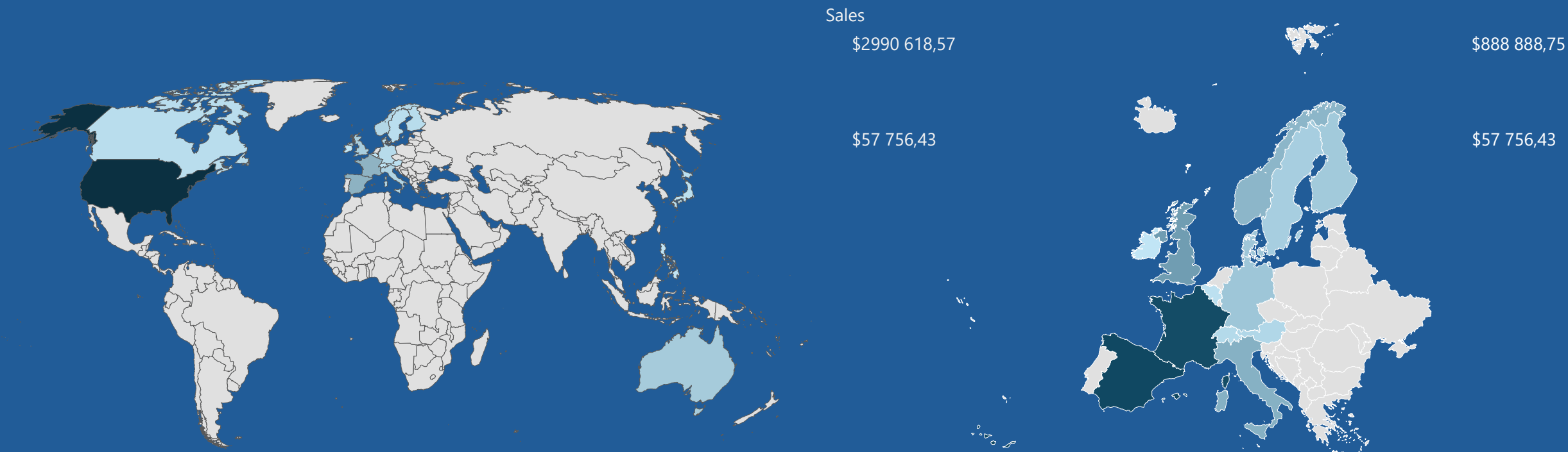




# Sales Dashboard

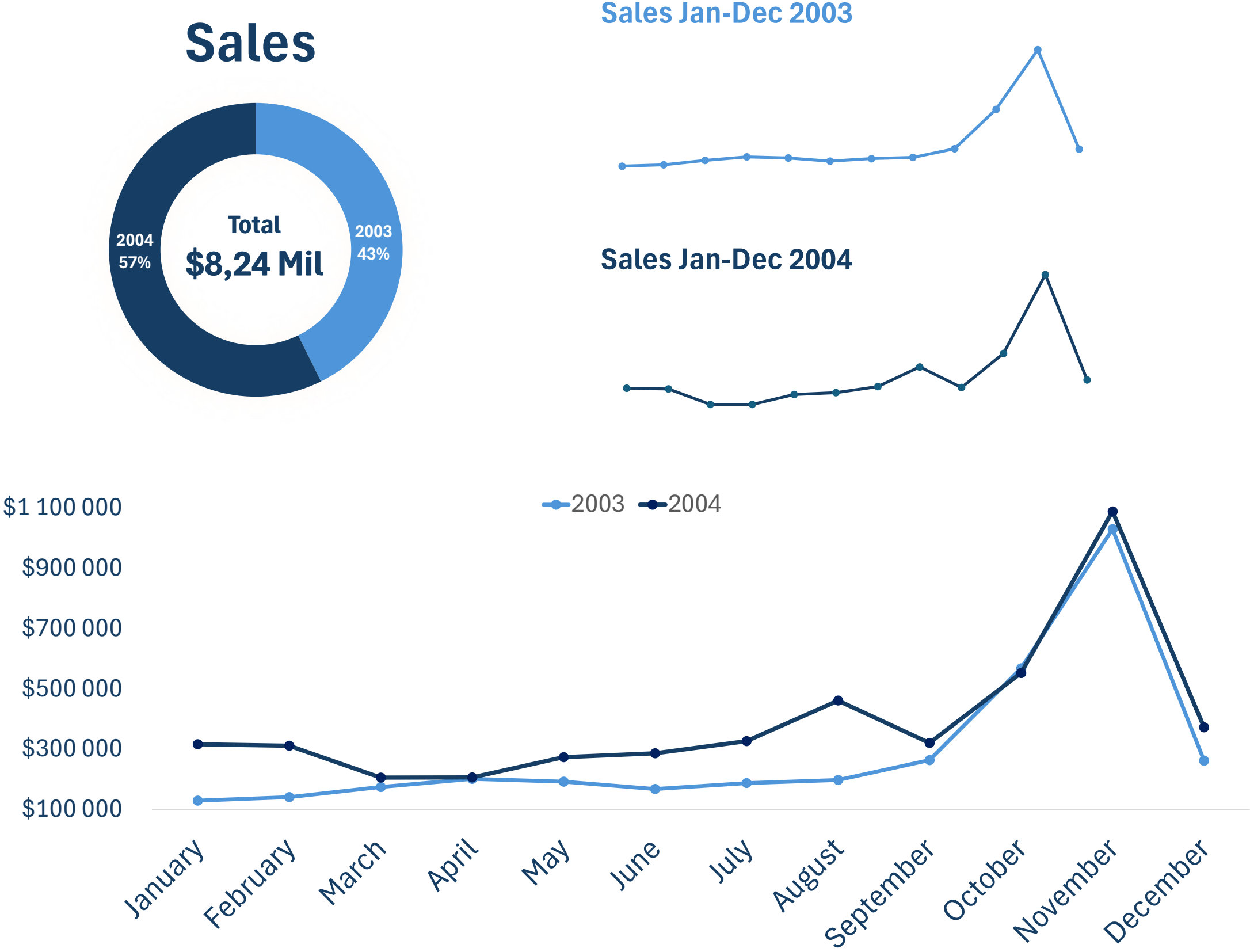
January 2003-December 2004

This sales dashboard explores key business metrics, showcasing trends in sales, profits and regional performance. Monitor shipped orders,, track sales growth and analyze customer distribution.



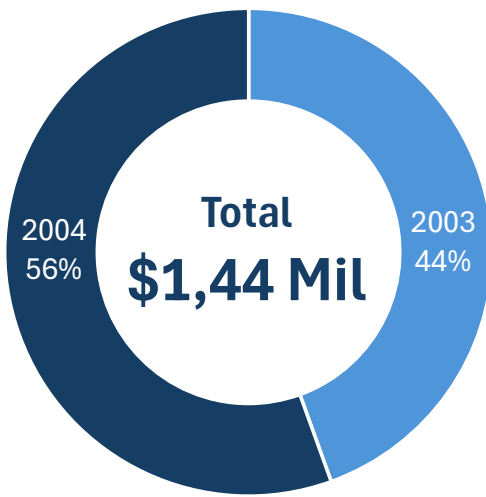
## Key Performance Indicators

The KPI section highlights key transportation metrics, including revenue, profit margins, and shipment success rates, offering quick insights into performance and efficiency for the time period of January 2003-December 2004.



