

# AXON COMPANY



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.



# AXON SALES PERFORMANCE REPORT

Year

2003

2004

2005

Product Line

☐ Select all

☐ Classic Cars

Total Sales

9.60M

Orders

106K

Total products

110

Total customers

122

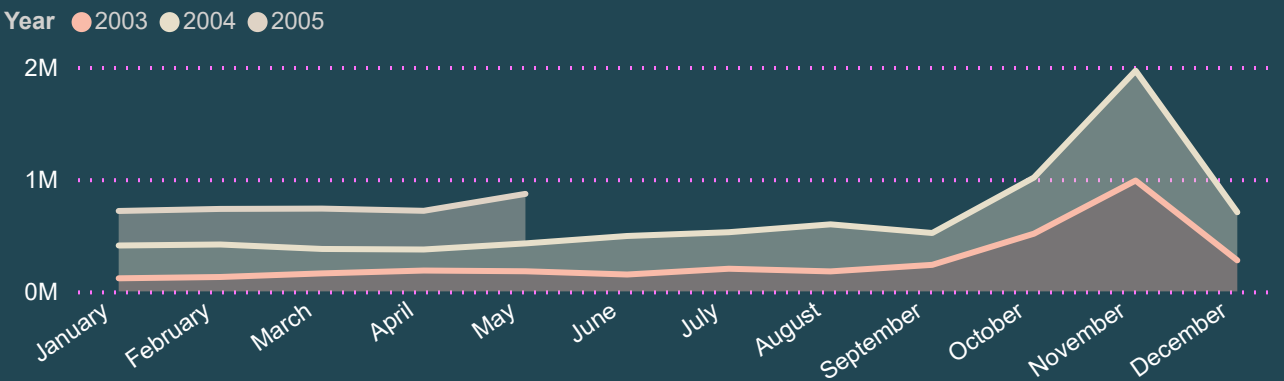
Stock Quantity

555K

Profit

3.83M

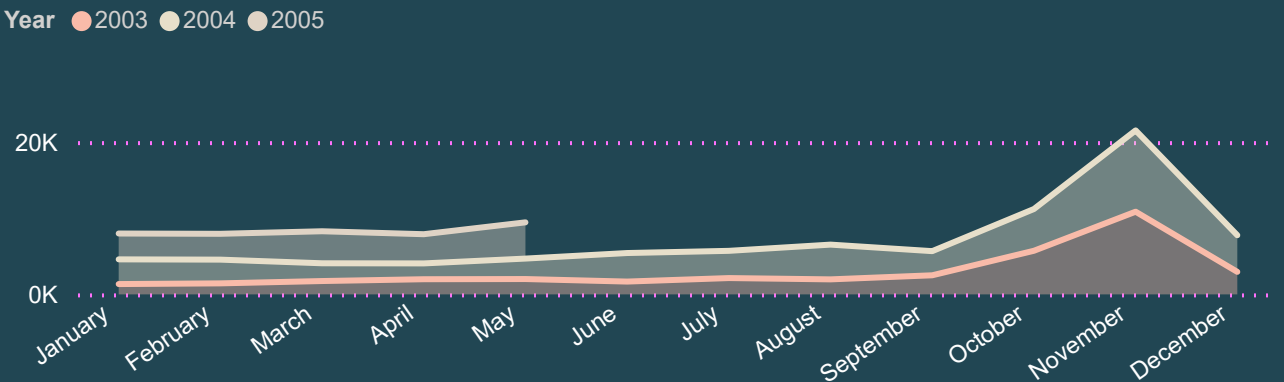
Sales by Month



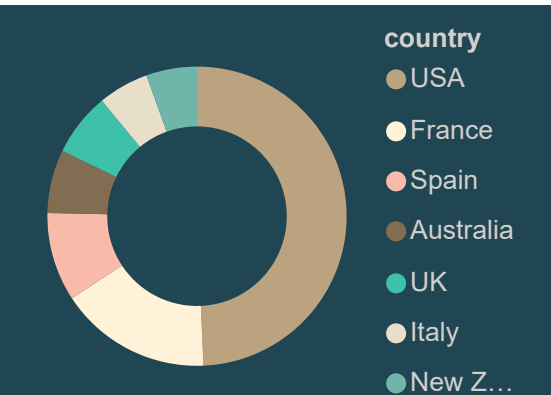
Sales and orders by country



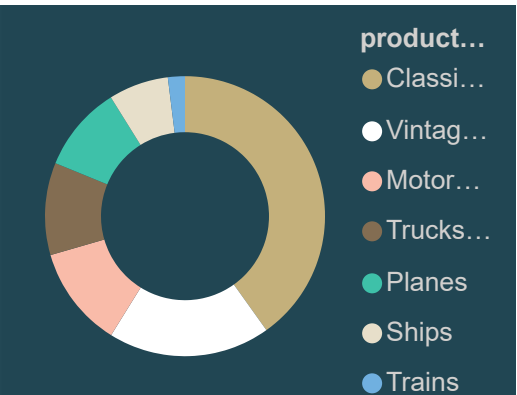
Orders by Month



customers(count) in country



Sales by product line



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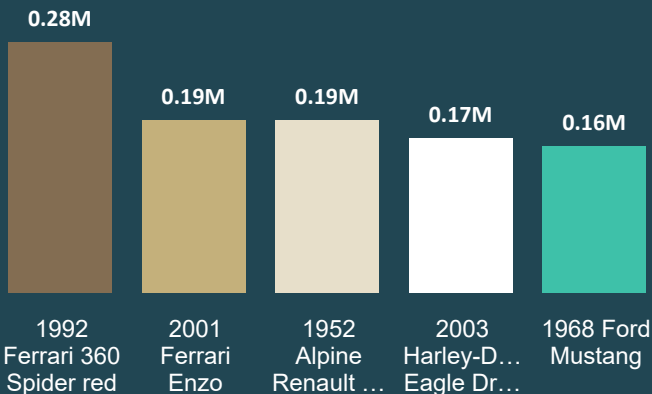
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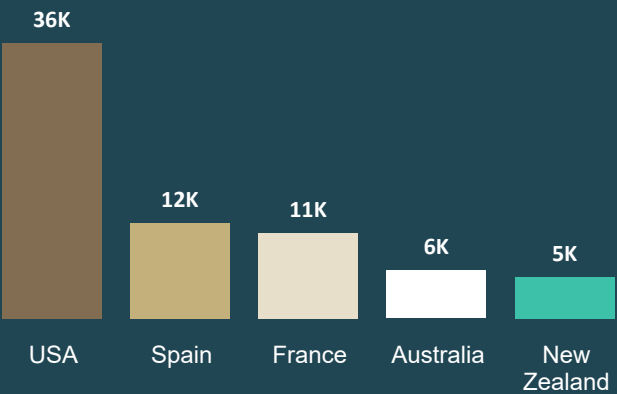
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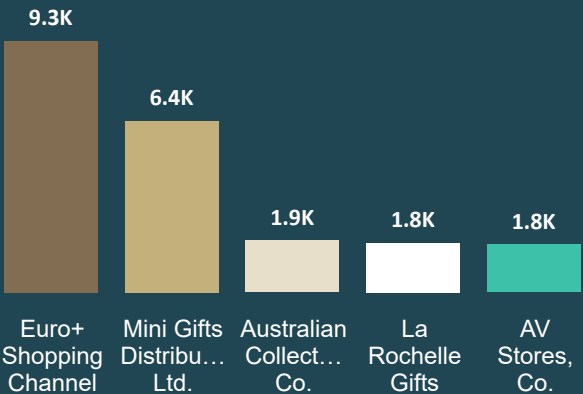
Top Products



