

PAGE NAVIGATIONS

INFO

CUSTOMER SEGMENTATION

WORKFORCE & OFFICE
PERFORMANCE

ORDER TRENDS & PRODUCT
ANALYSIS

SALES AND PROFIT
OVERVIEW

KEY INSIGHTS

KEY RECOMMENDATIONS

AXON

PRECISION, QUALITY, LEGACY,

AXON SETS THE STANDARD



TOOLS USED :



DESIGNED BY : ROHAN SHRUNGARE



CUSTOMER SEGMENTATION



CUSTOMER NAME

All



TOTAL CUSTOMERS

122

CDREDIT CATEGORY

All



TOTAL COUNTRY

27

CREDIT CATEGORY

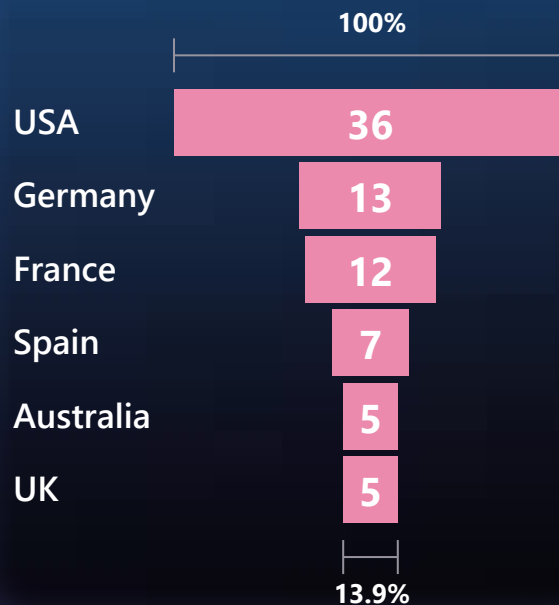
All



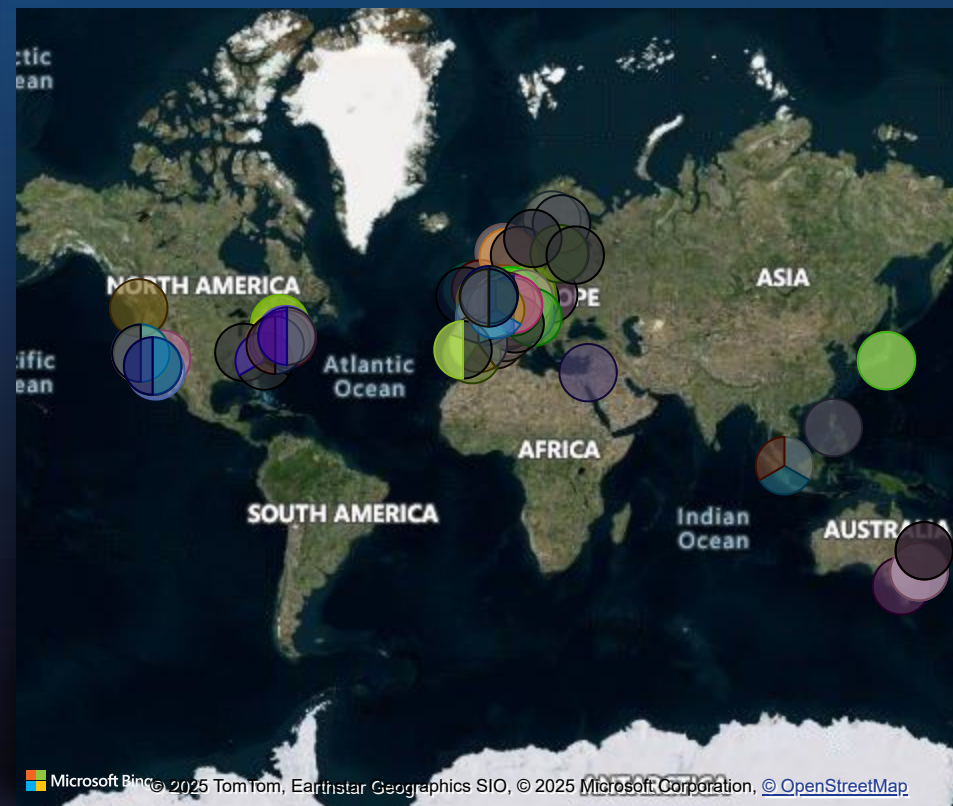
CITIES

95

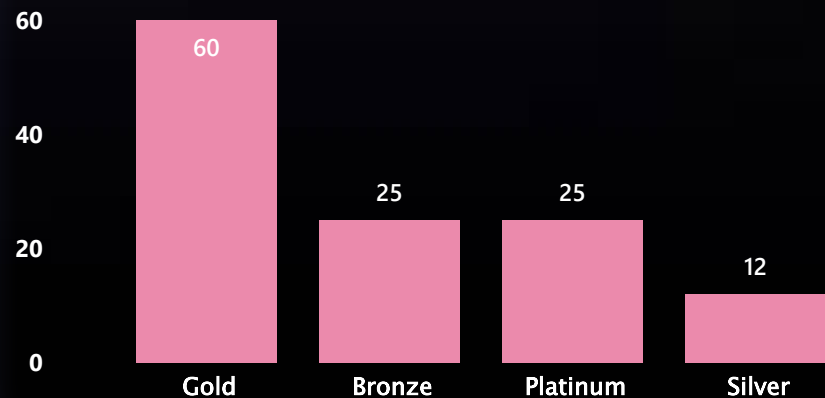
CUSTOMERS BY COUNTRY



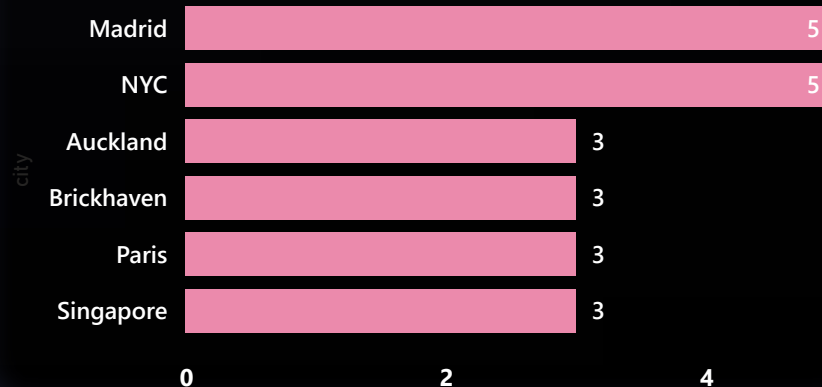
