

The aim of this project is to provide key insights to the Axon company regarding their sales

1. Sales : A total of \$9.6 Million sales were achieved by the company in just 3 years which is quite impressive
2. Profit : \$3.8 Million in profit acquired by the company which is almost 40% of their total sales
3. A total of 105516 vehicles were sold by the company
4. 326 orders were placed by customers out of which 303 orders have been shipped successfully
5. The monthly trend line shows a large number of orders or sales have been recorded in the month of November.
6. Leading Country by Sales & Profit : USA leads in both sales and profit, followed by France and UK.
7. Classic cars are the leading product line in terms of sales and profit followed by vintage cars
8. Classic cars also lead in quantity and number of orders
9. Unimax Art Galleries is the top performing vendor
10. Euro + Shopping channel is the favorite customer of this company
11. 1992 Ferrari Spider red is the top selling product