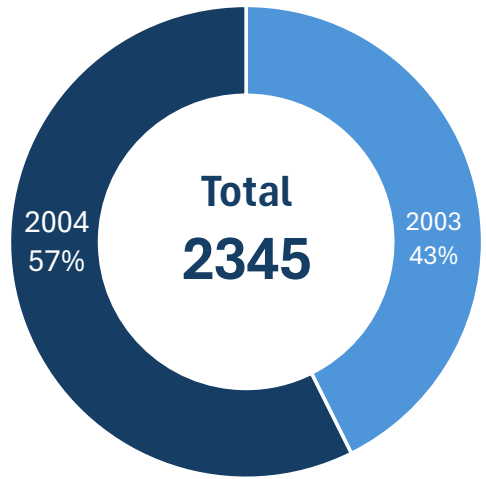
## Profits

by year

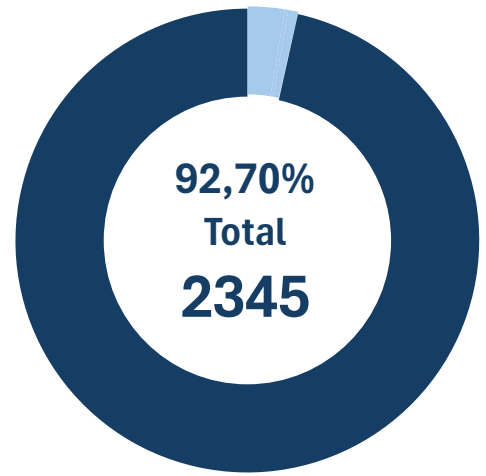


## Number of Customers

by year

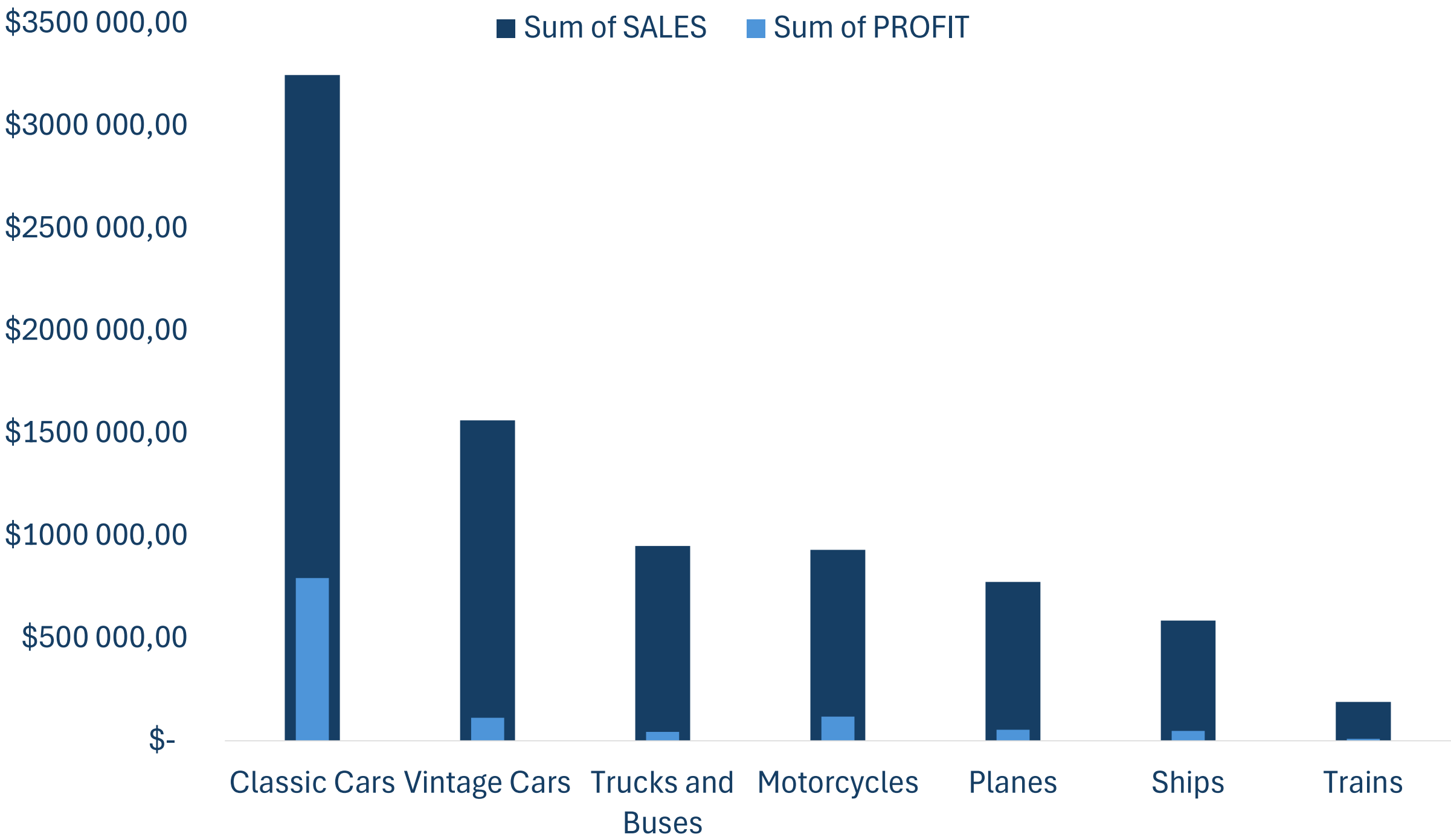
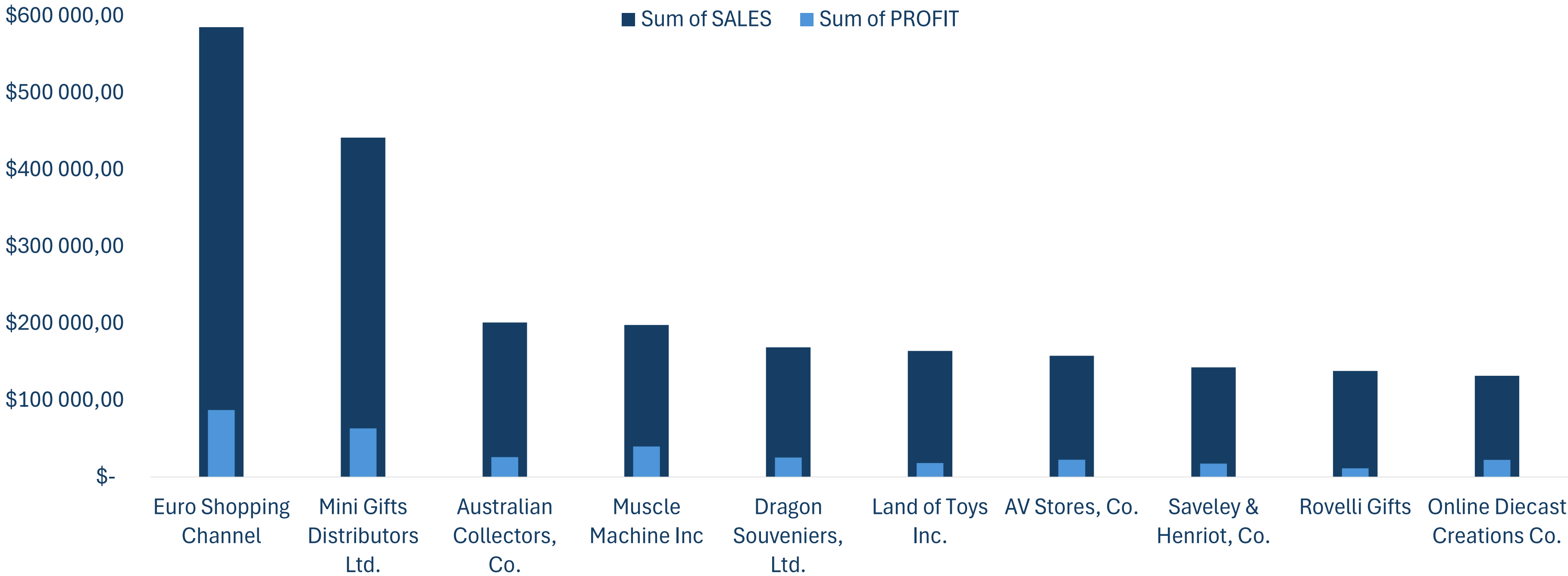


## Orders Shipped Successfully



## Know Your Customer

The KYC section provides insights into the top 10 customers by sales and profit and highlights the most sold transportation categories. This section helps identify key clients and business trends, enabling better customer management and targeted service strategies.



## Categories by Sales and Profit

The chart shows that classic cars lead both in sales and profits, making them the most successful product category. Vintage cars follow closely, with significantly higher sales than motorcycles, yet motorcycles outperform in terms of profit, demonstrating a higher profit margin despite lower overall sales.