Here are **5 insights** based on the Super sales Dashboard :

1. **Overall Sales Performance**
   * The total sales reached **10.03M**, with around **99K total quantities sold**, showing a strong sales volume overall.
2. **Yearly Trend**
   * Sales peaked in **2004** (~5M) but dropped significantly in **2005** (~2M), indicating possible external market factors or reduced demand.
3. **Regional Insights**
   * The **West region** recorded the **highest sales**, contributing around **35%** of total revenue, making it the most profitable market.
4. **Product Line Contribution**
   * **Classic Cars** dominate sales with **39% share (~3.92M)**, followed by **Vintage Cars (18.97%)**. Other categories like Trains and Ships have minimal contributions (<3%).
5. **Seasonal Demand**
   * Sales peaked in **December**, highlighting strong year-end demand and potential seasonality trends that could guide promotional strategies.