



9.60M

Total Revenue

106K

Total quantity

122

Total customers

100

Total Employees

## CATEGORIES

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

## Vehicle Name

Search

- ☐ 18th century schooner
- ☐ 18th Century Vintage Horse ...
- ☐ 1900s Vintage Bi-Plane
- ☐ 1900s Vintage Tri-Plane
- ☐ 1903 Ford Model A
- ☐ 1904 Buick Runabout
- ☐ 1911 Ford Town Car

06-01-2003 31-05-2005

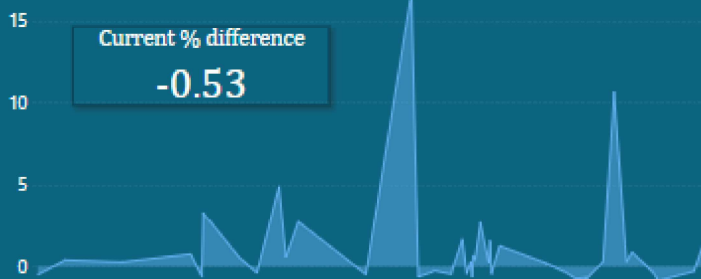
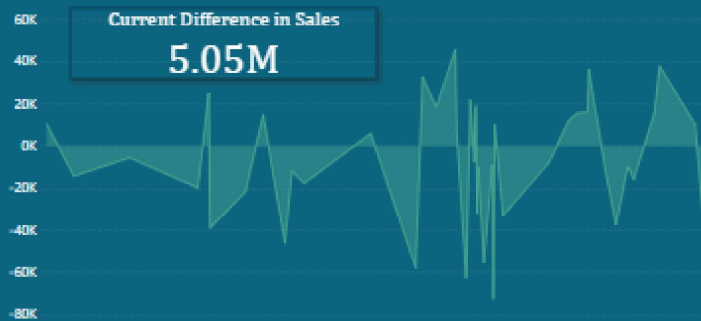
## SALES BREAKDOWN

96,04,190.61

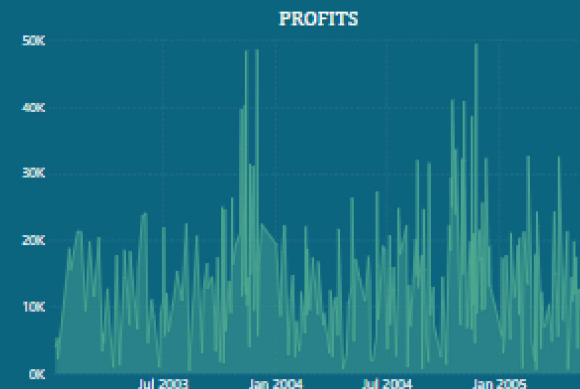
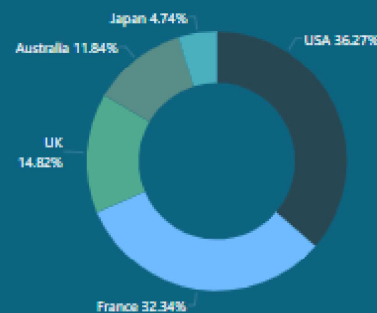
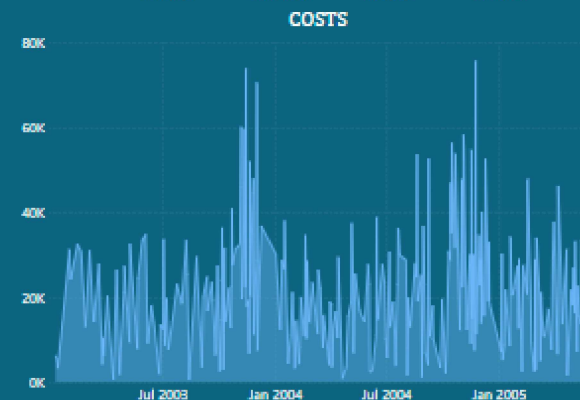
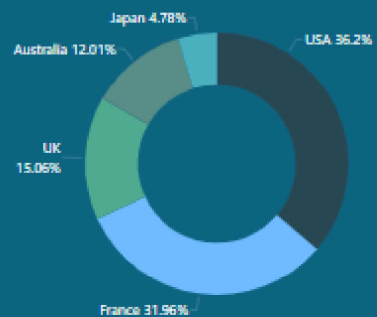
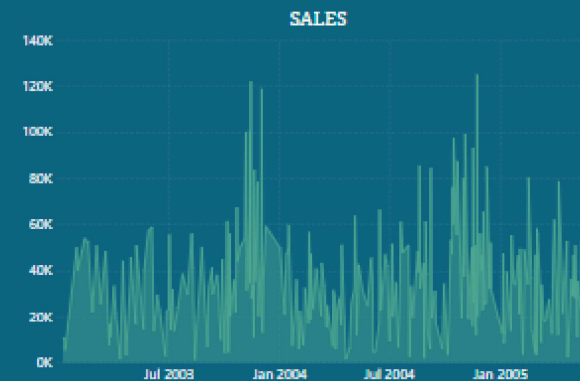
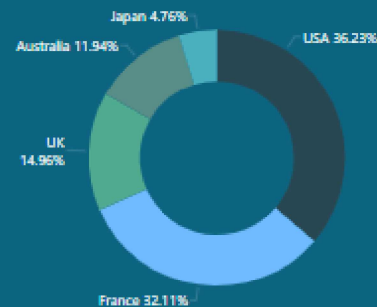
Total Sales

