



9.60M

Revenue

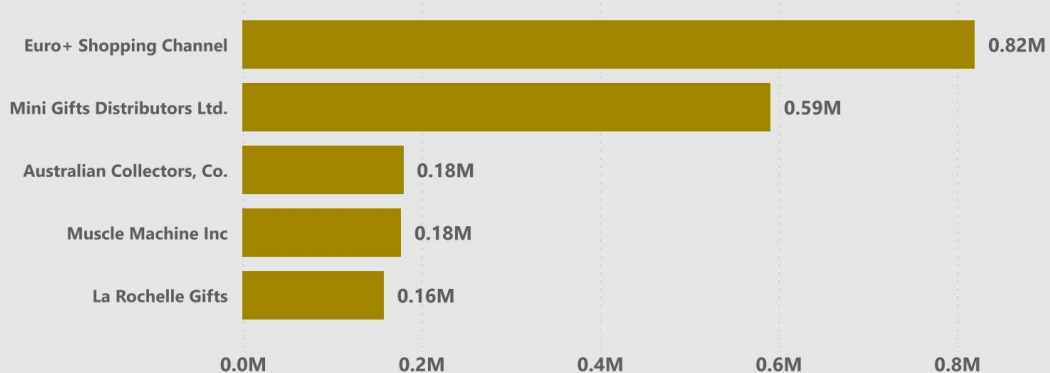
3.83M

Profit

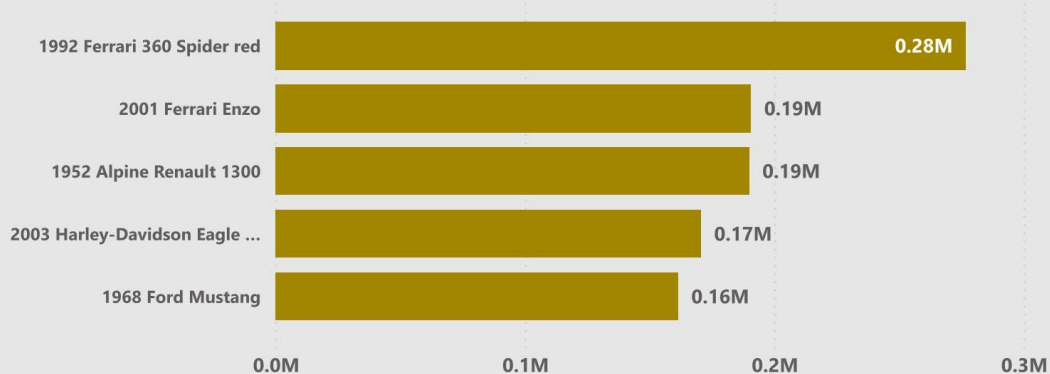
39.84%

Profit %

Top 5 Customers by Revenue



Top 5 Products by Revenue



Country

All

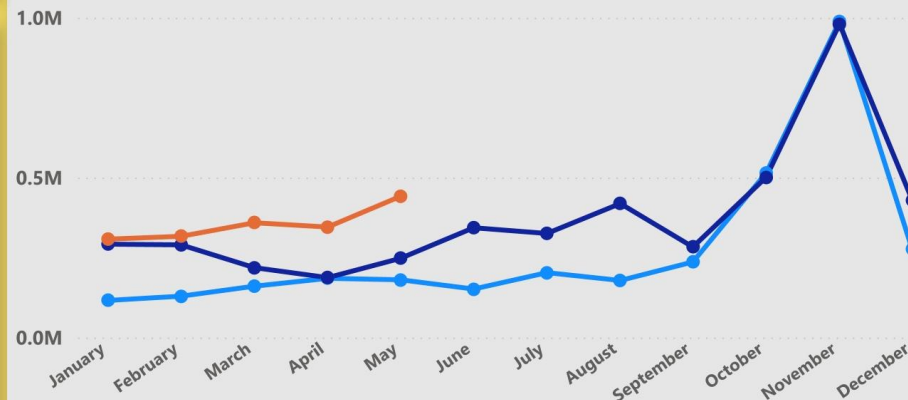
2003

2004

2005

Revenue Over Time

Year 2003 2004 2005



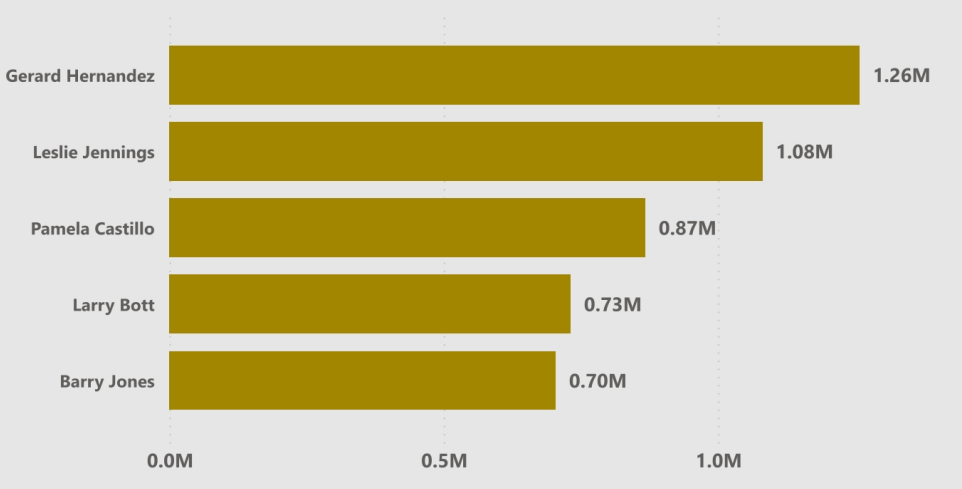
Customer Performance

Customer Name	Revenue	Profit	Profit %
Euro+ Shopping Channel	0.82M	0.33M	39.8%
Mini Gifts Distributors Ltd.	0.59M	0.24M	40.0%
Muscle Machine Inc	0.18M	0.07M	40.7%
Australian Collectors, Co.	0.18M	0.07M	38.9%
La Rochelle Gifts	0.16M	0.06M	38.4%
Dragon Souvenirs, Ltd.	0.16M	0.06M	38.7%
