

# Axon Sales Dashboard

110

No of Products

7

ProductLines

\$103.42

Max of buyPrice

\$214.30

Max of MSRP

\$46.04

Avg Profit

Year



All



27

Country

122

Total Custom...

\$5M

Total Profit

\$9.6M

Total Sales

3M

Total Orders

106K

QuantitvOrdered

23

Total employees

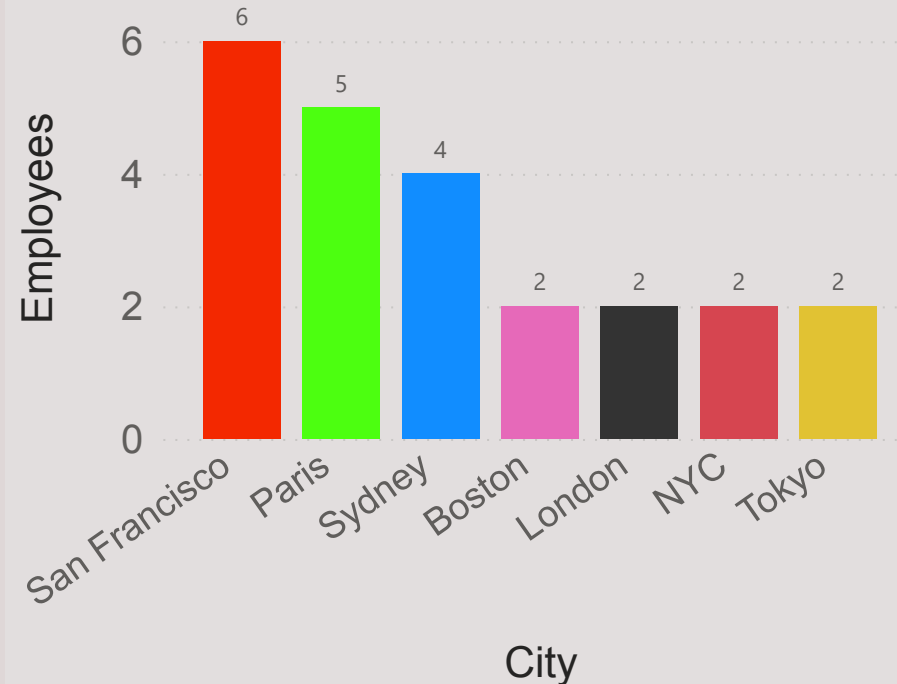