45,52,828.77

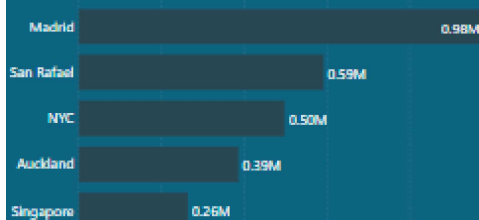
Total sales LY



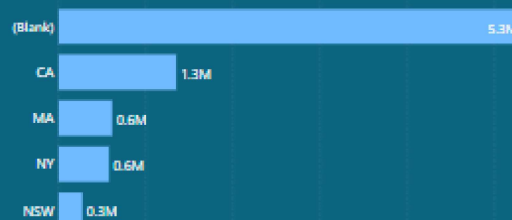
## PERFORMANCE HIGHLIGHTS



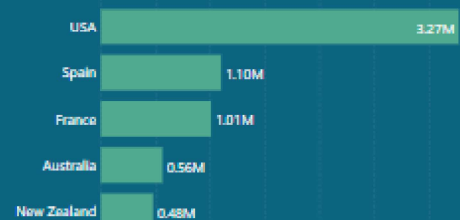
## TOP 5 CITIES



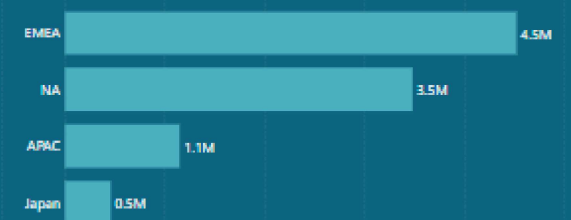
## TOP 5 STATES



## TOP 5 COUNTRIES



## TOP TERRITORIES



## 1) Number of Orders and Total sales by Years

Code:

```
select sum(x.quantityOrdered * x.priceEach) as sales, count(x.status) as numberoforders, year(x.orderDate) as salesyear from
(select orders.orderNumber, customerNumber, status, orderDate, quantityOrdered, priceEach
from orders
join orderdetails
on orders.orderNumber = orderdetails.orderNumber) as x
where x.status = 'shipped'
group by year(x.orderDate) ;
```

Output:

sales	numberoforders	salesyear
3223095.80	1019	2003
4300602.99	1353	2004
1341395.85	399	2005

From the Output we can see that in the year 2004 company have made larger sales while the number of sales decreased in big amount in next year i.e 2005

## 2) Total Sales by Category in year 2004 and 2005

Code:

```
select * , round(( y1.salesin2004 - y1.salesin2005)*100/ y1.salesin2004) as percentagedifference from
(select y.productLine,
sum(if (year(y.orderDate) = 2004 ,(y.quantityOrdered * y.priceEach),0)) as salesin2004 ,
sum(if (year(y.orderDate) = 2005 ,(y.quantityOrdered * y.priceEach),0)) as salesin2005 from
(select orders.orderNumber, customerNumber, status, orderDate, quantityOrdered, priceEach,
orderdetails.productCode, products.productLine
from orders
inner join orderdetails on orders.orderNumber = orderdetails.orderNumber
inner join products on products.productCode = orderdetails.productCode) as y
where y.status = 'Shipped'
group by y.productLine ) as y1;
```

Output:

productLine	salesin2004	salesin2005	percentagedifference
Vintage Cars	823927.95	212866.47	74
Classic Cars	1682980.21	577635.76	66
Trucks and Buses	448702.69	143207.06	68
Trains	86897.46	22311.26	74
Ships	292595.34	62989.19	78
Planes	438255.50	109701.56	75
Motorcycles	527243.84	212684.55	60

From the output we can see that the big percentage difference is there in the sales for year 2005 and 2004 i.e

Approximately 75%

### 3) Customer Transactions per Year

Code:

```
• select count(distinct customerNumber) as numberofcustomer, year(orderDate) from orders
  where status = 'Shipped'
  group by year(orderDate) ;
```

Output:

numberofcustomer	year(orderDate)
73	2003
87	2004
36	2005

The number of customers isn't changing significantly for year 2003-2004. But unfortunately, there is a significant decline in customers for year 2005.

