

AXON'S CLASSIC MODELS SALES ANALYSIS

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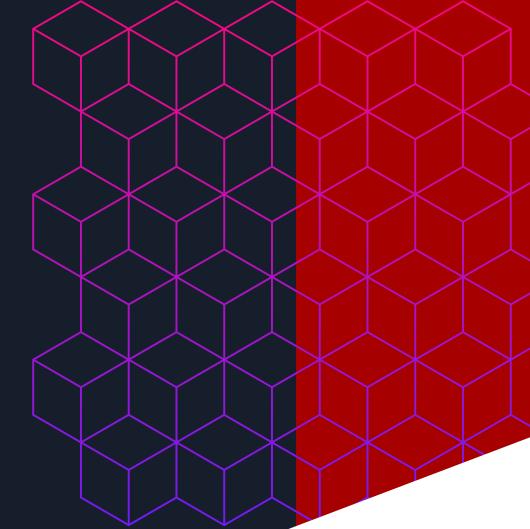
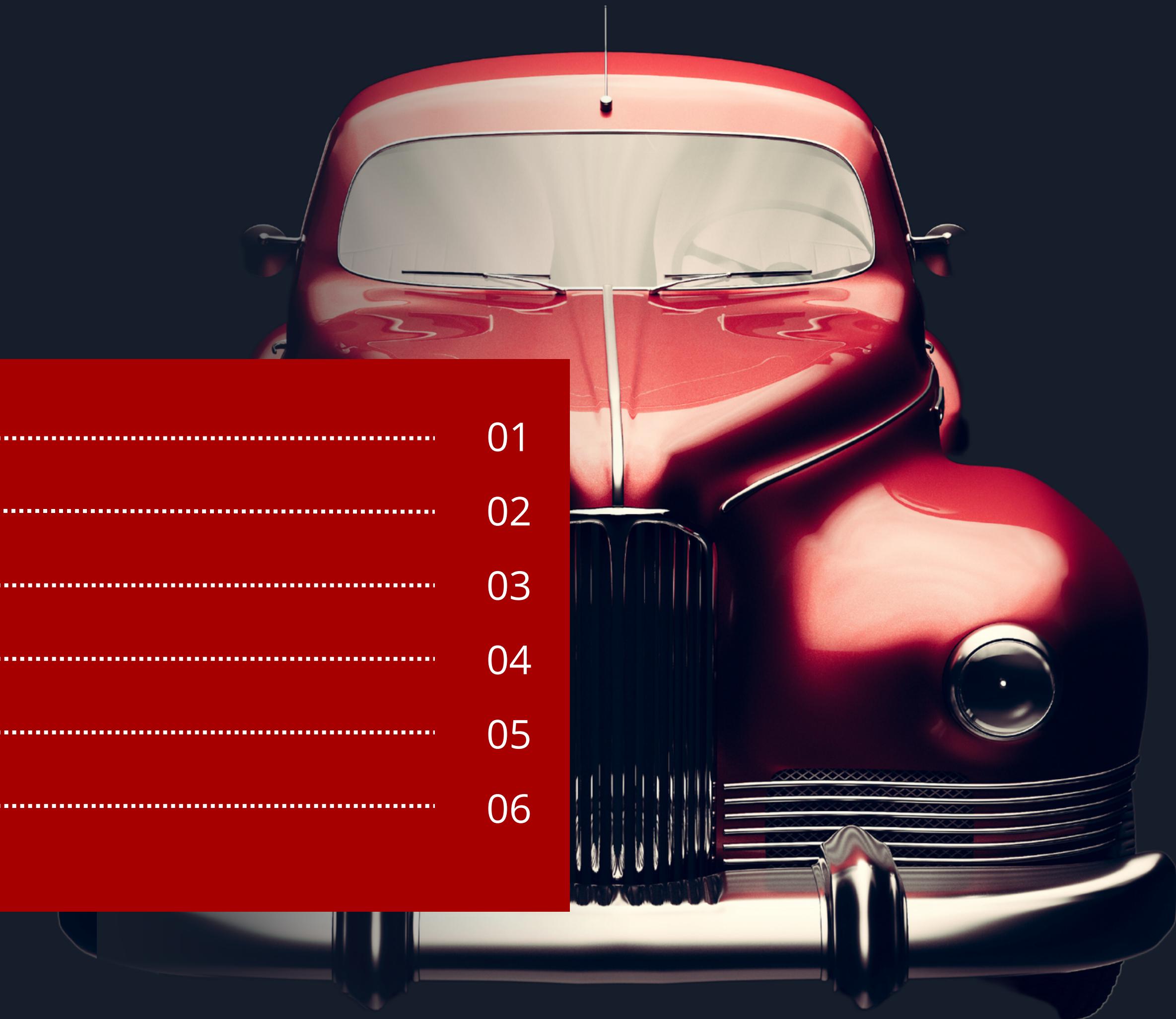


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INTRODUCTION

In the competitive landscape of AXON, businesses must leverage data to make informed decisions that drive growth and efficiency. AXON sits at the intersection of data analysis and strategic planning, utilizing historical sales data to uncover insights that propel forward-thinking action. With an extensive database capturing customer purchases, product performance, and sales trends, this project aims to transform raw data into actionable intelligence.



PROBLEM STATEMENT

Axon is currently grappling with the challenges of managing and analyzing its sales data effectively. The sales team, equipped with raw data but lacking a robust analytical system, struggles to derive meaningful insights. This has led to a reliance on intuition rather than data-driven strategies. The absence of a centralized system for data management and analysis has resulted in:

- Inaccurate and outdated sales reports.
- Inefficiencies in tracking sales trends and customer preferences.
- Limited visibility into the sales pipeline and inventory levels.
- Hindered decision-making processes at the management level.

+100

Products

7

Products Lines

+90

Customers

OBJECTIVE

- Analyze sales trends to optimize product offerings, pricing strategies, and inventory management.
- Segment customers based on purchasing patterns to tailor marketing strategies and enhance customer engagement.
- Gain a deeper understanding of customer buying behaviour to tailor marketing efforts and product offerings.
- Provide the sales team access to interactive dashboards and reports, empowering them to make informed decisions and personalize customer interactions.
- Assess sales team performance to identify high achievers and areas needing improvement, informing training and development initiatives.



TOOLS

SQL facilitates efficient data querying and manipulation, Power BI offers robust visualization and reporting, and together, they enable comprehensive analysis for actionable business insights.

DATA INFO

FROM



TO



January, 2003

May, 2005



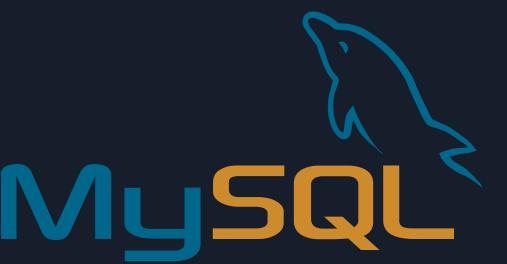
SQL

Advanced SQL queries can uncover deep insights into sales trends, customer behaviour, and operational efficiency.