1939 Chevrolet  
Deluxe Coupe

Min Profit productName

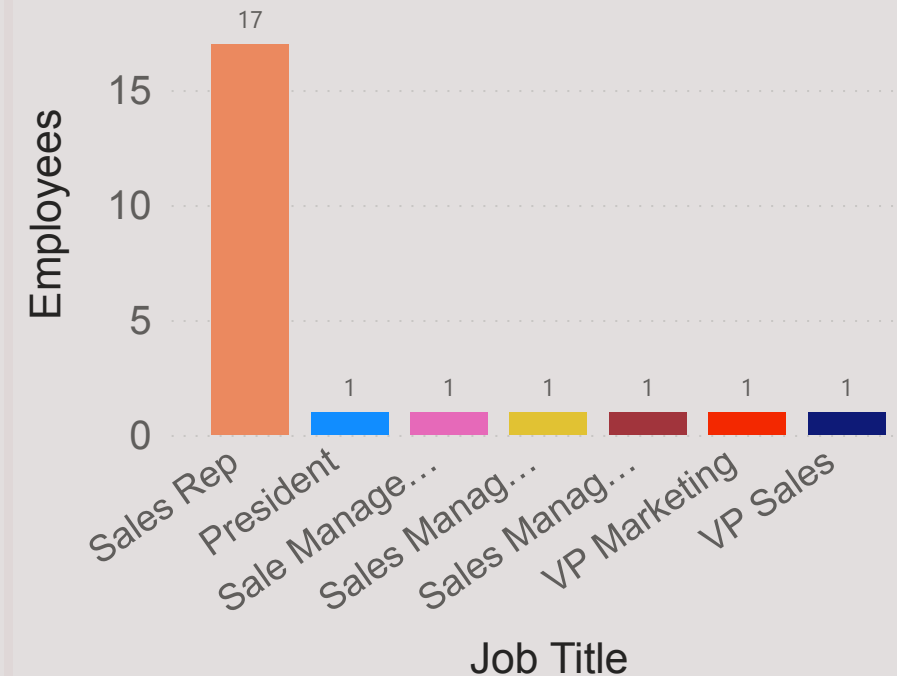
1952 Alpine Renault  
1300

Max Profit productName

Employees by Cities



Employees by Job Title



# Axon Sales Dashboard

Select all

2004

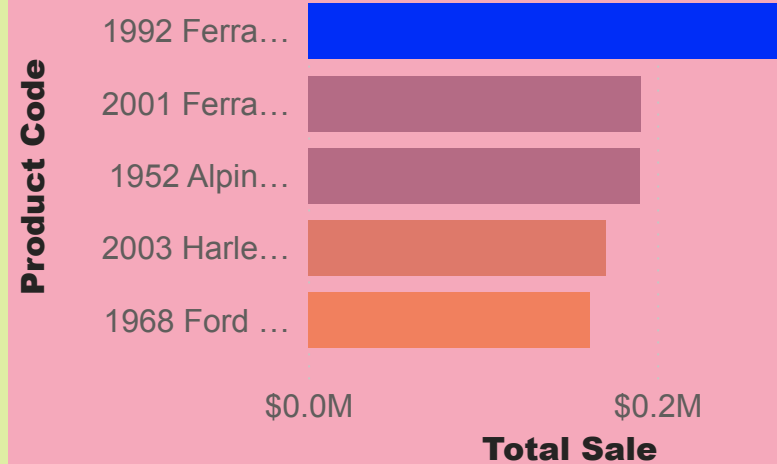
2003

2005

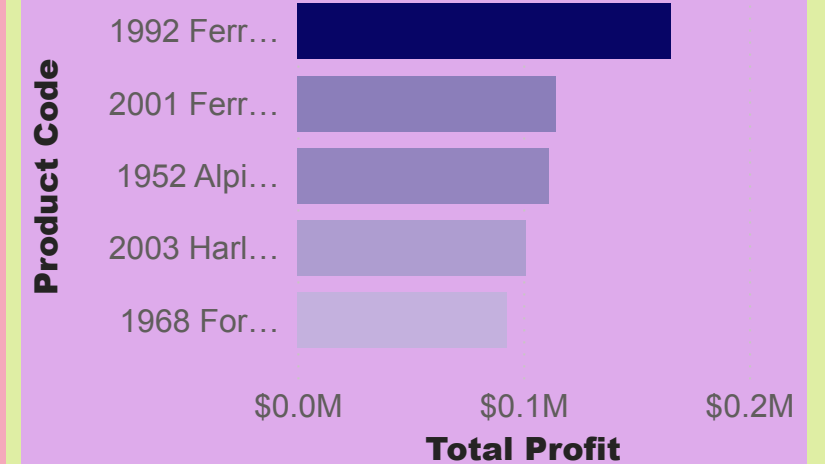
7