GEOGRAPHICAL REPRESENTAION OF CUSTOMERS



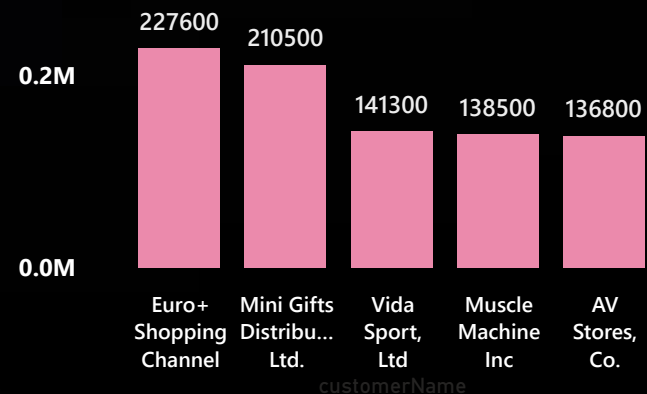
CREDIT CATEGORY OF CUSTOMERS



CUSTOMERS BY CITY



TOP 5 CUSTOMERS BY CREDIT LIMIT



WORKFORCE & OFFICE PERFORMANCE

EMPLOYEE NAME

All

PRODUCT LINES

All

COUNTRY

All

TOTAL REVENUE

9.60M

OFFICES

7