POWER BI

Data visualizations to match the specific needs of the sales analysis, enhancing the clarity and impact of insights

DATA ANALYSIS





ANALYSIS OF ORDER STATUS BY TOTAL ORDERS, SUB-ORDERS, QUANTITY ORDERED, AND TOTAL SALES

```
● ● ●  
SELECT  
    CASE  
        WHEN GROUPING(O.STATUS) = 1 THEN 'TOTAL'  
        ELSE O.STATUS  
    END AS STATUS,  
    COUNT(DISTINCT O.ORDERNUMBER) AS TOTAL_ORDERS,  
    COUNT(O.ORDERNUMBER) AS SUB_ORDERS,  
    SUM(OD.QUANTITYORDERED) AS QUANTITY_ORDERED,  
    SUM(OD.QUANTITYORDERED * OD.PRICEEACH) AS TOTAL_SALES  
FROM  
    CUSTOMERS C  
    JOIN ORDERS O ON C.CUSTOMERNUMBER = O.CUSTOMERNUMBER  
    JOIN ORDERDETAILS OD ON O.ORDERNUMBER = OD.ORDERNUMBER  
GROUP BY O.STATUS WITH ROLLUP  
ORDER BY  
    CASE  
        WHEN O.STATUS = 'SHIPPED' THEN 1  
        WHEN O.STATUS = 'RESOLVED' THEN 2  
        WHEN O.STATUS IS NULL THEN 99  
        ELSE 3  
    END,  
    TOTAL_SALES DESC;
```

STATUS	TOTAL_ORDERS	SUB_ORDERS	QUANTITY_ORDERED	TOTAL_SALES
Shipped	303	2771	97141	8865094.64
Resolved	4	47	1660	134235.88
Cancelled	6	79	2634	238854.18
On Hold	4	44	1994	169575.61
In Process	6	41	1490	135271.52
Disputed	3	14	597	61158.78
TOTAL	326	2996	105516	9604190.61

“

'Cancelled', 'On Hold', 'In Process', and 'Disputed' statuses collectively represent a small fraction of total sales, suggesting that most transactions are conducted without issues.

The 'Shipped' and 'Resolved' order statuses account for efficient sales and resolution processes.

”



MOST REVENUE BY 5 COUNTRIES



```
SELECT
    C.COUNTRY,
    SUM(OD.QUANTITYORDERED * OD.PRICEEACH) AS TOTAL_SALES
FROM
    CUSTOMERS C
        JOIN ORDERS O ON C.CUSTOMERNUMBER = O.CUSTOMERNUMBER
        JOIN ORDERDETAILS OD ON O.ORDERNUMBER = OD.ORDERNUMBER
WHERE
    O.STATUS IN ('SHIPPED' , 'RESOLVED')
GROUP BY C.COUNTRY
ORDER BY TOTAL_SALES DESC
LIMIT 5;
```

COUNTRY	TOTAL_SALES
USA	3071784.86
Spain	994438.53
France	965750.58
Australia	509385.82
New Zealand	416114.03

“ The top 5 countries generating high revenue are the USA, Spain, France, Australia, and New Zealand. The USA leads by a significant margin, suggesting it is the company's primary market. Also, the USA generates one-third of the total revenue of 8.99M. ”





LEAST REVENUE BY 5 COUNTRIES

```
● ● ●  
SELECT  
    C.COUNTRY,  
    SUM(OD.QUANTITYORDERED * OD.PRICEEACH) AS TOTAL_SALES  
FROM  
    CUSTOMERS C  
        JOIN ORDERS O ON C.CUSTOMERNUMBER = O.CUSTOMERNUMBER  
        JOIN ORDERDETAILS OD ON O.ORDERNUMBER = OD.ORDERNUMBER  
WHERE  
    O.STATUS IN ('SHIPPED' , 'RESOLVED')  
GROUP BY C.COUNTRY  
ORDER BY TOTAL_SALES ASC  
LIMIT 5;
```

COUNTRY	TOTAL_SALES
Hong Kong	45480.79
Ireland	49898.27
Philippines	87468.30
Belgium	91471.03
Switzerland	108777.92

“

The least 5 countries generating low revenue are Hong Kong, Ireland, the Philippines, Belgium, and Switzerland.

Among them, the Hong Kong Ireland revenues are very minimal.

”





UNITS SOLD BY PRODUCT LINE



```
SELECT
    PL.PRODUCTLINE AS PRODUCT_LINE, SUM(OD.QUANTITYORDERED) AS
TOTAL_UNITS SOLD
FROM
    PRODUCTLINES PL
        JOIN PRODUCTS P ON PL.PRODUCTLINE = P.PRODUCTLINE
        JOIN ORDERDETAILS OD ON P.PRODUCTCODE = OD.PRODUCTCODE
        JOIN
            ORDERS O ON OD.ORDERNUMBER = O.ORDERNUMBER
WHERE
    O.STATUS IN ('SHIPPED' , 'RESOLVED')
GROUP BY PL.PRODUCTLINE
ORDER BY TOTAL_UNITS SOLD DESC;
```

“
It is highly probable that customers are interested in classic and vintage cars.”

PRODUCT_LINE	TOTAL_UNITS SOLD
Classic Cars	33643
Vintage Cars	21332
Motorcycles	12425
Planes	10779
Trucks and Buses	10436
Ships	7535
Trains	2651





TOP 10 CUSTOMERS BY REVENUE, ORDERED UNITS, PRODUCT PURCHASED AND QUANTITY PURCHASED.

```
● ● ●  
SELECT  
    C.CUSTOMERNAME AS CUSTOMER_NAME,  
    SUM(OD.QUANTITYORDERED * OD.PRICEEACH) AS TOTAL_SPENT,  
    Count(DISTINCT O.ORDERNUMBER) AS ORDERED_UNITS,  
    Count(DISTINCT OD.PRODUCTCODE) AS PRODUCT_PURCHASED,  
    SUM(OD.QUANTITYORDERED) AS QUANTITY  
FROM  
    CUSTOMERS C  
        JOIN ORDERS O ON C.CUSTOMERNUMBER = O.CUSTOMERNUMBER  
        JOIN ORDERDETAILS OD ON O.ORDERNUMBER = OD.ORDERNUMBER  
WHERE  
    O.STATUS IN ('SHIPPED' , 'RESOLVED')  
GROUP BY C.CUSTOMERNAME  
ORDER BY TOTAL_SPENT DESC  
LIMIT 10;
```

“

Euro+ Shopping Channel and Mini Gifts Distributors Ltd. purchased over 70% of the products, proving quality and value.

Their total spent far exceeds that of any other customer.