### 4) New Customers over the Years

Code:

```
• select count(distinct customerNumber) as numberofcustomer, year(first_order) from
  (select distinct customerNumber,
    min(orderDate) as first_order from orders
   where status = 'shipped'
   group by 1) as first
 group by 2;
```

Output:

numberofcustomer	year(first_order)
73	2003
25	2004

The growth of new customers for each year is decreasing. It gets extreme in 2005 that there are no new customers. But if we back on the result before the number of customers tends to remain overall. This informs us that many previous customers still back to AXON to do the transaction besides the new customers are decreasing.

### 5) Payments Made by Customers for different products

Code:

```
• select t1.customerName , sum(amount) as paid from
  (select payments.customerNumber , amount, customerName from payments
   join customers
   on payments.customerNumber = customers.customerNumber) as t1
 group by t1.customerName;
```

Output:

customerName	paid
Atelier graphique	22314.36
Signal Gift Stores	80180.98
Australian Collectors, Co.	180585.1
La Rochelle Gifts	116949.7
Baane Mini Imports	104224.8
Mini Gifts Distributors Ltd.	584188.2
Blauer See Auto, Co.	75937.76
Mini Wheels Co.	66710.56
Land of Toys Inc.	107639.9
Euro+ Shopping Channel	715739
Volvo Model Replicas, Co	43680.65
Danish Wholesale Imports	107446.5
Saveley & Henriot, Co.	130305.4
Dragon Souvenirs, Ltd.	156251
Muscle Machine Inc	177914
Diecast Classics Inc.	98509.25
Technics Stores Inc.	104545.2
Handji Gifts& Co	105420.6
Herkku Gifts	97562.47
Daedalus Designs Imports	61781.7
La Corne D'abondance, Co.	86553.52
Cambridge Collectables Co.	32198.69
Gift Depot Inc.	95424.63
Osaka Souvenirs Co.	62361.22
Vitachrome Inc.	72497.64
Toys of Finland, Co.	95546.46
AV Stores, Co.	148410.1
Clover Collections, Co.	49898.27
Auto-Moto Classics Inc.	21554.26
UK Collectables, Ltd.	61167.18
Canadian Gift Exchange Network	70122.19
Online Mini Collectables	55577.26
Toys4GrownUps.com	93803.3
Mini Caravy	75859.32
King Kong Collectables, Co.	45480.79
Enaco Distributors	68520.47
Boards & Toys Co.	7918.6
Heintze Collectables	89909.8
QuÃ©bec Home Shopping Network	68977.67
Collectable Mini Designs Co.	80375.24
giftsbymail.co.uk	71783.75
Alpha Cognac	60483.36
Amica Models & Co.	82223.23
Lyon Souvenirs	67659.19
Auto AssociÃ©s & Cie.	58876.41
Toms SpezialitÃ¤ten, Ltd	89223.14
Royal Canadian Collectables, Ltd.	66812
Anna's Decorations, Ltd	137034.2
Rovelli Gifts	127529.7
Souvenirs And Things Co.	91655.61

Marta's Replicas Co.	90545.37
Vida Sport, Ltd	108777.9
Norway Gifts By Mail, Co.	69059.04
Oulu Toy Supplies, Inc.	95706.15
Petit Auto	62253.85
Mini Classics	78432.16
Mini Creations Ltd.	101872.5
Corporate Gift Ideas Co.	132340.8
Down Under Souvenirs, Inc	154622.1
Stylish Desk Decors, Co.	80556.73
Tekni Collectables Inc.	38281.51
Australian Gift Network, Co	55190.16
Suominen Souvenirs	103896.7
Classic Gift Ideas, Inc	57939.34
CAF Imports	46751.14
Men 'R' US Retailers, Ltd.	41506.19
Marseille Mini Autos	71547.53
Reims Collectables	126983.2
GiftsForHim.com	56662.38
Gifts4AllAges.com	33533.47
Online Diecast Creations Co.	116449.3
Collectables For Less Inc.	73533.65
Royale Belge	29217.18
Salzburg Collectables	85060
Cruz & Sons Co.	87468.3
L'ordine Souvenirs	90143.31
Tokyo Collectables, Ltd	105548.7
Auto Canal+ Petit	86436.97
Extreme Desk Decorations, Ltd	66704.94
Bavarian Collectables Imports, Co.	31310.09
Classic Legends Inc.	69214.33
Gift Ideas Corp.	49967.78
Scandinavian Gift Ideas	76776.44
The Sharp Gifts Warehouse	59551.38
Mini Auto Werke	51059.99
Super Scale Inc.	70378.65
Microscale Inc.	29230.43
Corrida Auto Replicas, Ltd	112440.1
FunGiftIdeas.com	88627.49
Australian Collectables, Ltd	44920.76
Frau da Collezione	25358.32
West Coast Collectables Co.	43748.72
Iberia Gift Imports, Corp.	50987.85
Motor Mint Distributors Inc.	77726.59
Signal Collectibles Ltd.	42570.37
Double Decker Gift Stores, Ltd	29586.15
Diecast Collectables	65541.74
Kelly's Gift Shop	114497.2