AV Stores, Co.	0.15M	0.06M	40.5%
Down Under Souvenirs, Inc	0.15M	0.06M	38.8%
Land of Toys Inc.	0.15M	0.06M	39.4%
The Sharp Gifts Warehouse	0.14M	0.06M	39.0%
Corporate Gift Ideas Co.	0.13M	0.06M	42.1%
Salzburg Collectables	0.14M	0.05M	39.8%
Anna's Decorations, Ltd	0.14M	0.05M	39.8%
Saveley & Henriot, Co.	0.13M	0.05M	40.8%
Total	9.60M	3.83M	39.8%

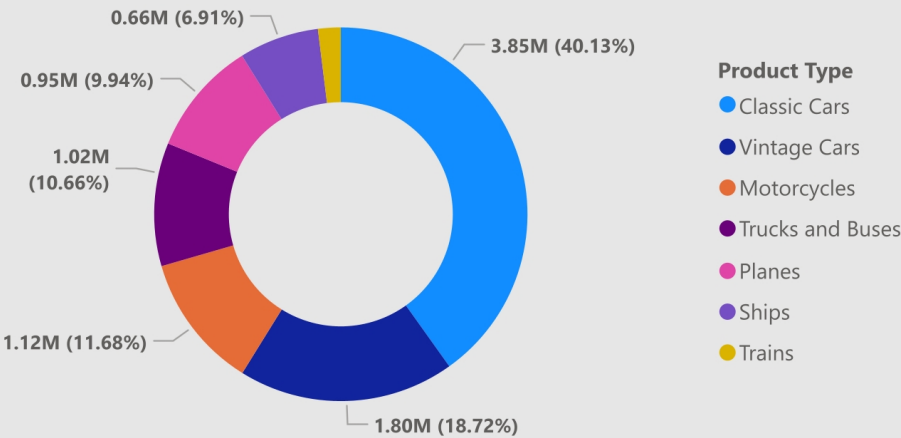
Product Type Performance

Product Type	Revenue	Profit	Profit %
Classic Cars	3.85M	1.53M	39.6%
Vintage Cars	1.80M	0.74M	41.0%
Motorcycles	1.12M	0.47M	41.8%
Trucks and Buses	1.02M	0.40M	39.1%
Planes	0.95M	0.37M	38.3%
Ships	0.66M	0.26M	39.4%
Trains	0.19M	0.07M	34.7%
Total	9.60M	3.83M	39.8%