”

CUSTOMER_NAME	TOTAL_SPENT	ORDERED_UNITS	PRODUCT_PURCHASED	QUANTITY
Euro+ Shopping Channel	715738.98	23	97	8194
Mini Gifts Distributors Ltd.	584188.24	16	77	6291
Australian Collectors, Co.	180585.07	5	40	1926
Muscle Machine Inc	177913.95	4	32	1775
Dragon Souveniers, Ltd.	156251.03	5	37	1524
Down Under Souveniers, Inc	154622.08	5	42	1691
AV Stores, Co.	148410.09	3	37	1778
Salzburg Collectables	137480.07	4	36	1442
Anna's Decorations, Ltd	137034.22	4	41	1469
Corporate Gift Ideas Co.	132340.78	4	40	1447



SALES REPRESENTATIVES CUSTOMERS ACQUISITION PERFORMANCE



```
SELECT  
    UPPER(CONCAT(E.FIRSTNAME, ' ', E.LASTNAME)) AS FULL_NAME,  
    COUNT(O.CUSTOMERNUMBER) AS TOTAL_CUSTOMERS,  
    COUNT(DISTINCT O.CUSTOMERNUMBER) AS DISTINCT_CUSTOMERS  
FROM  
    EMPLOYEES E  
        JOIN CUSTOMERS C ON E.EMPLOYEENUMBER =  
C.SALESREPEMPLOYEENUMBER  
        JOIN ORDERS O ON C.CUSTOMERNUMBER = O.CUSTOMERNUMBER  
WHERE  
    O.STATUS IN ('SHIPPED', 'RESOLVED')  
GROUP BY E.FIRSTNAME, E.LASTNAME  
ORDER BY TOTAL_CUSTOMERS DESC, DISTINCT_CUSTOMERS DESC,  
E.FIRSTNAME;
```



Two sales representatives are dealing with over 10% of the total customers.

There are 4 sales representatives acquired over 8% of unique customers in total.



FULL_NAME	TOTAL_CUSTOMERS	DISTINCT_CUSTOMERS
GERARD HERNANDEZ	39	7
LESLIE JENNINGS	32	6
PAMELA CASTILLO	29	10
BARRY JONES	23	9
LARRY BOTT	21	8
GEORGE VANAUF	20	8
LOUI BONDUR	20	6
FOON YUE TSENG	17	6
ANDY FIXTER	17	5
PETER MARSH	17	5
STEVE PATTERSON	16	6
MAMI NISHI	16	5
JULIE FIRRELLI	14	6
LESLIE THOMPSON	14	6
MARTIN GERARD	12	5

PRODUCT INVENTORY



SELECT

```
P.PRODUCTNAME AS PRODUCT_NAME,  
SUM(P.QUANTITYINSTOCK) AS TOTAL_STOCK,  
SUM(P.QUANTITYINSTOCK * P.BUYPRICE) AS STOCK_VALUE
```

FROM

```
PRODUCTS P
```

GROUP BY P.PRODUCTNAME

ORDER BY STOCK_VALUE DESC

LIMIT 10;

“

Total inventory is valued at over 3 billion, signifying a substantial investment in stock.

”



PRODUCT_NAME	TOTAL_STOCK	STOCK_VALUE
1995 Honda Civic	9772	917493.08
1952 Alpine Renault 1300	7305	720126.90
1962 Lancia A Delta 16V	6791	702325.22
1968 Dodge Charger	9123	685684.68
1976 Ford Gran Torino	9127	670743.23
America West Airlines B757-200	9653	664126.40
2002 Suzuki XREO	9997	662501.19
1992 Ferrari 360 Spider red	8347	650231.30
1956 Porsche 356A Coupe	6600	648780.00
1964 Mercedes Tour Bus	8258	618193.88

REVENUE OVER MONTH AND YEAR

SELECT

```

YEAR(O.ORDERDATE) AS YEAR,
SUM(CASE WHEN MONTH(O.ORDERDATE) = 1 THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS JANUARY,
SUM(CASE WHEN MONTH(O.ORDERDATE) = 2 THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS FEBRUARY,
SUM(CASE WHEN MONTH(O.ORDERDATE) = 3 THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS MARCH,
SUM(CASE WHEN MONTH(O.ORDERDATE) = 4 THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS APRIL,
SUM(CASE WHEN MONTH(O.ORDERDATE) = 5 THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS MAY,
SUM(CASE WHEN MONTH(O.ORDERDATE) = 6 THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS JUNE,
SUM(CASE WHEN MONTH(O.ORDERDATE) = 7 THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS JULY,
SUM(CASE WHEN MONTH(O.ORDERDATE) = 8 THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS AUGUST,
SUM(CASE WHEN MONTH(O.ORDERDATE) = 9 THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS SEPTEMBER,
SUM(CASE WHEN MONTH(O.ORDERDATE) = 10 THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS OCTOBER,
SUM(CASE WHEN MONTH(O.ORDERDATE) = 11 THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS NOVEMBER,
SUM(CASE WHEN MONTH(O.ORDERDATE) = 12 THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS DECEMBER
FROM
ORDERS O
JOIN ORDERDETAILS OD ON O.ORDERNUMBER = OD.ORDERNUMBER
WHERE O.STATUS IN ('SHIPPED', 'RESOLVED')
GROUP BY YEAR(O.ORDERDATE)
ORDER BY YEAR;

```

A progressive increase in sales is noted from January to May each year, indicating a strong start to each year.

The end of the year, specifically in the **fourth quarter**, is a critical period with a surge in sales, likely influenced by seasonal buying behavior.

TOP SELLING PRODUCT



SELECT

```
P.PRODUCTNAME AS PRODUCT_NAME,  
SUM(OD.QUANTITYORDERED) AS TOTAL_QUANTITY  
FROM  
PRODUCTS P  
JOIN ORDERDETAILS OD ON P.PRODUCTCODE = OD.PRODUCTCODE  
JOIN ORDERS O ON OD.ORDERNUMBER = O.ORDERNUMBER  
WHERE  
O.STATUS IN ('SHIPPED', 'RESOLVED')  
GROUP BY P.PRODUCTNAME  
HAVING TOTAL_QUANTITY >= 1000  
ORDER BY TOTAL_QUANTITY DESC  
LIMIT 10;
```

PRODUCT_NAME	TOTAL_QUANTITY
1992 Ferrari 360 Spider red	1720
1937 Lincoln Berline	1060
1913 Ford Model T Speedster	1028
1957 Chevy Pickup	1023
1960 BSA Gold Star DBD34	1015
1957 Corvette Convertible	1013
1956 Porsche 356A Coupe	1013
American Airlines: MD-11S	1010
2002 Suzuki XREO	1007

“

All listed products have surpassed the **1000** units sold mark, showcasing them as highly demanded items within the company's product range.

The '**1992 Ferrari 360 Spider red**' is the most popular product, with significantly higher units sold compared to the others, indicating a strong market preference.