ProductLines

## Top Five Sold Products



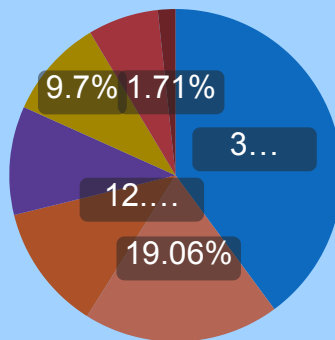
## Top Five Profitable Products



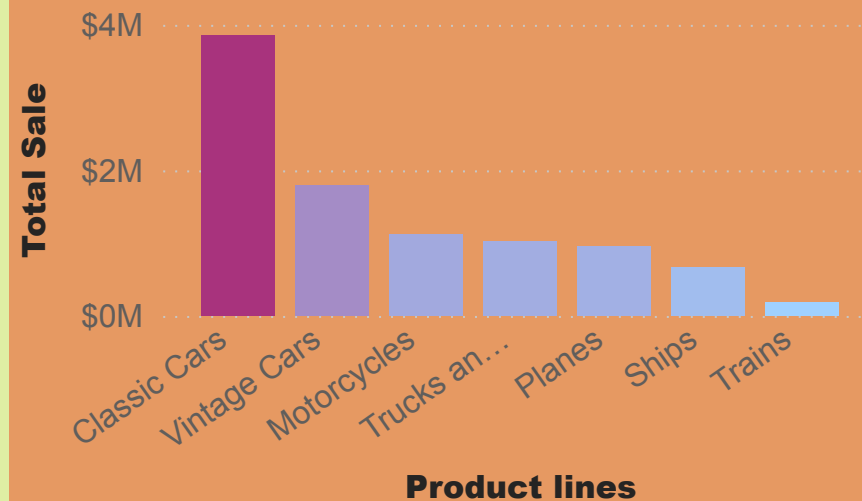
## Profit shares by Product Lines

productLine

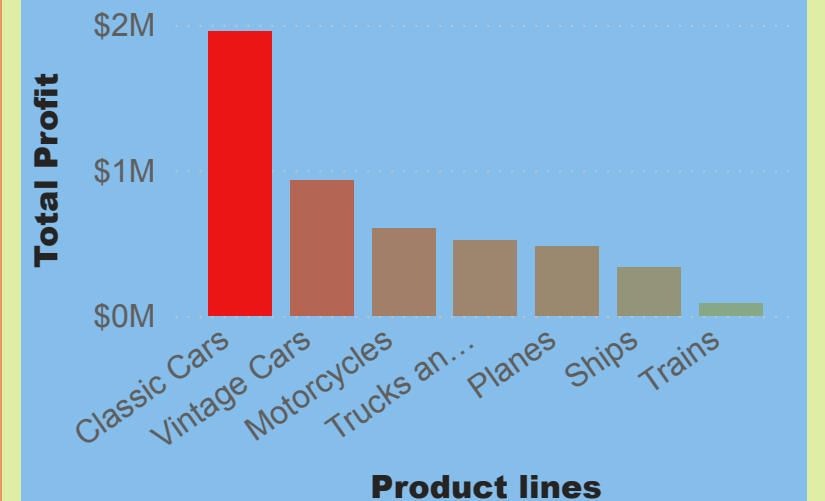
- Classic Cars
- Vintage C...
- Motorcycles
- Trucks an...
- Planes
- Ships
- Trains



