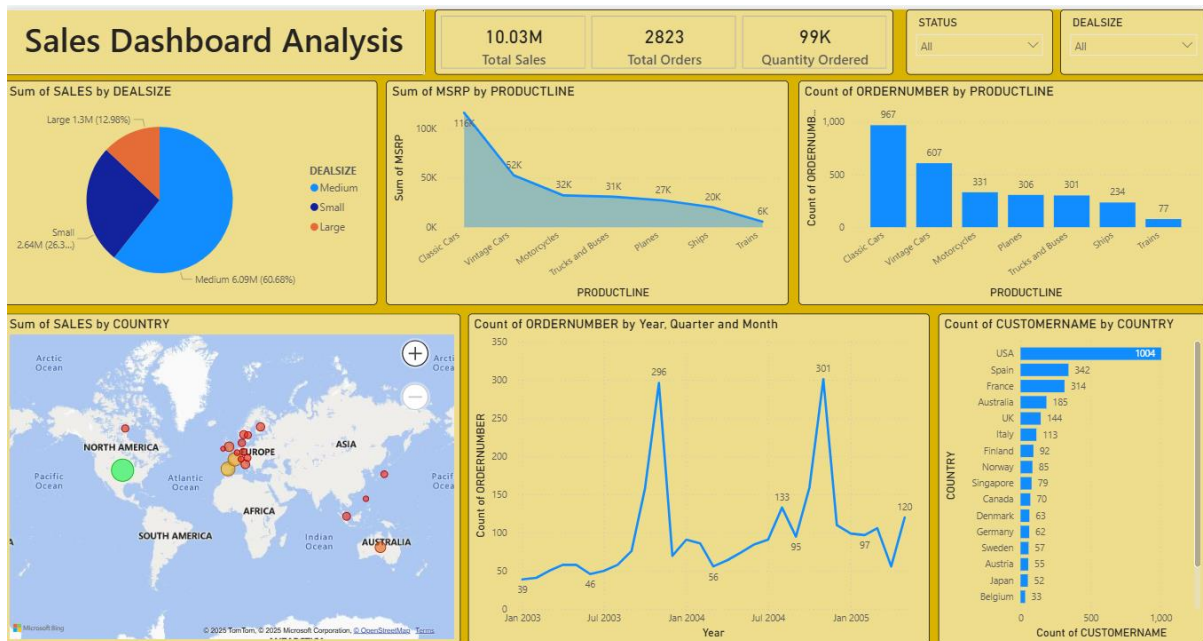


Sales Dashboard Analysis

Executive Summary

This Sales Dashboard provides a comprehensive analysis of sales performance across various dimensions including product lines, deal sizes, countries, and time periods. The objective is to uncover key trends, evaluate product performance, and identify geographical sales strengths. Total sales amounted to **\$10.03M** from **2,823 orders** and over **99K items** sold.

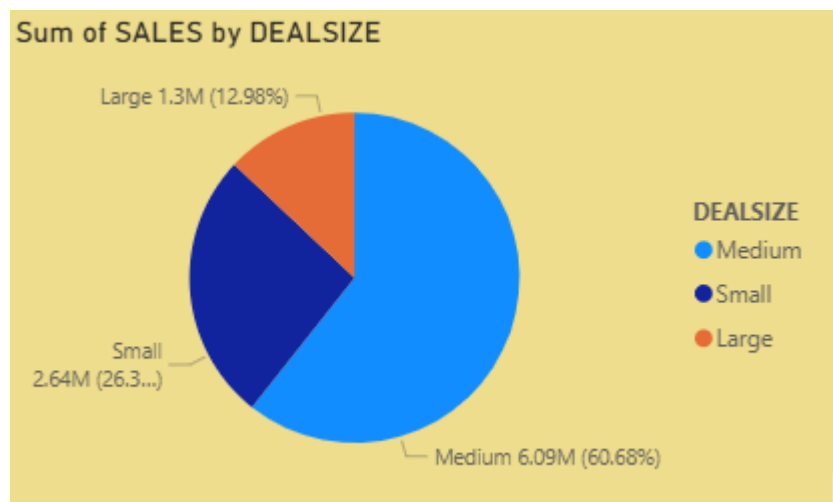


Dashboard Overview

- **Total Sales:** \$10.03M
- **Total Orders:** 2,823
- **Quantity Ordered:** 99K
- **Filters Available:** Status and Deal Size