”



LEAST SELLING PRODUCT



```
SELECT
    P.PRODUCTNAME AS PRODUCT_NAME,
    SUM(OD.QUANTITYORDERED) AS TOTAL_QUANTITY
FROM
    PRODUCTS P
        JOIN ORDERDETAILS OD ON P.PRODUCTCODE = OD.PRODUCTCODE
        JOIN ORDERS O ON OD.ORDERNUMBER = O.ORDERNUMBER
WHERE
    O.STATUS IN ('SHIPPED' , 'RESOLVED')
GROUP BY P.PRODUCTNAME
ORDER BY TOTAL_QUANTITY ASC
LIMIT 5;
```

PRODUCT_NAME	TOTAL_QUANTITY
1957 Ford Thunderbird	665
1970 Chevy Chevelle SS 454	717
1911 Ford Town Car	754
1952 Citroen-15CV	759
1940 Ford Delivery Sedan	771

“

The sales volume for these five least-sold products falls within a tight range from 665 to 771 units, signaling a uniformly low demand for them

”





SALES REPRESENTATIVE SALES BY PRODUCT LINE

```
● ● ●  
SELECT  
    UPPER(CONCAT(E.FIRSTNAME, ' ', E.LASTNAME)) AS FULL_NAME,  
    SUM(CASE WHEN PL.PRODUCTLINE = 'CLASSIC CARS' THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS 'CLASSIC_CARS',  
    SUM(CASE WHEN PL.PRODUCTLINE = 'VINTAGE CARS' THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS 'VINTAGE_CARS',  
    SUM(CASE WHEN PL.PRODUCTLINE = 'TRUCKS AND BUSES' THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS 'TRUCKS_AND_BUSES',  
    SUM(CASE WHEN PL.PRODUCTLINE = 'MOTORCYCLES' THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS 'MOTORCYCLES',  
    SUM(CASE WHEN PL.PRODUCTLINE = 'PLANES' THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS 'PLANES',  
    SUM(CASE WHEN PL.PRODUCTLINE = 'TRAINS' THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS 'TRAINS',  
    SUM(CASE WHEN PL.PRODUCTLINE = 'SHIPS' THEN OD.QUANTITYORDERED * OD.PRICEEACH ELSE 0 END) AS 'SHIPS',  
    SUM(OD.QUANTITYORDERED * OD.PRICEEACH) AS TOTAL_SALES  
FROM EMPLOYEES E  
JOIN CUSTOMERS C ON E.EMPLOYEENUMBER = C.SALESREPREEMPLOYEENUMBER  
JOIN ORDERS O ON C.CUSTOMERNUMBER = O.CUSTOMERNUMBER  
JOIN ORDERDETAILS OD ON O.ORDERNUMBER = OD.ORDERNUMBER  
JOIN PRODUCTS P ON OD.PRODUCTCODE = P.PRODUCTCODE  
JOIN PRODUCTLINES PL ON P.PRODUCTLINE = PL.PRODUCTLINE  
WHERE O.STATUS IN ('SHIPPED', 'RESOLVED')  
GROUP BY E.EMPLOYEENUMBER  
ORDER BY TOTAL_SALES DESC, E.FIRSTNAME, E.LASTNAME;
```

“

Gerard Hernandez leads in sales, excelling notably in classic cars.

Sales vary by product line and employee, hinting at diverse strategies and customer preferences.

”

FULL_NAME	CLASSIC_CARS	VINTAGE_CARS	TRUCKS_AND_BUSES	MOTORCYCLES	PLANES	TRAINS	SHIPS	TOTAL_SALES
GERARD HERNANDEZ	483312.53	180107.08	102032.81	126523.03	102620.35	28045.05	89362.96	1112003.81
LESLIE JENNINGS	334898.51	277205.97	163280.84	118788.86	67956.68	17965.32	41565.71	1021661.89
PAMELA CASTILLO	359493.49	177587.21	34434.28	26801.65	132630.19	22423.10	84614.28	837984.20
LARRY BOTT	245322.59	130475.98	59029.43	73845.80	71551.12	17430.81	88997.52	686653.25
BARRY JONES	342088.33	79979.82	62004.67	67706.52	59140.48	14939.05	11813.78	637672.65
GEORGE VANAUF	200287.97	51081.82	60165.59	147753.06	89330.47	9615.80	26172.09	584406.80
LOUI BONDUR	256693.74	84405.54	57620.26	97060.62	32518.05	15497.03	25690.51	569485.75
PETER MARSH	172059.57	150959.70	63124.08	79064.04	29161.48	2748.91	26743.00	523860.78
ANDY FIXTER	165349.14	123484.87	69844.98	84583.19	62173.27	1886.61	2063.76	509385.82
FOON YUE TSENG	266537.49	58559.85	79867.61	37806.65	0.00	10942.60	34498.47	488212.67
MAMI NISHI	165393.31	43272.62	51160.60	53828.99	97868.56	15080.29	30505.70	457110.07
STEVE PATTERSON	180369.48	65189.95	58381.29	96610.24	29186.90	4862.02	14619.25	449219.13
MARTIN GERARD	183248.23	73711.96	57492.72	8709.25	13275.54	5523.77	45516.00	387477.47
JULIE FIRRELLI	150001.57	83830.62	45512.07	21923.52	38627.46	8070.41	38697.55	386663.20
LESLIE THOMPSON	143865.77	89261.09	4615.64	43921.71	40675.58	0.00	25193.24	347533.03



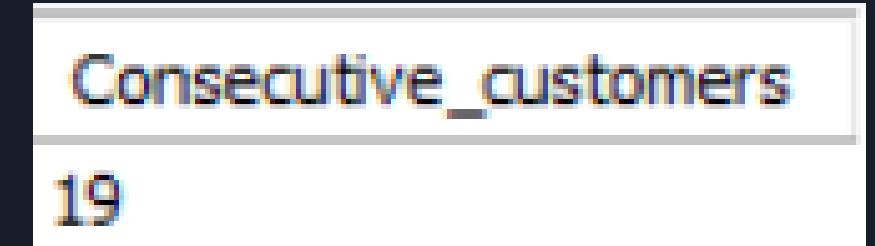


CUSTOMERS PLACED ORDER CONSECUTIVELY FROM 2003 TO 2005.

```
● ● ●  
SELECT  
    Count(c2003.customerNumber) As Consecutive_customers  
FROM  
    (SELECT DISTINCT c.customerNumber, c.customerName FROM orders o  
     JOIN customers c ON o.customerNumber = c.customerNumber  
     WHERE YEAR(o.orderDate) = 2003 AND o.status IN ('Shipped', 'Resolved')) c2003  
JOIN  
    (SELECT DISTINCT c.customerNumber FROM orders o  
     JOIN customers c ON o.customerNumber = c.customerNumber  
     WHERE YEAR(o.orderDate) = 2004 AND o.status IN ('Shipped', 'Resolved')) c2004 ON c2003.customerNumber = c2004.customerNumber  
JOIN  
    (SELECT DISTINCT c.customerNumber FROM orders o  
     JOIN customers c ON o.customerNumber = c.customerNumber  
     WHERE YEAR(o.orderDate) = 2005 AND o.status IN ('Shipped', 'Resolved')) c2005 ON c2003.customerNumber = c2005.customerNumber;
```

6

19 customers have demonstrated consistent engagement by placing orders across 2003, 2004, and 2005, indicating strong brand loyalty.





QUANTITY ORDERED BY CUSTOMERS CONSECUTIVELY FROM 2003 TO 2005.