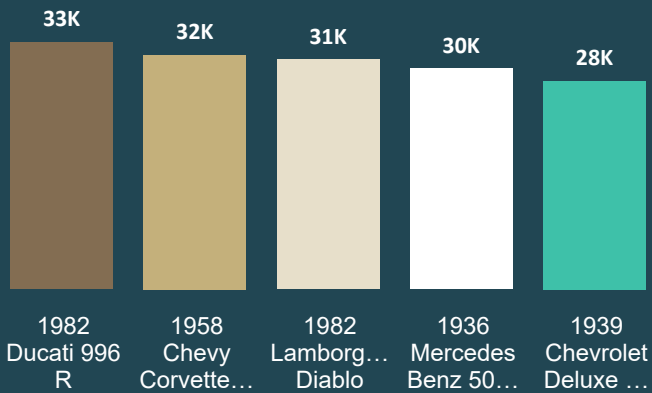
Top Countries



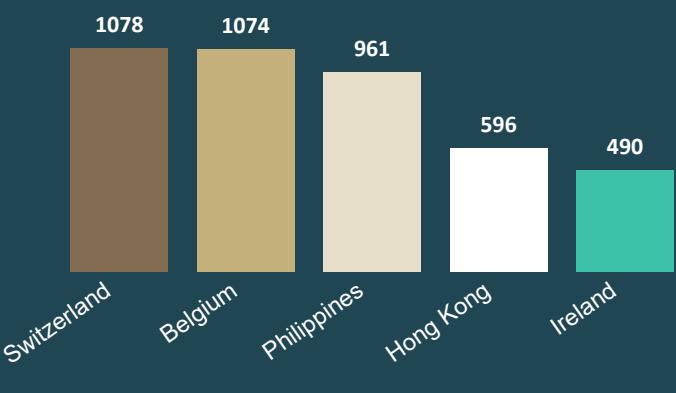
Top customers



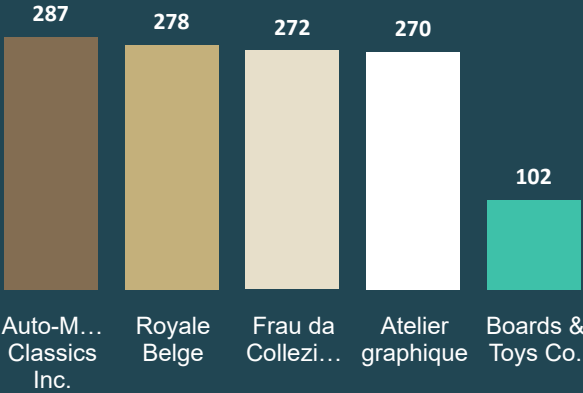
Least Products



Least countries



Least Customers



# SALES INSIGHTS I

- We have more number of customers i.e 46.15% from USA .
- Most selling product line is classic cars and least being trains
- Highest sales in the year 2004 around 4.52 Million
- There was a decrease in sales in the year 2005 which came down to 1.77 Million from 4.52 Million
- Highest Orders in the year 2004 in the month of November around 10k orders
- We have also got more profits in the Year 2004
- Best selling product is 1992 Ferrari Spider Red
- Least selling product is 1939 Chevrolet Deluxe Coupe
- Country which orders the most is USA
- Country which Orders the least is Ireland
- Top customer is Euro+ Shopping Channel
- Least Ordered Customer is Boards and Toys.co