## Product Lines Sales



## Product Lines Profit



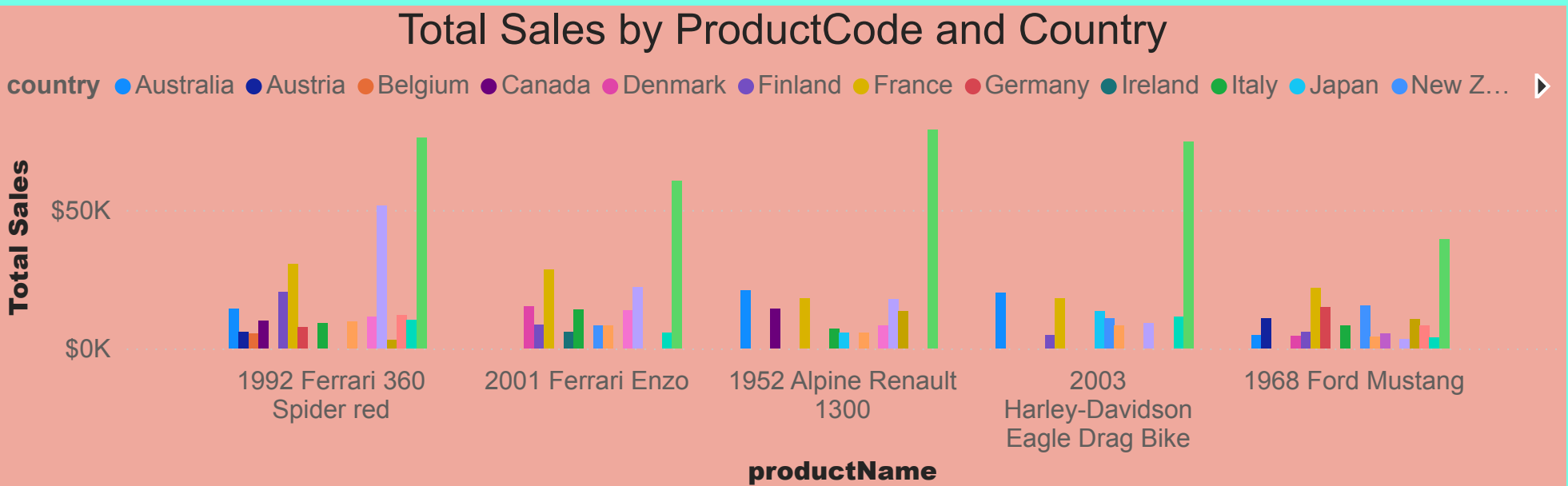
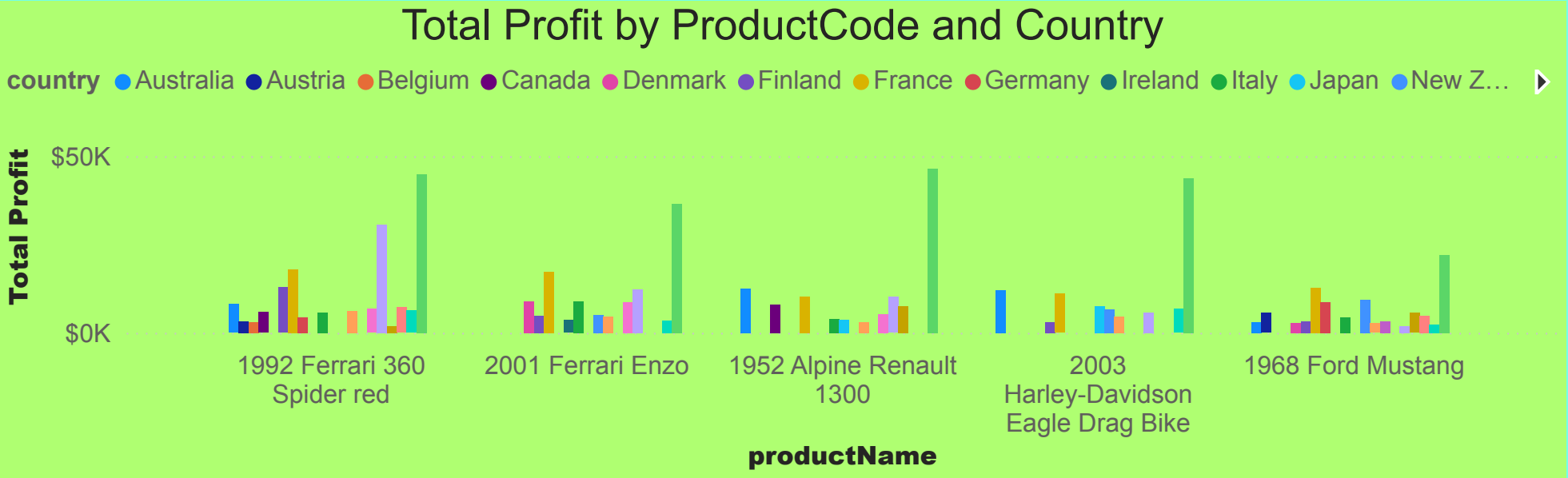
# Axon Sales Dashboard

ProductLine 

- ☐ Select all
- ☐ Classic Cars
- ☐ Motorcycles
- ☐ Planes
- ☐ Ships
- ☐ Trains
- ☐ Trucks and Buses
- ☐ Vintage Cars

