AXON SALES DATA ANALYSIS

A close-up of a logo

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**Odin School**

**Data Science Boot Camp**

**Capstone Project**

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**Problem Statement:**

A small company Axon, which is a retailer selling classic cars, is facing issues in managing and analyzing their sales data. 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. The management is unable to get accurate and up-to-date sales reports, which is affecting the decision-making process.

To address this issue, the company has decided to implement a Business Intelligence (BI) tool that can help them manage and analyze their sales data effectively. They have shortlisted Microsoft PowerBI and SQL as the BI tools for this project.

**Tools Used:**

1. SQL
2. Microsoft Power BI

**SQL DATABASE:**

We all got these sample dataset from odinschool named as classicmodels which includes the the data of AXON Company .

The data set consists of following tables:

* Customers: stores customer’s data.
* Products: stores a list of scale model cars.
* ProductLines: stores a list of product line categories.
* Orders: stores sales orders placed by customers.
* OrderDetails: stores sales order line items for each sales order.
* Payments: stores payments made by customers based on their accounts.
* Employees: stores all employee information as well as the organization structure such as who reports to whom.
* Offices: stores sales office data

**BEGINNING:**

I used the sample data set and open it on MYSQL after executing all the codes there I saw a database created by the name of the classicmodels. I have noticed all the tables in the database and decided to clean the data in the power BI . There are no such calculation needed here from my point of view.

I Loads the data into the Power BI using the MYSQL connector and my all the tables are visible there.

**Step-1** I decided to clean the data first as because I saw many empty data, null values, unnecessary table, and too much irregularities in the tables. So one- by-one I cleaned all the table and make data usable and clear.

**Step-2** As the data is cleared now I am looking for all the tables so that I can create some path to start and to make calculation how I can gain some useful parameters for the company.

**Parameters –** Total Sales?

Total stocks?

Customers?

Net Profit? etc.

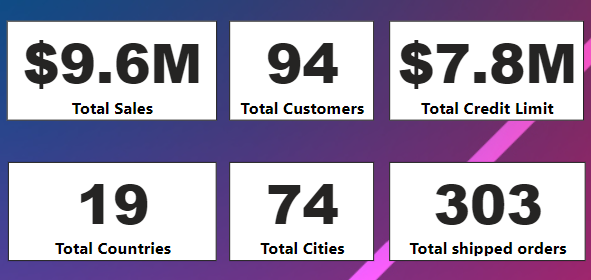
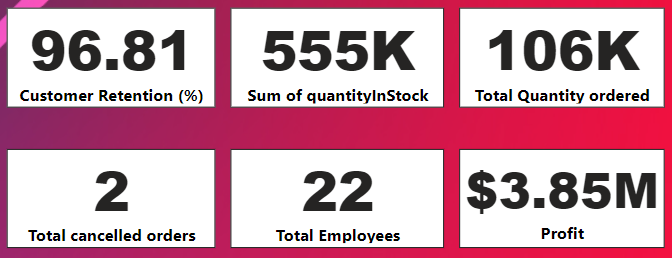
**Step -3** After the needed calculation I decided to go for the data visualisation process means creating the interactive dashboard so that the company can understand there companies’ growth within the last few years.

**KPI’s:**

**Key performance indicators** (KPIs) refer to a set of quantifiable measurements used to gauge a company’s overall long-term performance. KPIs specifically help determine a company’s strategic, financial, and operational achievements, especially compared to those of other businesses within the same sector.

1. **Total Sales - $9.6M**
2. **Total customers - 94**
3. **Total Credit Limit - $7.8M**
4. **Customer Retention% - 96.81**
5. **Sum of quantity in Stocks - 555K**
6. **Total Quantity Ordered -106K**
7. **Total countries - 19**
8. **Total Cities - 74**
9. **Total Shipped orders – 303**

These are some KPI’s which helps me in this project to derive some useful insights.

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**CHART’s AND INSIGHTS:**

**SUM OF QUANTITY ORDERED BY THE COUNTRY AND CITY:**

The Country USA ordered the max quantity followed by the others Spain, France ,Australia, etc.

A graph with different colored bars

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The City Madrid ordered the max quantity followed by the others San Rafeal, NYC, Singapore, etc.

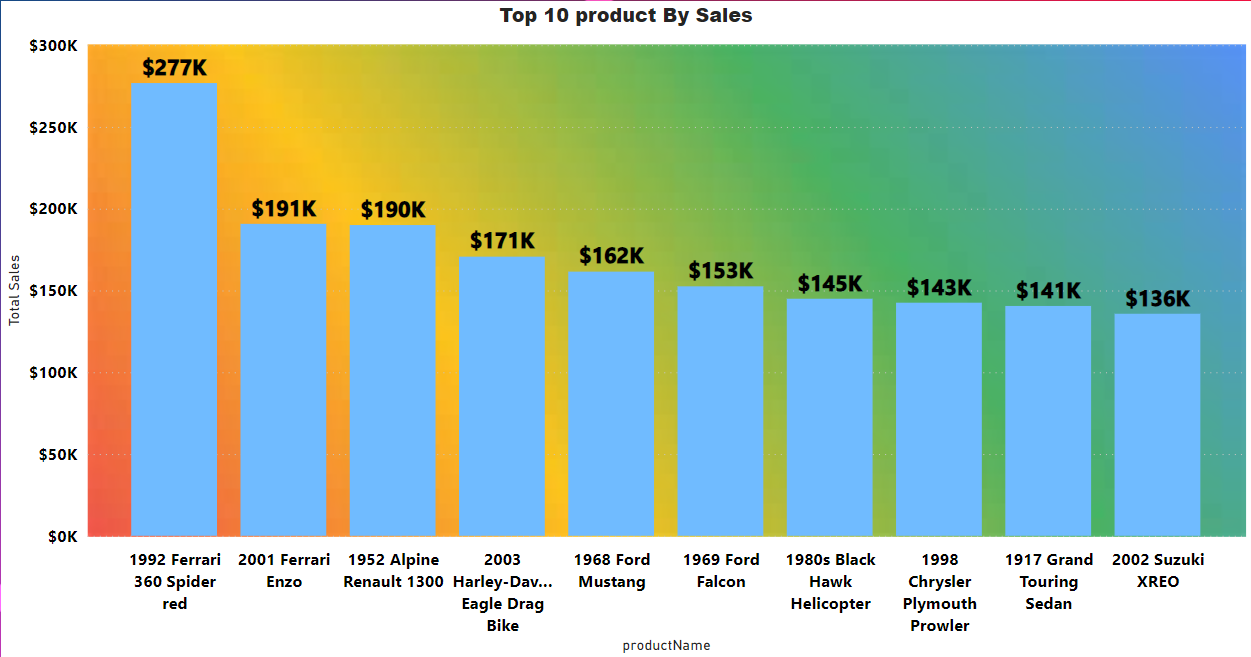
A screenshot of a graph

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A screenshot of a graph

Description automatically generated**TOP PERFORMING PRODUCTS IN LAST YEAR( MONTH WISE):**

**TOP 10 PRODUCTS BY SALES:**

****The highest selling product Is **1992 Ferrari 360 spider red** with total sales of **$277k.**

**CONCLUSION:**

Axon's sales Company gained clarity, empowering decision-making through interactive dashboards and insights. I hope this finds well to the company and they can be able to take some useful steps from my report.

**Thank You**

**Jatin Dumka**