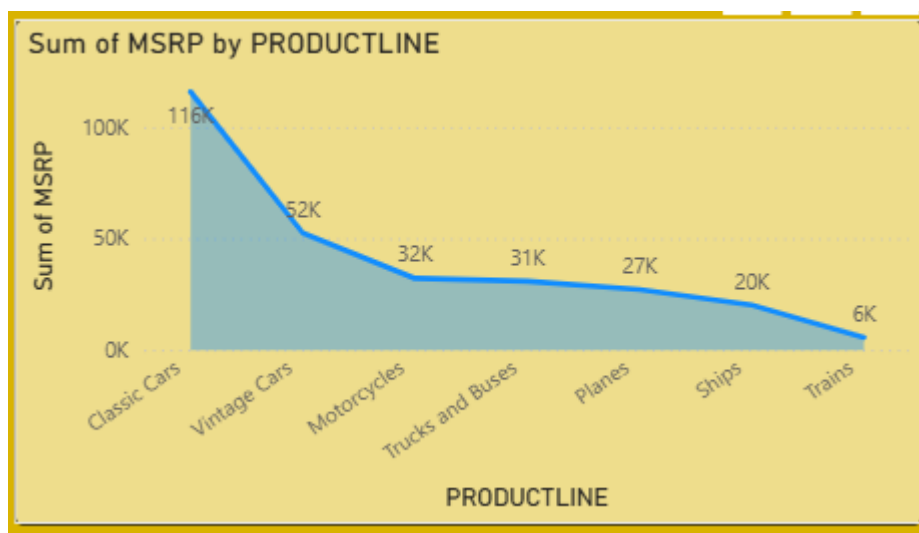
Detailed Insights

1. Sum of Sales by Deal Size



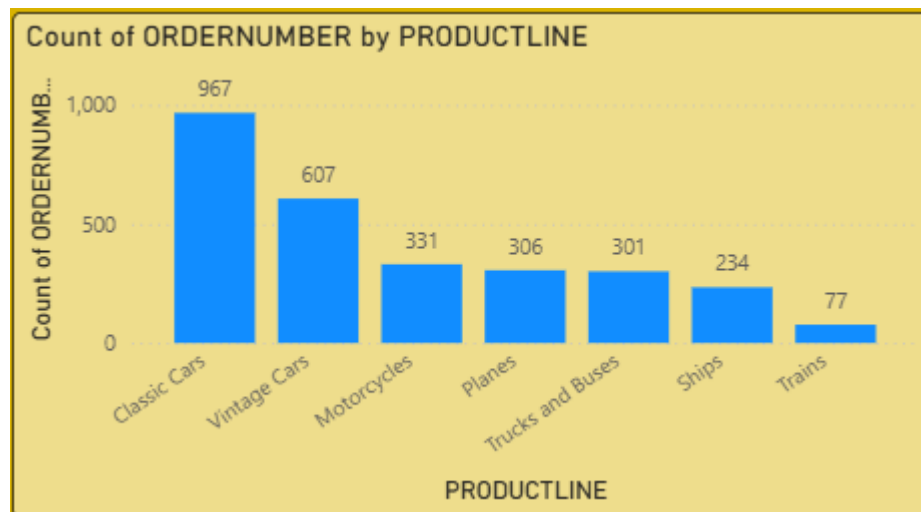
- Medium-sized deals: \$6.09M (60.68%)
- Small deals: \$2.64M (26.3%)
- Large deals: \$1.3M (12.98%)
 - Majority of revenue is driven by medium-sized deals, suggesting a strategic focus on this segment for consistent growth.

2. Sum of MSRP by Product Line



- Classic Cars: \$118K, Vintage Cars: \$62K
- Lower MSRP in Ships and Trains
 - Classic and Vintage Cars represent high-value inventory – ideal for premium positioning.

