$116,982.22 |
| Finland | \$153,552.24 | \$47,866.72 | \$34,375.13 | \$29,808.44 | \$5,117.05 | \$40,479.33 |
| Denmark | \$157,182.48 | | \$7,586.45 | \$38,697.26 | \$11,476.33 | \$9,588.82 |
| Canada | \$61,623.22 | \$4,177.49 | \$25,510.07 | \$40,309.01 | | \$51,945.98 |
| Belgium | \$20,136.96 | | \$5,624.79 | \$31,708.01 | \$9,017.26 | |
| Austria | \$101,459.47 | \$26,047.66 | \$17,860.44 | \$9,024.73 | | \$20,472.75 |
| Australia | \$193,085.54 | \$89,968.76 | \$74,853.87 | \$4,159.76 | \$1,681.35 | \$77,318.5 |

Total Sales by Region



Insights & Key Findings

- The 4th quarter experienced the highest total sales of about \$3.8m with an average sales of \$3,541 (the average sales for each quarter does not show much difference). One possibility is such that the 4th quarter is a critical time to boost profits and it is also when many consumers open up their wallets and start spending more.
- The top 5 customers Euro Shopping Channel, Mini Gifts Distributors Ltd, Australian Collectors co, Muscle Machine Inc and La Rochelle Gifts made a total sales of \$2.1m and profit of \$378k and seems to be key customers.
- Classic cars proved to be a lucrative venture, accumulating an impressive sum of approximately \$4m in revenue and \$951k in profit.
- The overview trend of sales versus shipped value shows that most of the orders are shipped on time, resulting to fulfilled order and as such can increase customer satisfaction, guarantee repeat purchases and improve return on investment(ROI).
- Sales target were mostly met from January - September in 2003, from January - July in 2004 and all through the year in 2005.
- Classic cars has the most order placed and has the highest deal size, followed by Vintage cars and Motorcycles respectively.
- Status shows that 2617 (93%) of the total order has been shipped.
- USA generated the highest sales across all productline, followed by Spain and France.