

Chart Insights and Final Recommendation

1. Sales Trends

Two spikes: Sales show two big peaks in late 2003 and late 2004, reaching over 700,000.

Outside peaks: Sales are stable, fluctuating between 100,000 and 200,000 per month.

2. Product Line Performance

Classic Cars dominate with 3,042,689 units, far ahead of all other product lines.

Trains and Ships have the lowest sales, each below 120,000 units.

This shows a big difference in demand between product lines.

3. Company Sales

Euro Shopping Channel leads with sales near 600,000.

Mini Gifts Distributors Ltd. follows with around 400,000.

Other companies contribute far less, with sales under 200,000.

This highlights that most sales come from the top two companies.

4. Sales by Country

USA has the highest sales at 2,347,542, much more than any other country.

Spain (677,894) and UK (278,028) are next but far behind the USA.

Countries like Ireland (34,884) and Belgium (56,058) have the lowest sales.

Most countries contribute small sales compared to the USA.

5. Shipping Status

93.29% of orders are successfully Shipped (green) – the majority.

Small percentages include:

On Hold: 1.66%

In Process: 1.53%

Cancelled, Disputed, and Resolved: each below 1.5%.

Key Point: Most orders are shipped successfully with very few issues.

6. Deal Size Distribution

55% of deals are Medium (orange) – the largest share.

36% are Small (gray).

Only 9% are Large (blue).

Key Point: Most deals are medium-sized, and large deals are rare.

Final Recommendation

Focus on the USA market as it has the highest sales by far, with opportunities to grow even further. Prioritize the Classic Cars product line since it dominates sales, showing strong demand. Efforts can also be made to boost sales of Trains and Ships, as they currently underperform. Collaborate more with top companies like Euro Shopping Channel and Mini Gifts Distributors Ltd. to maximize growth, as they contribute the most.

Ensure smooth shipping processes, as 93% of orders are shipped successfully, but small delays (On Hold, In Process) should still be reduced. Finally, target Medium-sized deals, as they form the majority, while exploring ways to increase Large deals to drive higher revenue.