● ● ●

```
WITH PURCHASEDIN2003 AS (
    SELECT C.CUSTOMERNUMBER, C.CUSTOMERNAME, SUM(OD.QUANTITYORDERED) AS QUANTITY2003
    FROM ORDERS O
        JOIN CUSTOMERS C ON O.CUSTOMERNUMBER = C.CUSTOMERNUMBER
        JOIN ORDERDETAILS OD ON O.ORDERNUMBER = OD.ORDERNUMBER
    WHERE YEAR(O.ORDERDATE) = 2003 AND O.STATUS IN ('SHIPPED', 'RESOLVED')
    GROUP BY C.CUSTOMERNUMBER, C.CUSTOMERNAME),
PURCHASEDIN2004 AS (
    SELECT C.CUSTOMERNUMBER, SUM(OD.QUANTITYORDERED) AS QUANTITY2004
    FROM ORDERS O
        JOIN CUSTOMERS C ON O.CUSTOMERNUMBER = C.CUSTOMERNUMBER
        JOIN ORDERDETAILS OD ON O.ORDERNUMBER = OD.ORDERNUMBER
    WHERE YEAR(O.ORDERDATE) = 2004 AND O.STATUS IN ('SHIPPED', 'RESOLVED')
    GROUP BY C.CUSTOMERNUMBER),
PURCHASEDIN2005 AS (
    SELECT C.CUSTOMERNUMBER, SUM(OD.QUANTITYORDERED) AS QUANTITY2005
    FROM ORDERS O
        JOIN CUSTOMERS C ON O.CUSTOMERNUMBER = C.CUSTOMERNUMBER
        JOIN ORDERDETAILS OD ON O.ORDERNUMBER = OD.ORDERNUMBER
    WHERE YEAR(O.ORDERDATE) = 2005 AND O.STATUS IN ('SHIPPED', 'RESOLVED')
    GROUP BY C.CUSTOMERNUMBER)
SELECT
    P_2003.CUSTOMERNAME AS CUSTOMER_NAME,
    P_2003.QUANTITY2003 AS 2003_QUANTITY,
    P_2004.QUANTITY2004 AS 2004_QUANTITY,
    P_2005.QUANTITY2005 AS 2005_QUANTITY
FROM PURCHASEDIN2003 P_2003
JOIN PURCHASEDIN2004 P_2004 ON P_2003.CUSTOMERNUMBER = P_2004.CUSTOMERNUMBER
JOIN PURCHASEDIN2005 P_2005 ON P_2003.CUSTOMERNUMBER = P_2005.CUSTOMERNUMBER;
```

CUSTOMER_NAME	2003_QUANTITY	2004_QUANTITY	2005_QUANTITY
Euro + Shopping Channel	2153	3307	2734
Mini Gifts Distributors Ltd.	1898	2425	1968
Dragon Souveniers, Ltd.	1452	28	44
Technics Stores Inc.	1027	35	117
Marseille Mini Autos	545	211	48
Toys of Finland, Co.	454	382	215
Salzburg Collectables	442	491	509
Kelly's Gift Shop	420	620	319
Oulu Toy Supplies, Inc.	342	163	605
Collectables For Less Inc.	341	161	293
L'ordine Souvenirs	325	495	460
Reims Collectables	323	481	629
Suominen Souvenirs	290	233	508
Gift Depot Inc.	263	411	229
Lyon Souvenirs	227	301	156
Québec Home Shopping Network	145	287	285
FunGiftIdeas.com	98	490	315
Royale Belge	47	114	117
Down Under Souvenirs, Inc	36	853	802



Customers like "Euro+ Shopping Channel" and "Mini Gifts Distributors Ltd" have increased their order quantities year over year, suggesting growing business needs or satisfaction with the products



HOW DOES THE SALES PERFORMANCE DISTRIBUTE ACROSS THE EMPLOYEE HIERARCHY?



```
SELECT CONCAT(M.FIRSTNAME, ' ', M.LASTNAME) AS MANAGER_NAME,
       CONCAT(E.FIRSTNAME, ' ', E.LASTNAME) AS SALES REP NAME,
       SUM(OD.QUANTITYORDERED * OD.PRICEEACH) AS TOTAL_SALES
  FROM EMPLOYEES E
  LEFT JOIN EMPLOYEES M ON E.REPORTSTO = M.EMPLOYEE NUMBER
  JOIN CUSTOMERS C ON E.EMPLOYEE NUMBER = C.SALESREPNUMBER
  JOIN ORDERS O ON C.CUSTOMERNUMBER = O.CUSTOMERNUMBER
  JOIN ORDERDETAILS OD ON O.ORDERNUMBER = OD.ORDERNUMBER
 WHERE O.STATUS IN ('SHIPPED', 'RESOLVED')
 GROUP BY E.EMPLOYEE NUMBER
 ORDER BY TOTAL_SALES DESC;
```

“ Sales representatives managed by Gerard Bondur and Anthony Bow show top sales figures, suggesting strong leadership or sales territory with high demand. ”

MANAGER_NAME	SALES REP NAME	TOTAL_SALES
Gerard Bondur	Gerard Hernandez	1112003.81
Anthony Bow	Leslie Jennings	1021661.89
Gerard Bondur	Pamela Castillo	837984.20
Gerard Bondur	Larry Bott	686653.25
Gerard Bondur	Barry Jones	637672.65
Anthony Bow	George Vanauf	584406.80
Gerard Bondur	Loui Bondur	569485.75
William Patterson	Peter Marsh	523860.78
William Patterson	Andy Fixter	509385.82
Anthony Bow	Foon Yue Tseng	488212.67
Mary Patterson	Mami Nishi	457110.07
Anthony Bow	Steve Patterson	449219.13
Gerard Bondur	Martin Gerard	387477.47
Anthony Bow	Julie Firrelli	386663.20
Anthony Bow	Leslie Thompson	347533.03



COUNTRIES HAVE SALES FIGURES BELOW THE AVERAGE COUNTRY SALES.

• • •

```
WITH COUNTRY_SALES AS (
    SELECT
        C.COUNTRY,
        SUM(OD.QUANTITYORDERED * OD.PRICEEACH) AS TOTAL_SALES
    FROM
        CUSTOMERS C
    JOIN ORDERS O ON C.CUSTOMERNUMBER = O.CUSTOMERNUMBER
    JOIN ORDERDETAILS OD ON O.ORDERNUMBER = OD.ORDERNUMBER
    WHERE O.STATUS IN ('SHIPPED', 'RESOLVED')
    GROUP BY C.COUNTRY ),
AVERAGE_SALES AS (
    SELECT
        AVG(TOTAL_SALES) AS AVG_TOTAL_SALES
    FROM
        COUNTRY_SALES )

SELECT
    CS.COUNTRY,
    CS.TOTAL_SALES
FROM
    COUNTRY_SALES CS, AVERAGE_SALES
WHERE
    CS.TOTAL_SALES < AVERAGE_SALES.AVG_TOTAL_SALES
ORDER BY
    CS.TOTAL_SALES DESC;
```

COUNTRY	TOTAL_SALES
New Zealand	416114.03
UK	391503.90
Italy	360616.81
Finland	295149.35
Norway	270846.30
Singapore	263997.78
Canada	205911.86
Denmark	197356.30
Germany	196470.99
Austria	188540.06
Japan	167909.95
Sweden	120457.09
Switzerland	108777.92
Belgium	91471.03
Philippines	87468.30
Ireland	49898.27
Hong Kong	45480.79

“

out of 21 countries, 17 countries' sales are lesser than the average sales of 4,28,539.