Year

Select all	2004
2003	2005



# Axon Sales Dashboard

Year

Select all

2003

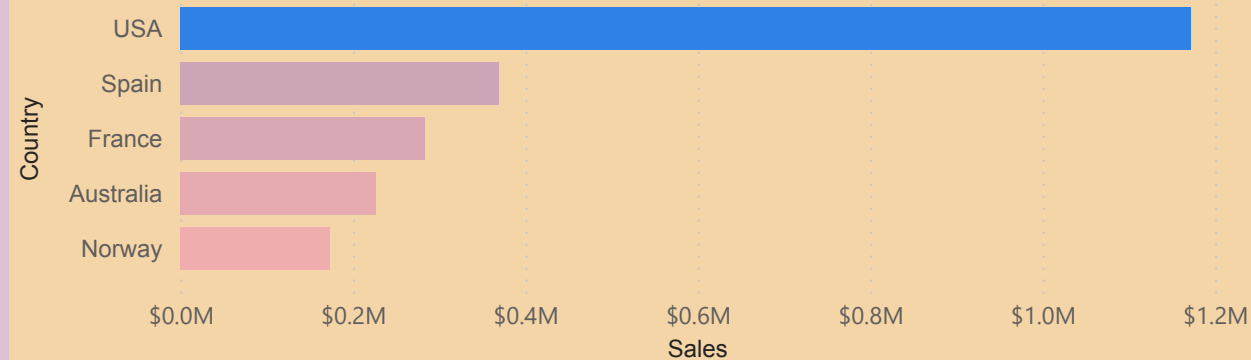
2004

2005

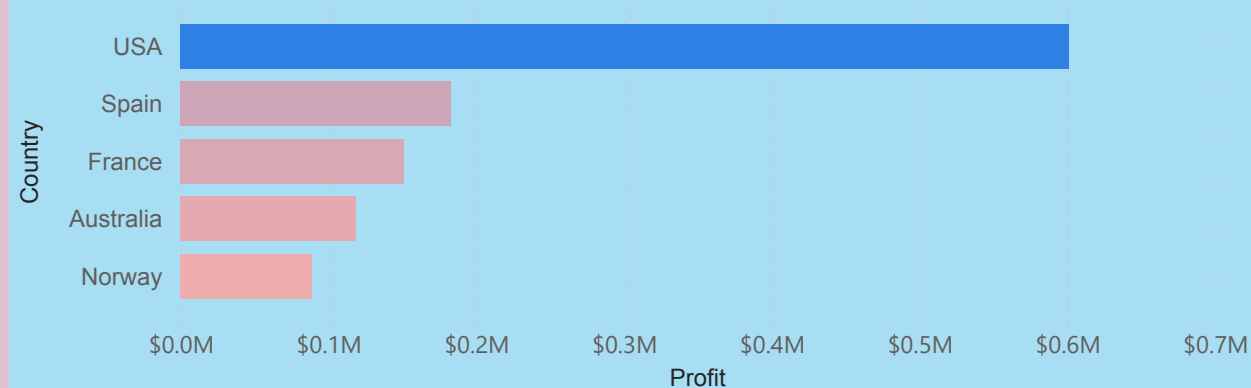
27

Country

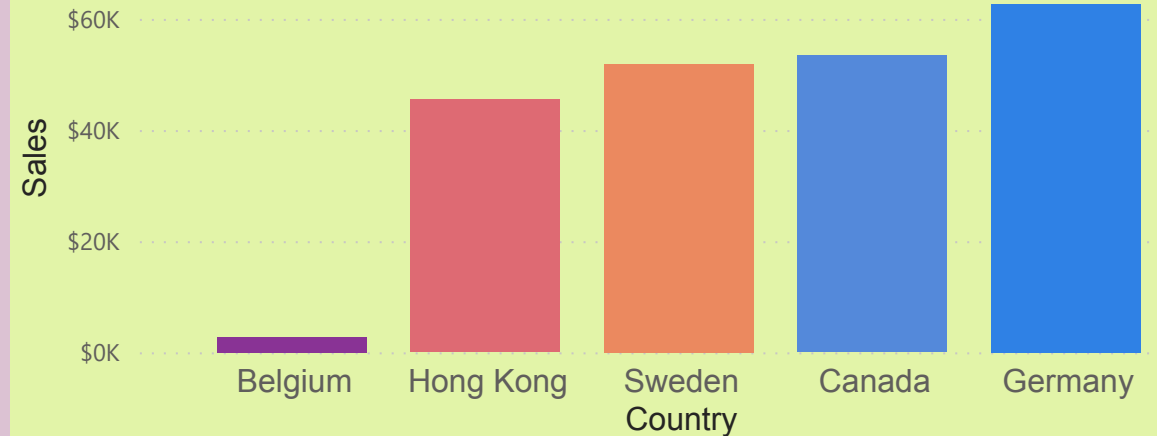
## Top 5 Countries by Sales



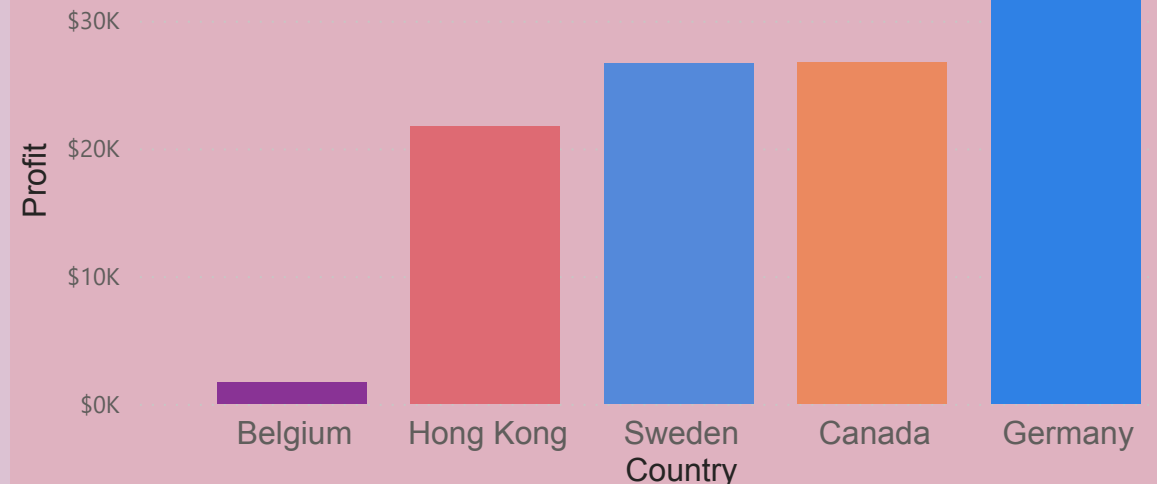
## Top 5 Countries by Profit



## Least Sales by Countries



## Least Profit by Countries

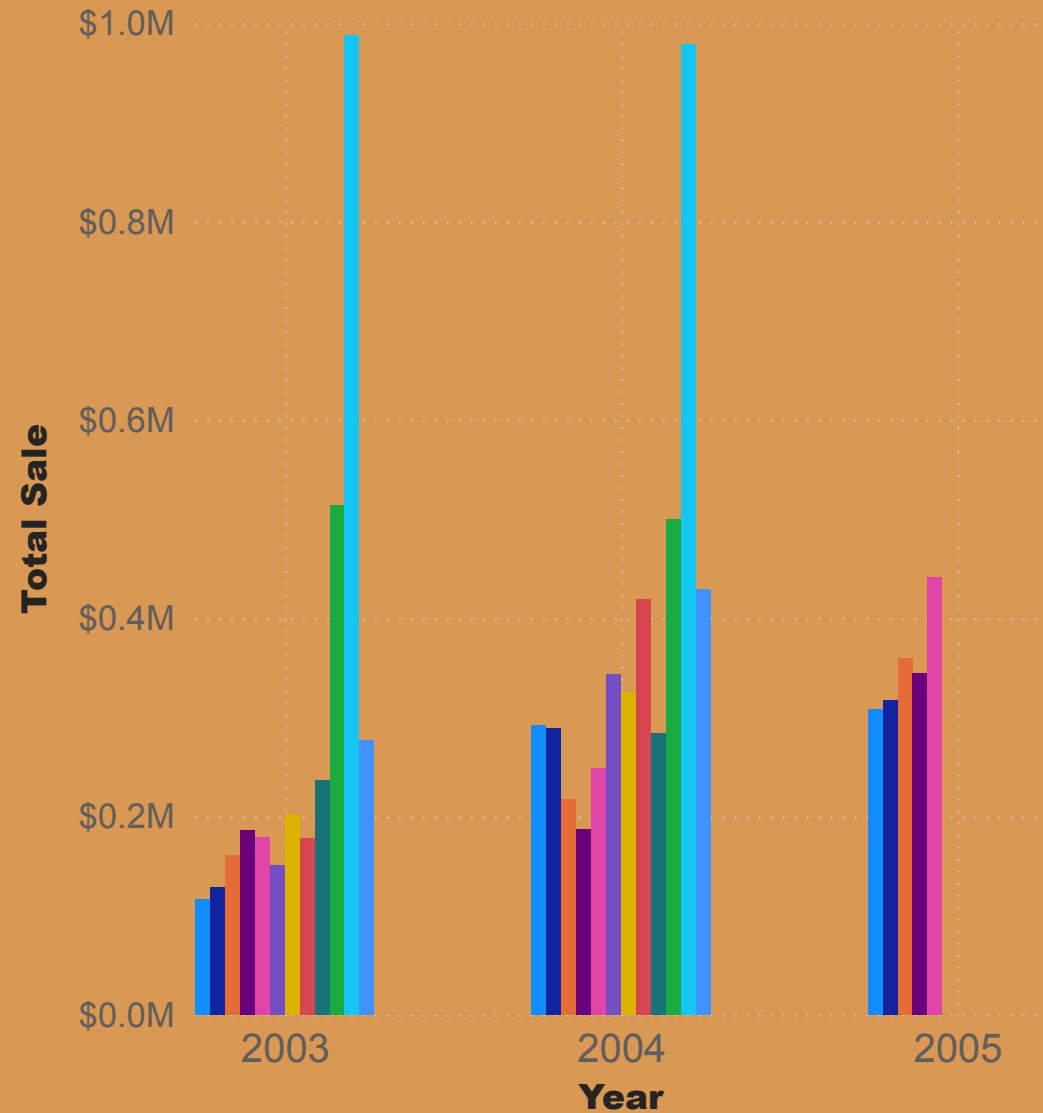


# Axon Sales Dashboard

## Total Sales by Year and Month

**Month**

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December



## Total Profit by Year and Month

**Month**

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December



