

Sales Data Analysis Project for Axon

• Key Insights

- Customer Distribution: The majority of our customers are located in the USA, with Germany following closely.
- Popular Product Lines: Among our product lines, "Classic Cars" stands out as the most frequently ordered, closely followed by "Vintage Cars."
- Top-Selling Product: The product that has seen the highest number of orders from our customers is the "1992 Ferrari 360 Spider Red," with the "1937 Lincoln Berline" as the runner-up.
- Total Sales: The Company has achieved a commendable total sales figure of \$8.85 million to date.
- Paris Office Excellence: Our Paris office stands out in terms of workforce and sales production, surpassing other office locations.
- Top-Performing Employee: Gerard Hernandez from our Paris office has demonstrated exceptional promise as our most prolific employee, generating the highest number of orders.

• Recommendations

- **Market Expansion:** While the USA is a significant market, consider leveraging the success in Germany as a stepping-stone to further expand into European markets. Invest in marketing and customer engagement strategies specifically tailored to European audiences to tap into this growth potential.
- **Product Line Expansion:** Capitalize on the popularity of "Classic Cars" and "Vintage Cars" by expanding these product lines. Introduce new models, variations, or related accessories to cater to the existing customer interest and potentially attract new customers with similar preferences
- **Promote Best-selling Products Focus** marketing efforts on promoting the "1992 Ferrari 360 Spider Red" and the "1937 Lincoln Berline" as top-selling products to maximize sales and customer engagement.

USA Market Expansion: Prioritize and expand efforts in the USA market due to its significant contribution of 34.38% of total sales, aiming to sustain and potentially increase this market share over time.

- **Employee Recognition and Development:** Implement an employee recognition program to celebrate and reward outstanding performance. This can boost morale and motivate all employees to excel.
Offer career development paths and opportunities for growth within the organization to retain top talent and allow them to advance their careers.