New Zealand and the UK, though below average in sales, lead this group and show growth potential with targeted strategies.

Ireland and Hong Kong's low sales hint at market underpenetration or limited product appeal.





PRODUCTS HAVE A SOLD QUANTITY THAT IS BELOW THE AVERAGE SOLD QUANTITY.



```
WITH TOTAL_QTY AS (
    SELECT P.PRODUCTNAME, SUM(OD.QUANTITYORDERED) AS
TOTALQUANTITY
    FROM PRODUCTS P
        JOIN ORDERDETAILS OD ON P.PRODUCTCODE = OD.PRODUCTCODE
        JOIN ORDERS O ON OD.ORDERNUMBER = O.ORDERNUMBER
    WHERE O.STATUS IN ('SHIPPED', 'RESOLVED')
        GROUP BY P.PRODUCTNAME ),
AVERAGE_QUANTITY AS (
    SELECT CEIL(AVG(TOTALQUANTITY)) AS AVGQUANTITY
    FROM TOTAL_QTY )

SELECT
    TQ.PRODUCTNAME AS PRODUCT,
    TQ.TOTALQUANTITY AS TOTAL_QUANTITY
FROM TOTAL_QTY TQ, AVERAGE_QUANTITY AQ
WHERE TQ.TOTALQUANTITY < AQ.AVGQUANTITY;
```

“

Out of 109 products, 49 products sold quantity is lesser than the average quantity of 907.

The prevalence of early to mid-20th century vehicles among low-sellers suggests limited demand for vintage models

”

PRODUCT	TOTAL_QUANTITY
1917 Grand Touring Sedan	805
1911 Ford Town Car	754
1932 Alfa Romeo 8C2300 Spider Sport	794
1936 Mercedes Benz 500k Roadster	809
1928 Mercedes-Benz SSK	845
1939 Chevrolet Deluxe Coupe	892
1962 LanciaA Delta 16V	868
18th Century Vintage Horse Carriage	886
1980's GM Manhattan Express	870
1992 Porsche Cayenne Turbo Silver	844
1903 Ford Model A	778
Collectable Wooden Train	799
1904 Buick Runabout	892
18th century schooner	887
1912 Ford Model T Delivery Wagon	881



PRODUCTS HAVE A SOLD QUANTITY THAT IS BELOW THE AVERAGE SOLD QUANTITY.



```
WITH CUSTOMER_SALES AS (
    SELECT
        C.CUSTOMERNUMBER, C.CUSTOMERNAME,
        SUM(OD.QUANTITYORDERED * OD.PRICEEACH) AS TOTAL_SALES
    FROM
        CUSTOMERS C
    JOIN ORDERS O ON C.CUSTOMERNUMBER = O.CUSTOMERNUMBER
    JOIN ORDERDETAILS OD ON O.ORDERNUMBER = OD.ORDERNUMBER
    WHERE
        O.STATUS IN ('SHIPPED', 'RESOLVED')
    GROUP BY
        C.CUSTOMERNUMBER ),
AVERAGE_SALES AS (
    SELECT
        CEIL(AVG(TOTAL_SALES)) AS AVG_SALES
    FROM
        CUSTOMER_SALES )

SELECT
    CS.CUSTOMERNAME AS CUSTOMER_NAME,
    CS.TOTAL_SALES
FROM
    CUSTOMER_SALES CS,
    AVERAGE_SALES
WHERE
    CS.TOTAL_SALES < AVERAGE_SALES.AVG_SALES;
```

“

The total customers are 98, out of which 65 customers purchased amount is lesser than the average purchased amount of 91830.

Engage lower-spending customers with initiatives such as loyalty programs, limited-time offers, or product bundles to incentivize higher spending.

”

CUSTOMER_NAME	TOTAL_SALES
Blauer See Auto, Co.	75937.76
Vitachrome Inc.	72497.64
Cruz & Sons Co.	87468.30
Motor Mint Distributors Inc.	77726.59
Mini Wheels Co.	66710.56
Volvo Model Replicas, Co	43680.65
La Corne D'abondance, Co.	86553.52
Classic Legends Inc.	69214.33
Royale Belge	29217.18
Enaco Distributors	68520.47
Marseille Mini Autos	71547.53
Atelier graphique	22314.36
Signal Gift Stores	80180.98





CUSTOMER SEGMENTATION AS BASED ON PURCHASE AMOUNT AND NUMBER OF ORDERS PLACED.

```
WITH CUSTOMER_SALES AS (
    SELECT
        C.CUSTOMERNUMBER, C.CUSTOMERNAME, COUNT(O.ORDERNUMBER) AS NUMBER_OF_ORDERS,
        SUM(OD.QUANTITYORDERED * OD.PRICEEACH) AS TOTAL_SALES
    FROM
        CUSTOMERS C
        JOIN ORDERS O ON C.CUSTOMERNUMBER = O.CUSTOMERNUMBER
        JOIN ORDERDETAILS OD ON O.ORDERNUMBER = OD.ORDERNUMBER
    WHERE O.STATUS IN ('SHIPPED', 'RESOLVED')
    GROUP BY
        C.CUSTOMERNUMBER,
        C.CUSTOMERNAME
), CUSTOMER_SEGMENTATION AS (
    SELECT
        CUSTOMERNUMBER, CUSTOMERNAME, NUMBER_OF_ORDERS, TOTAL_SALES,
        CASE
            WHEN TOTAL_SALES > 100000 THEN 'HIGH VALUE'
            WHEN NUMBER_OF_ORDERS > 10 THEN 'FREQUENT BUYERS'
            ELSE 'STANDARD'
        END AS CUSTOMER_SEGMENT,
        ROW_NUMBER() OVER (PARTITION BY CASE
            WHEN TOTAL_SALES > 100000 THEN 'HIGH VALUE'
            WHEN NUMBER_OF_ORDERS > 10 THEN 'FREQUENT BUYERS'
            ELSE 'STANDARD'
        END ORDER BY CUSTOMERNAME) AS RN
    FROM CUSTOMER_SALES
)

SELECT
    MAX(CASE WHEN CUSTOMER_SEGMENT = 'HIGH VALUE' THEN CUSTOMERNAME END) AS HIGH_VALUE_CUSTOMER,
    MAX(CASE WHEN CUSTOMER_SEGMENT = 'FREQUENT BUYERS' THEN CUSTOMERNAME END) AS FREQUENT_BUYERS,
    MAX(CASE WHEN CUSTOMER_SEGMENT = 'STANDARD' THEN CUSTOMERNAME END) AS STANDARD_CUSTOMER
FROM
    CUSTOMER_SEGMENTATION
GROUP BY RN
ORDER BY RN;
```

