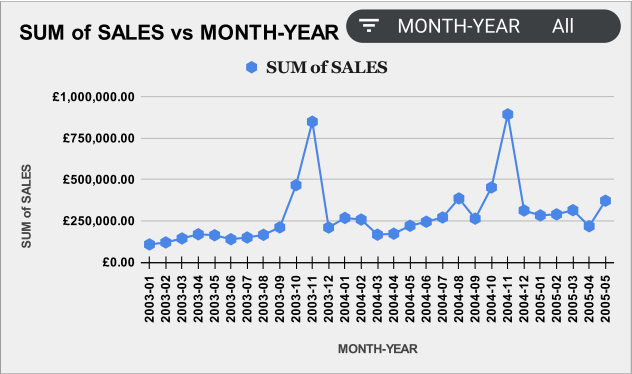# Collectible Model Vehicle Sales Performance Dashboard (Jan 2003 – May 2005)
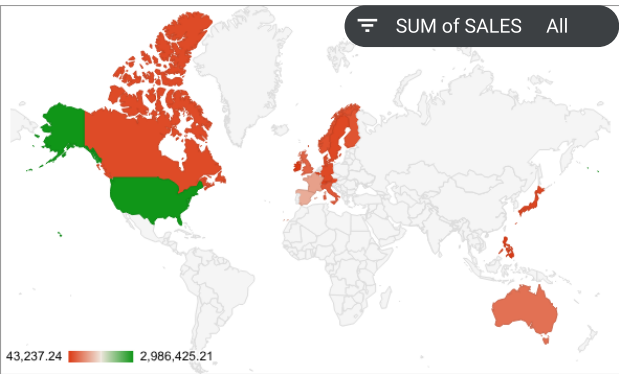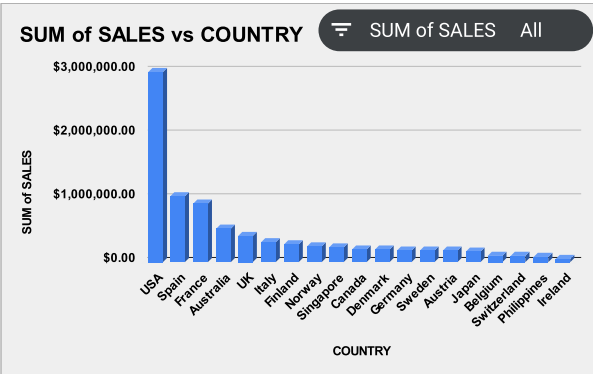
Dataset: Orders 2003–2005 | Source:Sales_data_original

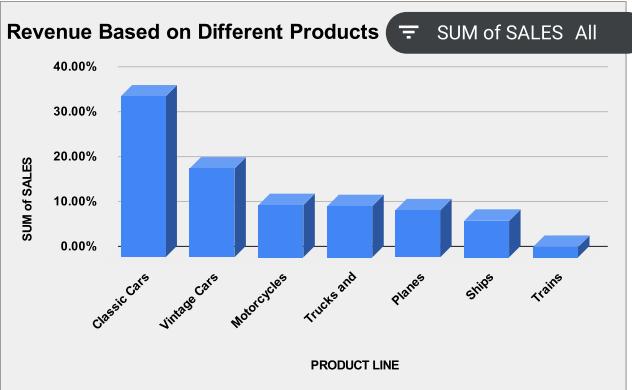| Total Sales	Total Quantity	Total Orders	Average Order Value
$8,290,886.79	99,067	2823	$2,936.91

**Monthly sales show consistent November spikes; consider Q4 promotions.**

USA dominates sales (~36% of total), followed by France and Spain— key markets to focus on for marketing and logistics.

SUM of SALES vs MONTH-YEAR — MONTH-YEAR   All

SUM of SALES vs COUNTRY — SUM of SALES   All

SUM of SALES   All

43,237.24 ▭ 2,986,425.21

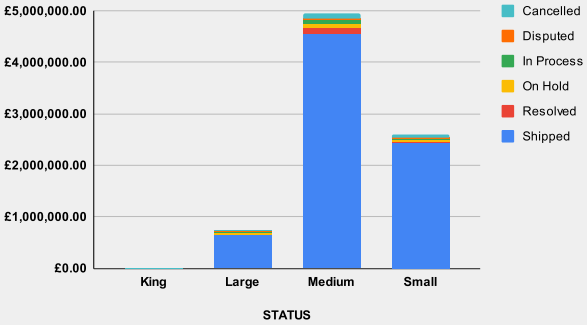**Classic Cars and Vintage Cars are the largest revenue drivers.**

Top 10 customers generate ~29% of revenue — prioritize retention.

Revenue Based on Different Products — SUM of SALES   All

Top 10 Customers — Top 10 Customers   All
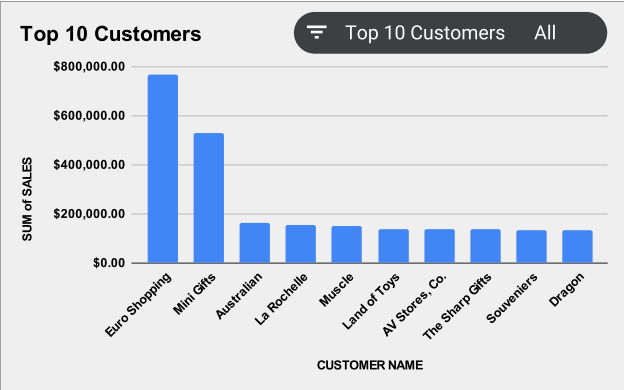
Status of the Product Delivery — SUM of SALES   All

Legend: Cancelled, Disputed, In Process, On Hold, Resolved, Shipped

Collectible Model Vehicle Sales Performance

Executive summary:
This dashboard summarizes sales from Jan 2003 → May 2005 from (Sales_data_original) Dataset. Total revenue is $8,290,886.79 across 2,823 orders; average order value is $2,936.91.

Key findings:
➤ Top product lines: Classic Cars ($2,968,546; ~35.80% of revenue) and Vintage Cars ($1,644,212; ~19.83%).

➤ Top geography: USA leads with $2,986,425 (~36% of sales). Spain and France are next largest.

➤ Seasonality: Strong spikes in November each year (e.g., 2003-11 = $850k; 2004-11 = $894k). Consider year-end demand.

➤ Order status & size: Shipped is the dominant status ($7.65M) — most revenue is in Medium deal size (≈$4.96M ~60%).

➤ Customers: Top 10 customers contribute ~$2.44M (~29% of total sales) — revenue concentrated in a small set of customers.

Interpretation / business implication:
➤ Focus on Classic/Vintage Cars inventory & promotions — they drive most revenue.

➤ Prepare resources/marketing for November (holiday / promotional window) and strengthen US-market sales channels.

Recommendations (Actionable):
➤ Prioritize inventory & margin analysis for Classic & Vintage Cars.

➤ Launch November promotions and pre-order inventory for Q4.

➤ Create retention/loyalty outreach for the Top-10 customers (they represent ~29% of revenue).

➤ Drill into Medium deal-size orders to optimize shipping & fulfillment costs.

Next steps / analysis:
➤ Run margin-by-product (profitability).

➤ RFM segmentation on customers (recency/frequency/monetary).