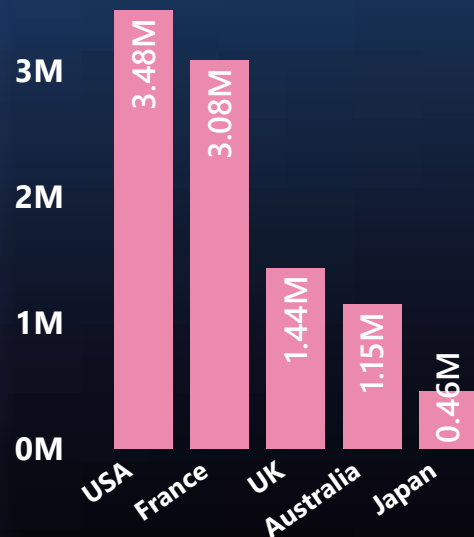
WORKFORCE STRENGTH

23

TOTAL REVENUE BY EMPLOYEES



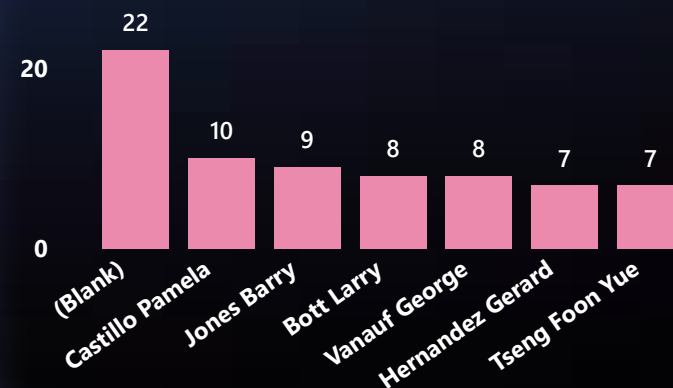
TOTAL REVENUE BY COUNTRY



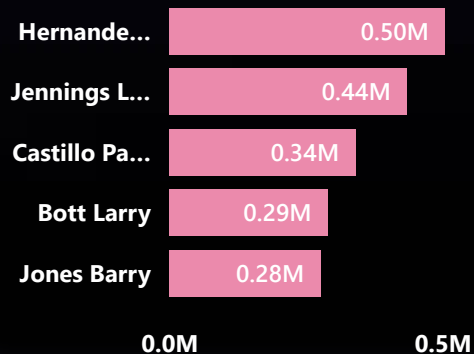
TOP REVENUE GENERATING OFFICES



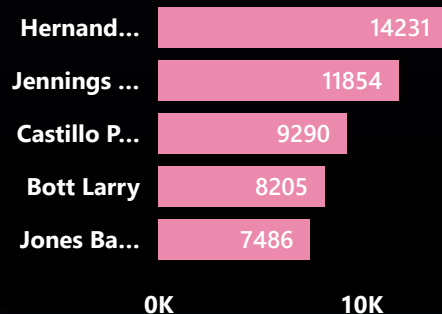
SALES REPRESENTATIVE BY CUSTOMERS