HIGH_VALUE_CUSTOMER	FREQUENT_BUYERS	STANDARD_CUSTOMER
Anna's Decorations, Ltd	Alpha Cognac	Atelier graphique
Australian Collectors, Co.	Amica Models & Co.	Auto-Moto Classics Inc.
AV Stores, Co.	Australian Collectables, Ltd	Boards & Toys Co.
Baane Mini Imports	Australian Gift Network, Co	Frau da Collezione
Corporate Gift Ideas Co.	Auto Associés & Cie.	Microscale Inc.
Corrida Auto Replicas, Ltd	Auto Canal+ Petit	Royale Belge
Danish Wholesale Imports	Bavarian Collectables Imports, Co.	Tekni Collectables Inc.
Down Under Souveniers, Inc	Blauer See Auto, Co.	NULL
Dragon Souveniers, Ltd.	CAF Imports	NULL
Euro+ Shopping Channel	Cambridge Collectables Co.	NULL
Handji Gifts& Co	Canadian Gift Exchange Network	NULL
Kelly's Gift Shop	Classic Gift Ideas, Inc	NULL
L'ordine Souveniers	Classic Legends Inc.	NULL



Based on order quantity and purchase amount, customers are segmented into 27 high-value, 64 frequent buyers, and 7 standard customers.

Frequent buyers may not spend as much per order as high-value customers, but their consistent orders over time can be substantial.

Standard customers are either new, have lower spending, or order infrequently and have the potential to be nurtured to move into higher-value segments.

SALES CONVERSION RATE

```
SELECT  
    COUNT(DISTINCT CASE  
        WHEN STATUS IN ('SHIPPED' , 'RESOLVED') THEN  
            ORDERNUMBER  
        END) AS SHIPPED_RESOLVED_ORDERS,  
    COUNT(DISTINCT ORDERNUMBER) AS TOTAL_ORDERS,  
    ROUND( ( COUNT(DISTINCT CASE  
        WHEN STATUS IN ('SHIPPED' , 'RESOLVED') THEN  
            ORDERNUMBER  
        END) / COUNT(DISTINCT ORDERNUMBER) ) * 100,  
    2) AS CONVERSION_RATE  
FROM  
    ORDERS;
```

SHIPPED_RESOLVED_ORDERS	TOTAL_ORDERS	CONVERSION_RATE
307	326	94.17



With a **conversion rate of 94.17%**, the vast majority of orders are reaching a 'Shipped' or 'Resolved' status. This is indicative of an efficient order fulfilment process and customer satisfaction in terms of order completion.



SALES GROWTH RATE

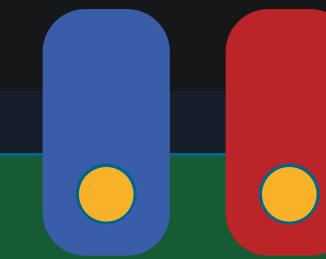


SELECT

```
YEAR(ORDERDATE) AS YEAR,  
MONTH(ORDERDATE) AS MONTH,  
SUM(QUANTITYORDERED * PRICEEACH) AS TOTAL_SALES,  
LAG(SUM(QUANTITYORDERED * PRICEEACH), 1) OVER (ORDER BY YEAR(ORDERDATE), MONTH(ORDERDATE)) AS PREVIOUS_MONTH_SALES,  
ROUND((SUM(QUANTITYORDERED * PRICEEACH) - LAG(SUM(QUANTITYORDERED * PRICEEACH), 1)  
OVER (ORDER BY YEAR(ORDERDATE), MONTH(ORDERDATE))) / LAG(SUM(QUANTITYORDERED * PRICEEACH), 1)  
OVER (ORDER BY YEAR(ORDERDATE), MONTH(ORDERDATE))) * 100,2) AS GROWTH_PERCENTAGE
```

FROM ORDERS

```
JOIN ORDERDETAILS USING (ORDERNUMBER)  
WHERE STATUS IN ('SHIPPED', 'RESOLVED')  
GROUP BY YEAR, MONTH  
ORDER BY YEAR, MONTH;
```



Sales increase each year around the same period (October and November), followed by sharp declines in December. This suggests a seasonal pattern related to consumer buying behaviour during the holiday season.

The sales are not consistent throughout the year, with fluctuations from month to month.



YEAR	MONTH	TOTAL_SALES	PREVIOUS_MONTH_SALES	GROWTH_PERCENTAGE
2003	1	116692.77	NULL	NULL
2003	2	128403.64	116692.77	10.04
2003	3	160517.14	128403.64	25.01
2003	4	185848.59	160517.14	15.78
2003	5	179435.55	185848.59	-3.45
2003	6	150470.77	179435.55	-16.14
2003	7	201940.36	150470.77	34.21
2003	8	178257.11	201940.36	-11.73
2003	9	236697.85	178257.11	32.78
2003	10	470169.12	236697.85	98.64
2003	11	965061.55	470169.12	105.26
2003	12	276723.25	965061.55	-71.33
2004	1	292385.21	276723.25	5.66