3. Count of Orders by Product Line



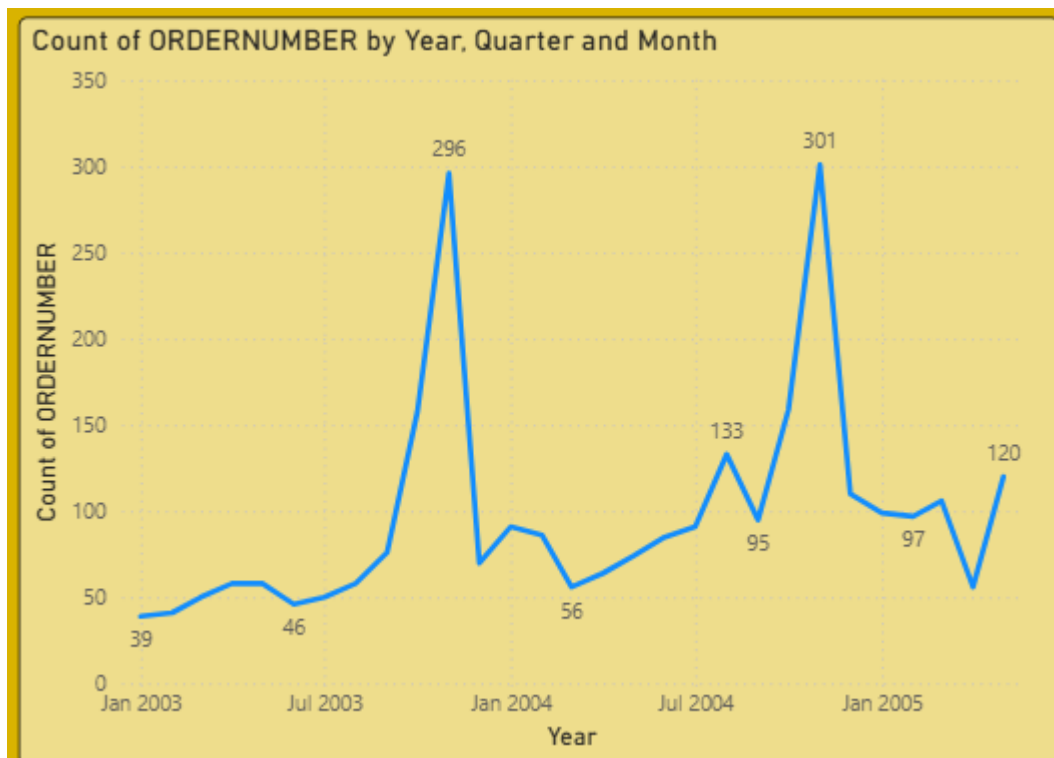
- Classic Cars: 967 orders, Vintage Cars: 607 orders
- Trains: 77 orders
→ *Classic and Vintage cars are both high in value and high in demand.*

4. Sum of Sales by Country



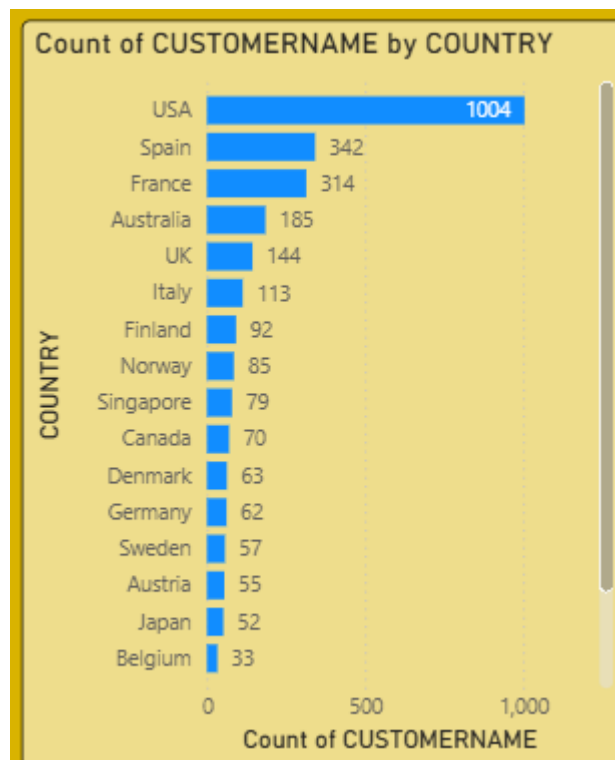
- Strongest sales from **USA**, followed by key markets in Europe and Australia
→ *Target marketing and supply chain efforts in these countries could improve performance further.*

5. Orders Over Time



- Peaks in Q4 2003 (296 orders) and Q4 2004 (301 orders)
→ *There is a strong Q4 trend. Marketing and stock planning should align with these seasonal spikes.*

6. Customer Count by Country



- **USA: 1004 customers**
- **Spain: 342, France: 314**
→ *The customer base is concentrated in the USA – opportunities exist for upselling and loyalty programs.*

Key Business Takeaways

1. Focus on medium deal sizes for consistent revenue.
2. Classic & Vintage Cars are strong in both sales volume and value.
3. The USA leads in customer base and sales performance.
4. Q4 spikes in orders – align campaigns and inventory accordingly.
5. Explore expansion in lower-penetration markets like Japan, Sweden, and Belgium.

Conclusion

The dashboard highlights dominant product lines and regions, with actionable opportunities to enhance sales further. Doubling down on high-performing segments while investing in untapped markets and seasonal planning can drive future growth.