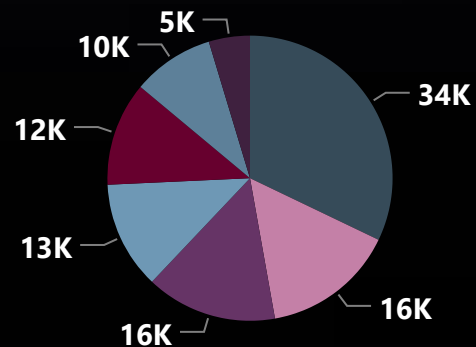
TOP 5 EMPLOYEES PROFIT



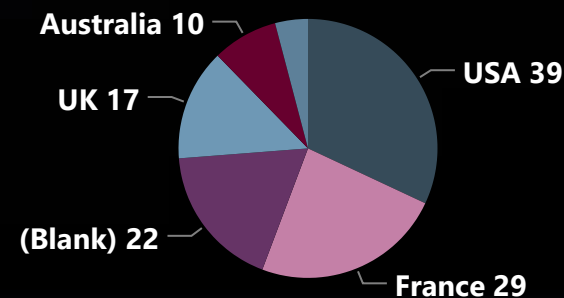
TOP 5 EMPLOYEES QUANTITY ORDERED

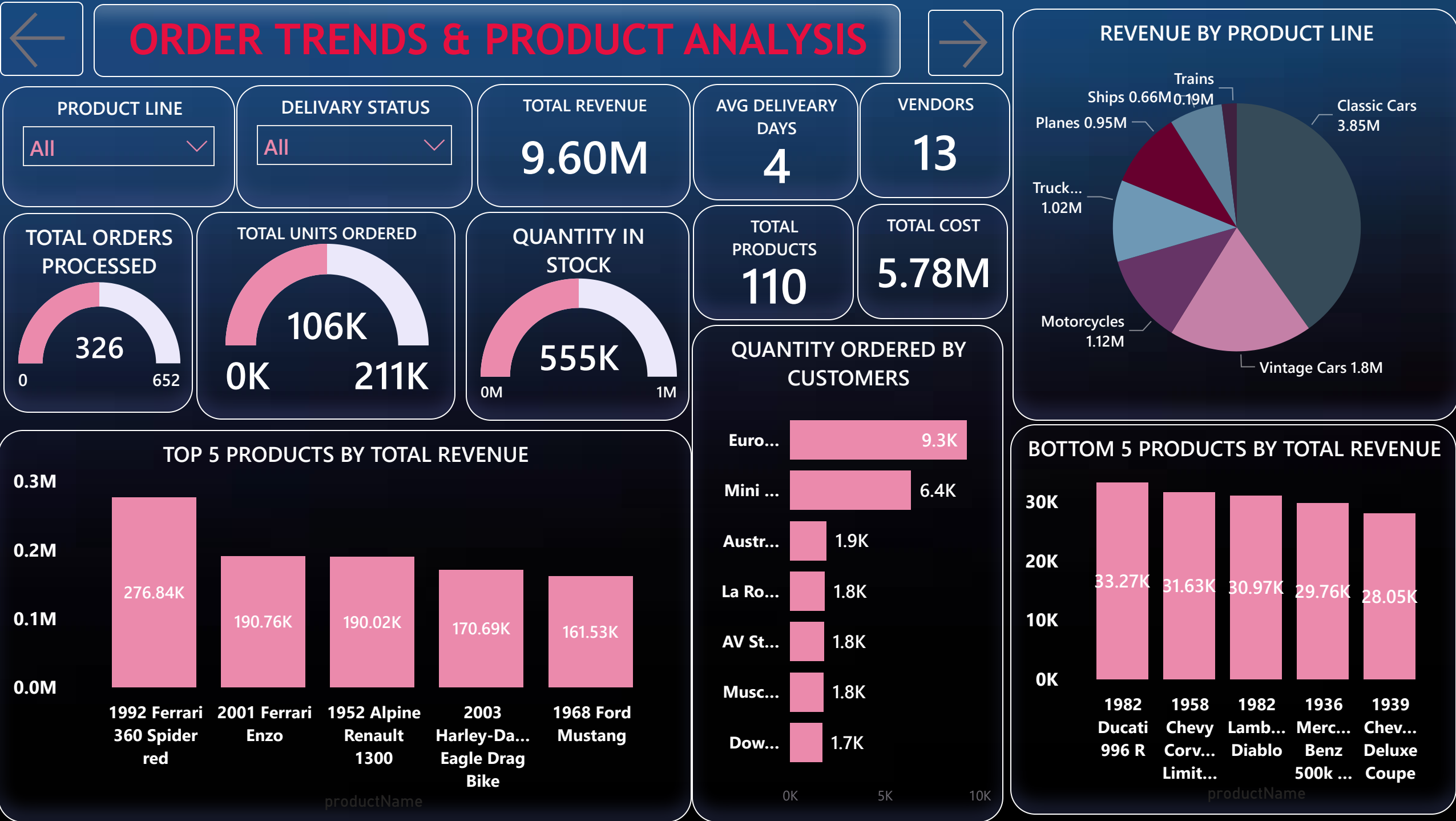


QUANTITY ORDERED BY OFFICES

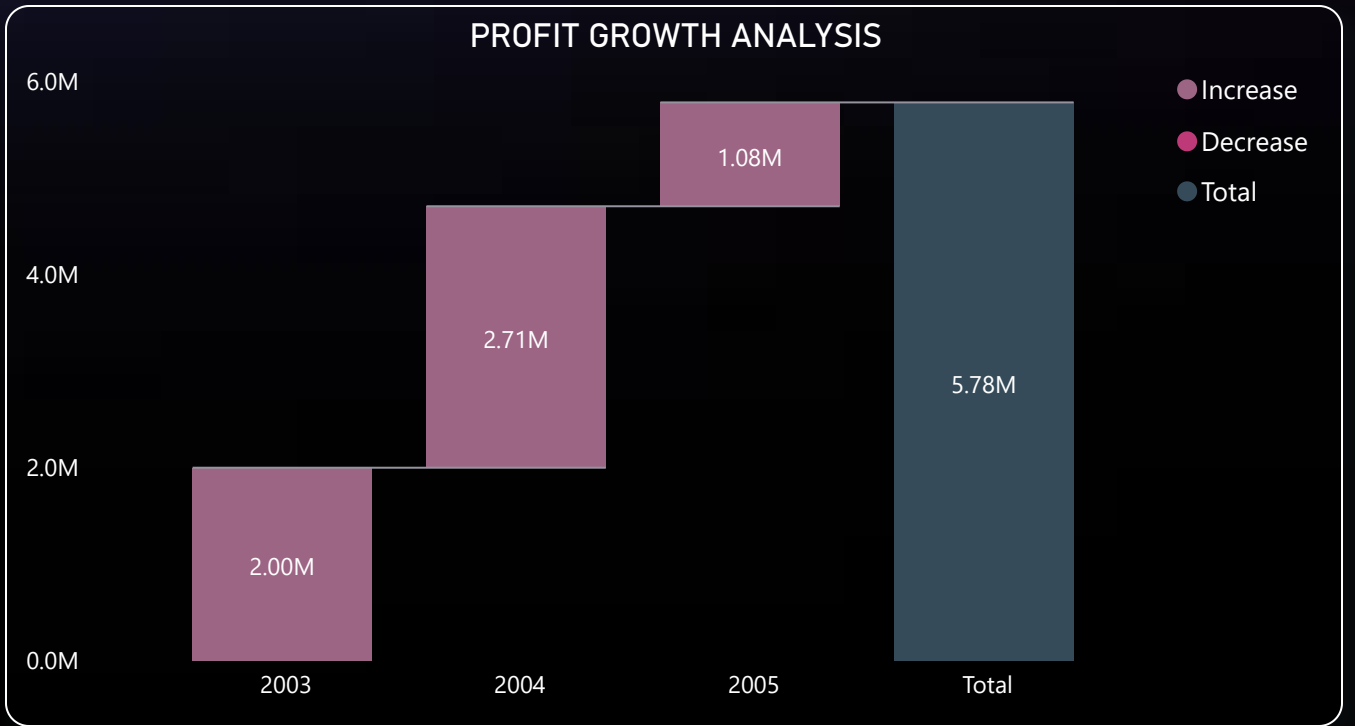
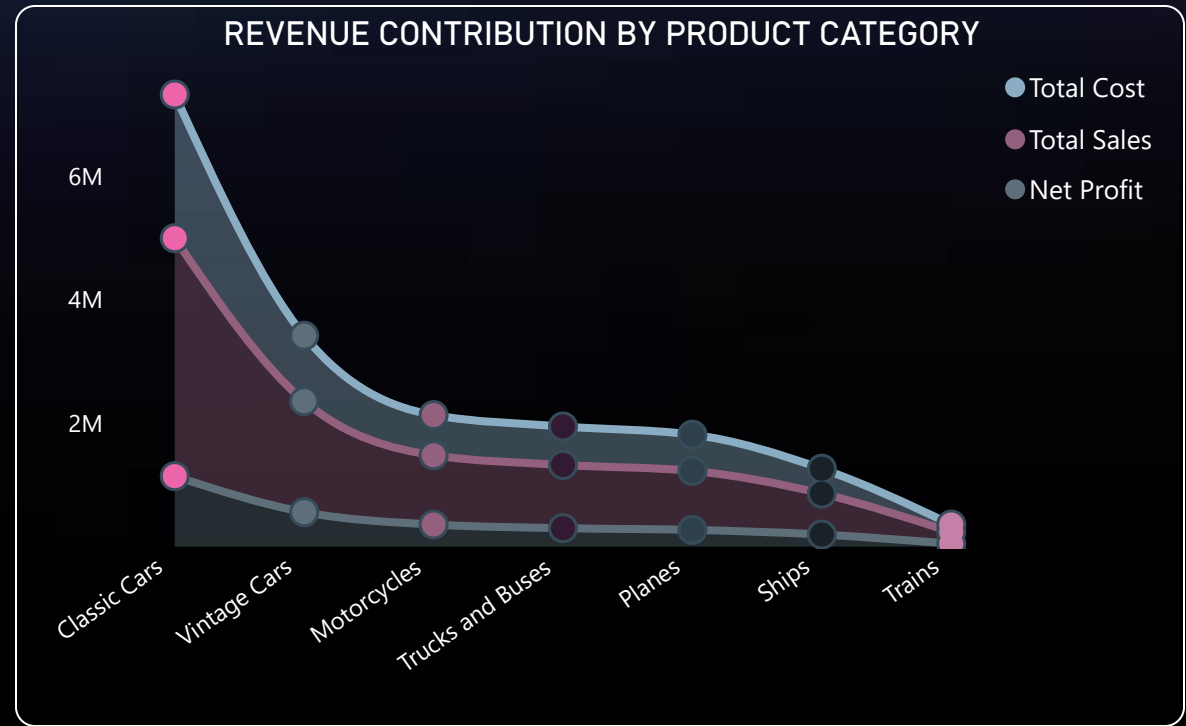