# Axon Sales Dashboard

555K

Total quantityInStock

Year

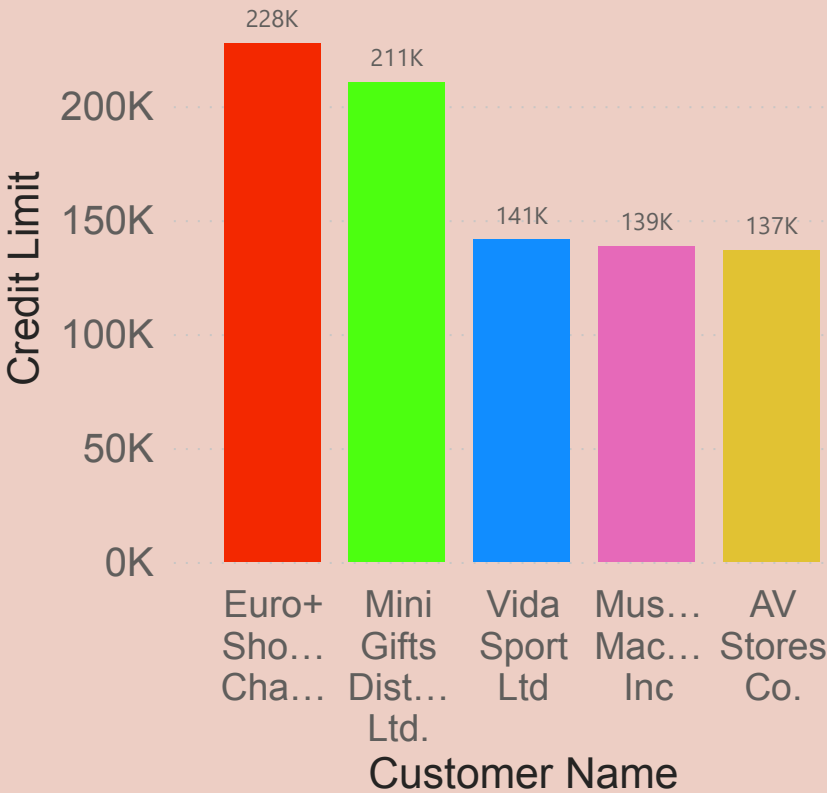
Select all

2003

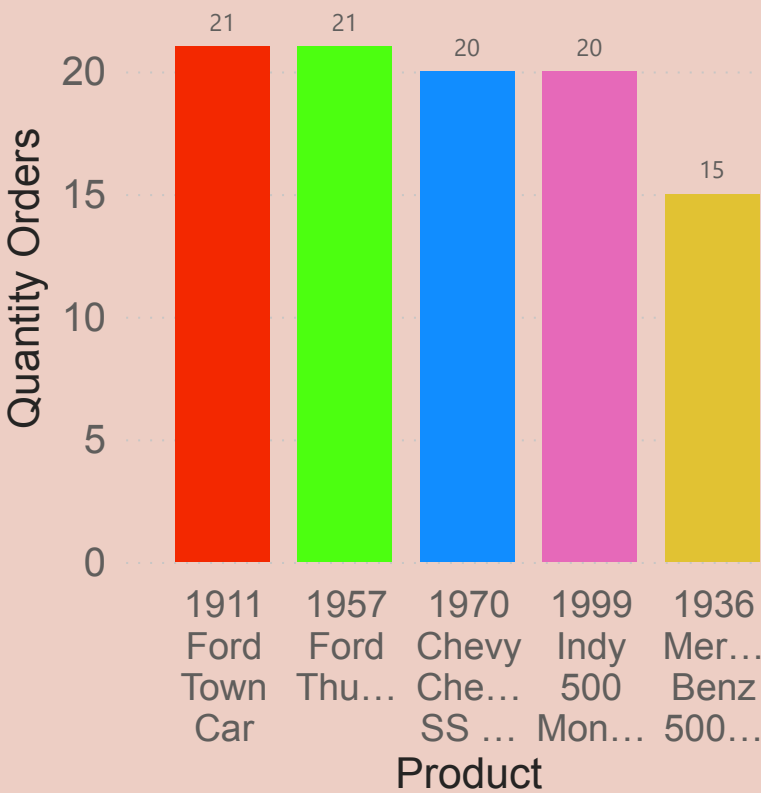
2004

2005

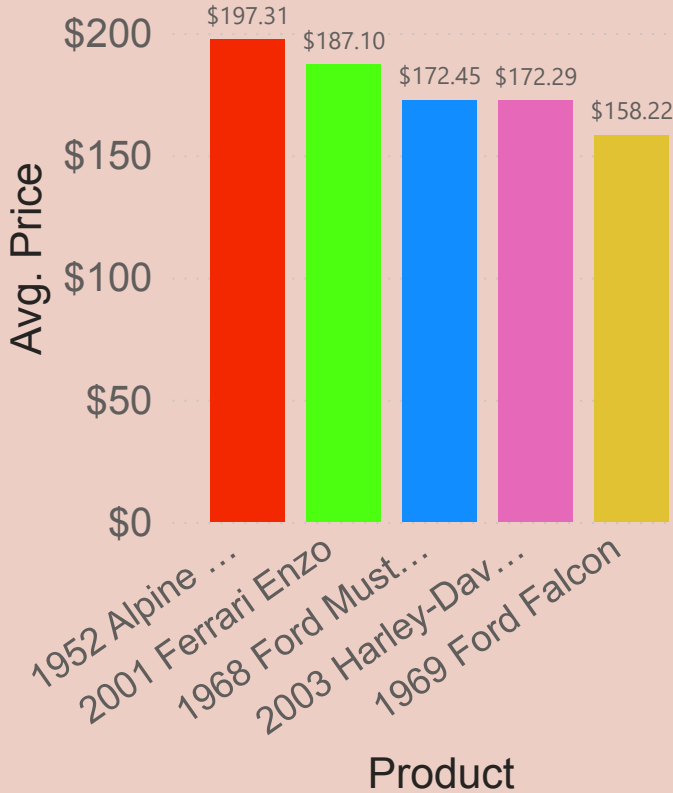
Top 5 customers by Credit Limit



Least 5 product by order.



Avg Price of top 5 Products



# Insights and Analysis

- 1.The Total Sales Observed is \$9.6M.
- 2.There are 122 Customers in given data.
- 3.There are 23 Employees in the office.
- 4.Average Profit is \$46.04 each product.
- 5.This business is present in 27 Countries.
- 6.There are 7 Product lines.
- 7.Total profit in 2003,2004,2005 is \$5M.