Top 5 Employees by Revenue



Revenue by Product Type Market Share





7

Total Product Types

110

Total Products

13

Total Vendors

122

Total Customers

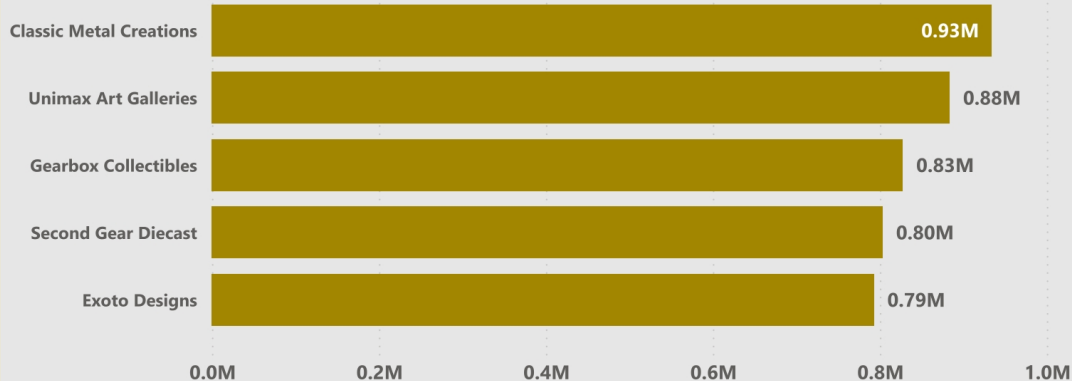
326

Total Orders

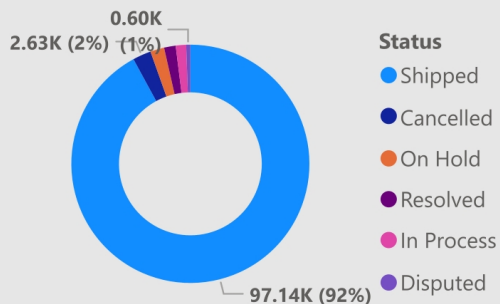
106K

Quantity Ordered

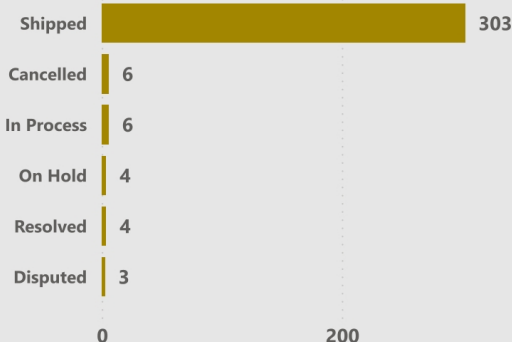
Top 5 Vendors by Revenue



Status by Quantity Ordered



Orders Count by Status



Country-Wise Performance

Country	Total Orders	Quantity Ordered	Revenue	Profit
USA	112	35844	3.27M	1.31M
Spain	36	12429	1.10M	0.44M
France	37	11090	1.01M	0.41M
Australia	19	6246	0.56M	0.22M
New Zealand	15	5396	0.48M	0.19M
UK	13	5013	0.44M	0.17M
Italy	10	4045	0.36M	0.14M
Finland	9	3192	0.30M	0.12M
Norway	9	2842	0.27M	0.11M
Singapore	9	2760	0.26M	0.10M
Denmark	7	2197	0.22M	0.09M
Canada	7	2293	0.21M	0.08M
Germany	7	2148	0.20M	0.08M
Austria	7	1974	0.19M	0.07M
Sweden	7	2006	0.19M	0.07M
Japan	6	1842	0.17M	0.07M
Switzerland	2	1078	0.11M	0.04M
Belgium	7	1074	0.10M	0.04M
Philippines	3	961	0.09M	0.04M
Ireland	2	490	0.05M	0.02M
Hong Kong	2	596	0.05M	0.02M
Total	326	105516	9.60M	3.83M

Report

Dashboard View:

- There is a spike in revenue in November 2003 & 2004, which could be attributed to seasonal buying patterns.
- 'Euro+ Shopping Channel' is the top customer by revenue, so this partnership seems profitable.
- The '1992 Ferrari 360 Spider red' is the top-selling product, indicating a strong customer preference for this item.

Sales View:

- 'Classic Cars' have the highest market share according to revenue, followed by 'Vintage Cars' and 'Motorcycles'.
- Although 'Euro + Shopping Channel' is the leading entity in terms of profit, 'Atelier Graphique' tops the list when it comes to profit percentage among customers.
- 'Gerard Hernandez' is the top employee by revenue, which could be due to exceptional sales skills.

Marketing & Orders View:

- 'Classic Metal Creations' is the vendor with the highest revenue.
- The 'United States' leads in total orders and revenue, suggesting it's the most significant market.
- A vast majority (92%) of orders have been successfully shipped, showing efficient order processing.