SALES REPRESENTATIVE IN EACH COUNTRY





OVERALL PROFITABILITY RATIOS									PROFITABILITY %
productLine	Sum of priceEach	Sum of quantityOrdered	Sum of quantityInStock	Total Cost	Total Sales	Profit	Net Profit	Profit Percentage	40
Classic Cars	1,09,084.52	35582	219183	23,27,710.29	38,53,922.49	15,26,212.20	11,40,819.95	39.60	PROFITABILITY \$ 3.83M
Motorcycles	31,348.93	12778	69401	6,52,170.82	11,21,426.12	4,69,255.30	3,57,112.69	41.84	
Planes	26,989.94	11872	62287	5,88,676.83	9,54,637.54	3,65,960.71	2,70,496.96	38.34	
Ships	19,049.25	8532	26833	4,02,708.87	6,63,998.34	2,61,289.47	1,94,889.64	39.35	
Trains	5,438.38	2818	16696	1,23,191.90	1,88,532.92	65,341.02	46,487.73	34.66	
Trucks and Buses	28,554.45	11001	35851	6,23,560.35	10,24,113.57	4,00,553.22	2,98,141.86	39.11	
Total	2,71,945.42	105516	555131	57,78,310.36	96,04,190.61	38,25,880.25	28,65,461.19	39.84	





KEY INSIGHTS



Total Sales & Profitability: The company generated \$9.60M in total sales, with a net profit of \$2.87M and a 40% profit margin, indicating strong financial performance.

