**Insights of Classic Car Models**

ClassicModels data set was analysed and created a dashboard visual. Only sales data was analyzed through every parameter including product lines, country, year on year growth and number of orders. Further, drill through was applied in product lines and country to further analyse the breakdown of sales components of various parameters.

* Year on year sales is drastically going down. There has to be an emergency call as the reputation of the organization may go down as seen from the forecast sales for the next year.
* Compared to 2003 (3.3 million), the sales was higher in 2004 at 4.6 million
* USA has the highest revenue and sales in 2003, 2004 and 2005 followed by Spain, France, Australia and New Zealand.
* For the product lines, classic cars and vintage car models have climbed in these top five countries, whereas ships and trains have decreased. Classic cars were the most popular and appealing models to the audiences in these countries.
* USA has ordered a total of amount 11655 classic cars between 2003 and 2005 followed by Spain at 4380 .
* From 2003 to 2005, orders were reasonably stable with the exception of November. This is due to the favourable impact of Thanksgiving or early Christmas shopping on sales.
* The Euro+ Shopping Channel and Mini Gifts distributors look to be among our most profitable customers. We should work hard to keep our relationships with them positive.
* Diego Freyre appears to be the best candidate for a raise, as he generates the highest sales.
* From the top 10 sales by product names, 6 of them are from the classic cars product lines
* Sales trend were observed by taking top 5 customers. Out of the 5 customers, 2 customers (La Rochelle Gifts and The Sharp Gifts Warehouse) were having a positive percent change trend in sales (35.18%, 41.03%) respectively.