- 8.There are 17 sales representative.
- 9.Highest order is 2M in 2004 .
- 10.Classic cars shares the highest profit share by 39.87% and highest sales .
- 11.In Sales representative department there are a greater number of employees and other department there one employee each.
- 12.There are totally 110 products in the data.
- 13.The product "1992 Ferrari 360 Spider red" has more number of sales and profit when compared to others

- 14.If we see sales done by Year, we have seen that the sales were increased from 2003 to 2004 (i.e \$3.3M-\$4.5M)and after the sales were decreased from 2004 to 2005 (i.e \$4.5M-\$1.8M).
- 15.USA has the highest sales as compared to other countries.
- 16.As sales for the USA is highest and profit is also highest for this.
- 17.Overall Hongkong has the least sales and least profit making country.
- 18.For 2003 & 2004 year November is the highest sales and profit .
- 19.For 2005 we have data till May and May has the highest profit and sales
- 20.There are 555K items in stock.
- 21.Euro+ Shopping channel has the highest credit limit.
- 22.1936 Mercedes Benz 500k Roadster has lowest quantity ordered.
- 23.1952 Alpine Renault 1300 has the highest Average price.
- 24.Out of 366 orders, we have seen 303 orders shipped successfully,18 were in process,12 orders were cancelled and 12 orders were on hold.