Capstone Project

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Overview:

- Axon is a retailer that specializes in selling scale models of classic cars.

- Currently we have sales data for the years 2003, 2004 and 2005 till May.

- We will explore the key challenges faced by Axon in managing sales data and discuss effective strategies to overcome them.

- The management is unable to get accurate and up-to-date sales reports, which is affecting the decision-making process.

- The capstone project aims to design and implement a solution that can help the company manage and analyze its sales data effectively.

Problem Statement:

- Axon lacked the tools and expertise to effectively analyze sales data and derive valuable insights.

- The sales team is struggling to make sense of the data and they do not have a centralized system to manage and analyze the data

Customer Demographics:

- There are a total of 122 customers which AXON has.

- Customer Euro+Shopping Channel has a maximum credit limit.

- The maximum credit limit by a customer is $228K.

- Average Order Value by a customer is between $27k-$28k.

- Customer with the maximum amount of Sales in Customer No-144. The sales amount is $7,15,739.

- Customer with the minimum amount of Sales in Customer No-219. The sales amount is $7,918.60.

Demographic Insights:

• Axon has customers from 28 countries worldwide.

• The continent with the highest number of customers is the USA. There are 36 customers out of 122 customers from the USA.

• European Countries like France and Germany have 12 and 13 customers respectively after the USA.

• Countries like Hong Kong, Israel, Netherlands, Norway, Philippines, Poland, Russia, South Africa have only one customer.

Sales Insights:

- Total sum of sales amount is $29.78 billion.

- Sales of $6.4bn has been done in the year 2004.

- Sales of $3.5bn has been done in the year 2003.

- Classic Cars had the highest amount of sales which is followed by Vintage Cars and motorcycles.

- Classic Cars has 3.9bn sales over the period from 2003-2005.

- The number of orders have been highest in the month of November for the year 2003 and 2004.

- The number of orders has been the lowest during the start of the year i.e. in the month of January and February.

Product Insights:

- The inventory contains **111** scale models. Out of which 39 are Classic Cars, 14 Motorcycles, 13 Planes, 10 Ships, 3 Trains, 12 Trucks & Buses and 25 Vintage Cars.

- Product with **Product Code S10-1949** with Product name **1952 Alpine Renault 1300** has the highest profit margin of 115.72%.

- Product with **Product Code S12-1108** with Product name **2001 Ferrari Enzo 1300** has the second highest profit margin of 112.21%.

- Product with **Product Code S24-1937** with Product name **1939 Chevrolet Deluxe Coupe** has the lowest profit margin of 10.62%.

Employee Insights:

- There are 23 Employees working at Axon. Out of which they have 17 Sales representatives.

- These 17 sales representatives are handled by 3 Sales Managers based on the regions.

- Employee number 1370 has made the highest sales which is around $6.18 billion. It accounts for 20% of the overall sales.

- Employee number 1166 has made the least amount of sales which is around $0.88bn. It accounts for 2.95% of the overall sales.

Thank You.