Regional Sales Performance: USA (\$3.48M) leads in total sales, followed by France & UK (\$1.44M each), Australia (\$1.15M), and Japan (\$0.46M). Sales strategy should be tailored to high-performing regions.

Top Performing Employees: Jennings Leslie (\$1.08M) leads in sales, followed by Vanauf George (\$669K), Marsh, Niphi, and Firrelli (\$350K - \$600K), highlighting key sales representatives.

Sales Representative Efficiency: Castillo Pamela (10 customers) has the highest client engagement, followed by Jones Barry (9), Bott Larry (8), and Vanauf George (8). A focused customer engagement strategy can further boost sales.

Office-Wise Sales Distribution: The Paris, France office (\$3.08M) leads in sales, followed by London, UK (\$1.43M), San Francisco (\$1.42M), NYC (\$1.15M), Sydney (\$1.14M), and Tokyo (\$457K).

Product Line Performance: Classic Cars (\$3.85M) dominate sales, followed by Vintage Cars (\$1.7M), Motorcycles (\$1.1M), Trucks & Buses (\$1M), and Ships (\$660K). Trains perform the lowest at \$180K.

Best-Selling Products: 1992 Ferrari 360 Spider (\$276K) leads, followed by Ferrari Enzo (\$190K), Aldine Renault 1300 (\$190K), and Harley Davidson (\$190K). **Lowest-Selling Products:** 1982 Ducati 996R (\$33K) and Chevy Corvette Limited Edition (\$31K) indicate weak demand for these models.

Order & Inventory Analysis: A total of 106K products were ordered, 326 orders were placed, and the stock remains at 555K units, indicating potential overstocking concerns.

Customer Demand Analysis: Euro + Shopping Channel (9327 orders) leads, followed by Mini Gifts Distribution (6366 orders). Focus on high-volume clients can enhance B2B relationships.

Cost vs. Profitability: Classic Cars (39.60%) and Motorcycles (41.84%) have the highest profit margins, while Trains (34.66%) generate the lowest profit.

Yearly Sales Growth: 2003 (\$2M), 2004 (\$2.71M), 2005 (\$1.08M) show fluctuating revenue trends, emphasizing the need for consistent sales strategies.

Profit Contribution by Category: Classic Cars contribute the highest profit (\$1.16M), followed by Vintage Cars (\$500K) and Motorcycles (\$300K).

Supply Chain & Delivery Efficiency: Average delivery time is 4 days across all product categories, ensuring timely fulfillment.

Sales Rep Distribution by Country: USA (39 reps) leads in workforce, followed by France (29), UK (17), Australia (10), and Japan (5).

KEY RECOMMAMNDATIONS

Focus on High-Performing Products & Regions: Strengthen marketing efforts in USA, France, and UK while optimizing inventory for high-selling products like Classic Cars & Vintage Cars.

Sales Performance Improvement: Implement an incentive-based model to boost performance for underperforming representatives and encourage better client engagement.

Inventory Optimization: Reduce stock levels for slow-moving products like Trains & certain Ship models to prevent overstocking and increase profitability.

Improve Customer Retention Strategies: Leverage customer segmentation analysis to develop targeted loyalty programs for top buyers like Euro + Shopping Channel and Mini Gifts Distribution.

Data-Driven Decision Making: Utilize Power BI dashboards with advanced DAX measures to continuously monitor sales trends, profitability, and regional performance.

Optimize Supply Chain Management: Reduce logistics costs and improve efficiency by adjusting inventory levels based on demand fluctuations.

Increase Digital Marketing & Sales Efforts: Focus on online promotions for low-performing products to improve visibility and demand.

Expand Product Offerings: Introduce new models or variations in low-selling categories to attract a broader audience.

Train Sales Representatives: Provide data-driven insights and training to underperforming sales reps to boost their efficiency.

Implement Predictive Analytics: Use machine learning models to forecast sales trends and optimize stock management