AVERAGE ORDER VALUE

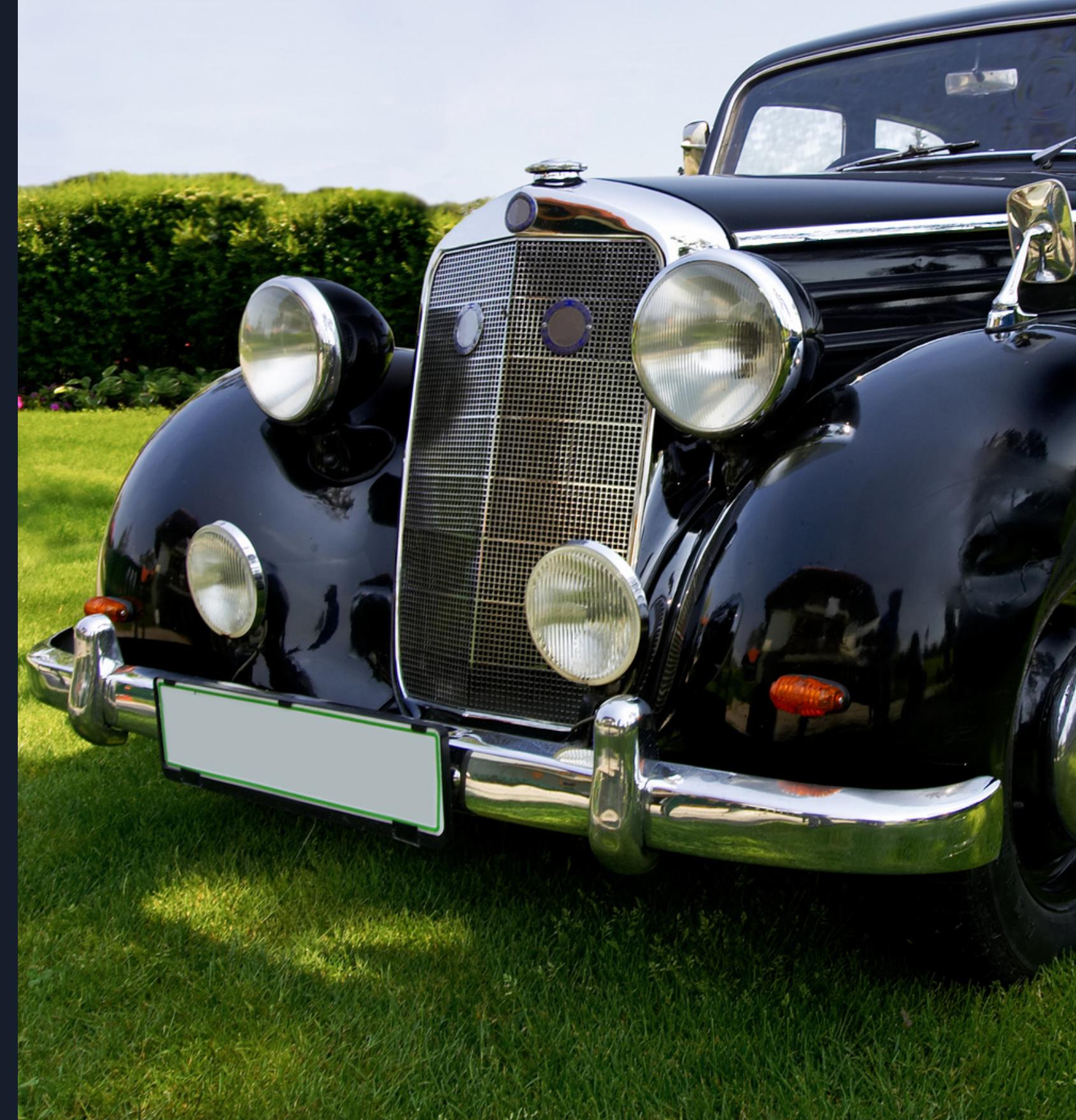
```
WITH ORDER_VALUE AS (
    SELECT
        ORDERNUMBER,
        SUM(QUANTITYORDERED * PRICEEACH) AS TOTAL_ORDER_VALUE
    FROM ORDERDETAILS
    JOIN ORDERS USING (ORDERNUMBER)
    WHERE STATUS IN ('SHIPPED', 'RESOLVED')
    GROUP BY ORDERNUMBER )
SELECT
    CEIL(AVG(TOTAL_ORDER_VALUE)) AS AVERAGE_ORDER_VALUE
FROM ORDER_VALUE;
```

AVERAGE_ORDER_VALUE
29314

“

The average order value across all shipped and resolved orders is \$29,314.

”





PROFIT MARGIN

PROFIT MARGIN

The presence of diverse items such as model cars, a fire engine, a motorcycle, and a streetcar model suggests a wide interest across different product categories.

There seems to be a trend where vintage and classic items, particularly vehicles from the mid-20th century, carry high-profit margins.



SELECT

```
PRODUCTNAME AS PRODUCT,  
SUM(QUANTITYORDERED * (PRICEEACH - BUYPRICE)) AS PROFIT,  
ROUND((SUM(QUANTITYORDERED * (PRICEEACH - BUYPRICE)) /  
      SUM(QUANTITYORDERED * PRICEEACH)) * 100,2) AS PROFIT_MARGIN_PERCENTAGE  
FROM PRODUCTS  
JOIN ORDERDETAILS USING (PRODUCTCODE)  
JOIN ORDERS USING (ORDERNUMBER)  
WHERE STATUS IN ('SHIPPED', 'RESOLVED')  
GROUP BY PRODUCT  
ORDER BY PROFIT_MARGIN_PERCENTAGE DESC  
LIMIT 10;
```

PRODUCT	PROFIT	PROFIT_MARGIN_PERCENTAGE
1961 Chevrolet Impala	38698.44	55.99
1926 Ford Fire Engine	29564.54	55.66
1937 Horch 930V Limousine	25915.83	55.57
1970 Plymouth Hemi Cuda	33884.20	54.82
1936 Harley Davidson El Knucklehead	25852.65	54.00
2002 Yamaha YZR M1	39774.00	53.99
1950's Chicago Surface Lines Streetcar	28063.85	53.66
1982 Lamborghini Diablo	15421.99	52.13
1948 Porsche Type 356 Roadster	56735.27	51.72
1999 Indy 500 Monte Carlo SS	47006.52	51.59



MARKET BASKET ANALYSIS



SELECT

```
PA.PRODUCTNAME AS PRODUCT_A,  
PB.PRODUCTNAME AS PRODUCT_B,  
COUNT(*) AS TIMES_BOUGHT_TOGETHER  
FROM  
ORDERDETAILS A  
JOIN ORDERDETAILS B ON A.ORDERNUMBER = B.ORDERNUMBER AND A.PRODUCTCODE < B.PRODUCTCODE  
JOIN PRODUCTS PA ON A.PRODUCTCODE = PA.PRODUCTCODE  
JOIN PRODUCTS PB ON B.PRODUCTCODE = PB.PRODUCTCODE  
JOIN ORDERS O ON A.ORDERNUMBER = O.ORDERNUMBER  
WHERE O.STATUS IN ('SHIPPED', 'RESOLVED')  
GROUP BY PA.PRODUCTNAME, PB.PRODUCTNAME  
HAVING TIMES_BOUGHT_TOGETHER >=20  
ORDER BY TIMES_BOUGHT_TOGETHER DESC  
LIMIT 10;
```



PRODUCT_A	PRODUCT_B	TIMES_BOUGHT_TOGETHER
1934 Ford V8 Coupe	18th Century Vintage Horse Carriage	26
1974 Ducati 350 Mk3 Desmo	2002 Yamaha YZR M1	26
1932 Model A Ford J-Coupe	1939 Chevrolet Deluxe Coupe	25
1964 Mercedes Tour Bus	1992 Ferrari 360 Spider red	25
Corsair F4U (Bird Cage)	American Airlines: MD-11S	25
1930 Buick Marquette Phaeton	American Airlines: B767-300	25
1996 Moto Guzzi 1100i	1936 Harley Davidson El Knucklehead	25
1968 Ford Mustang	1970 Plymouth Hemi Cuda	25
1982 Ducati 900 Monster	1974 Ducati 350 Mk3 Desmo	25
1937 Lincoln Berline	1936 Mercedes-Benz 500K Special Roadster	24

Certain product pairings are bought together more frequently than others. For example, the '1934 Ford V8 Coupe' and the '18th Century Vintage Horse Carriage' are the most commonly bought together, indicating a potential connection or interest that customers have in these items.



AVERAGE SHIPPING DAY



```
SELECT  
    CEIL(AVG(DATEDIFF(O.SHIPPEDDATE, O.ORDERDATE))) AS  
AVERAGE_SHIPPING_DAYS  
FROM  
    ORDERS O  
WHERE  
    O.SHIPPEDDATE IS NOT NULL AND  
    O.STATUS IN ('SHIPPED', 'RESOLVED');
```

AVERAGE_SHIPPING_DAYS

4

“

The Average shipping days
is 4

”



DATA VISUALIZATION

PE



Axon Report

Financial Performance overview

Revenue

9M

Profit

3.59M

Profit %

39.54%

Discount / order

357

Revenue CY

1.43M

Gross orders unit

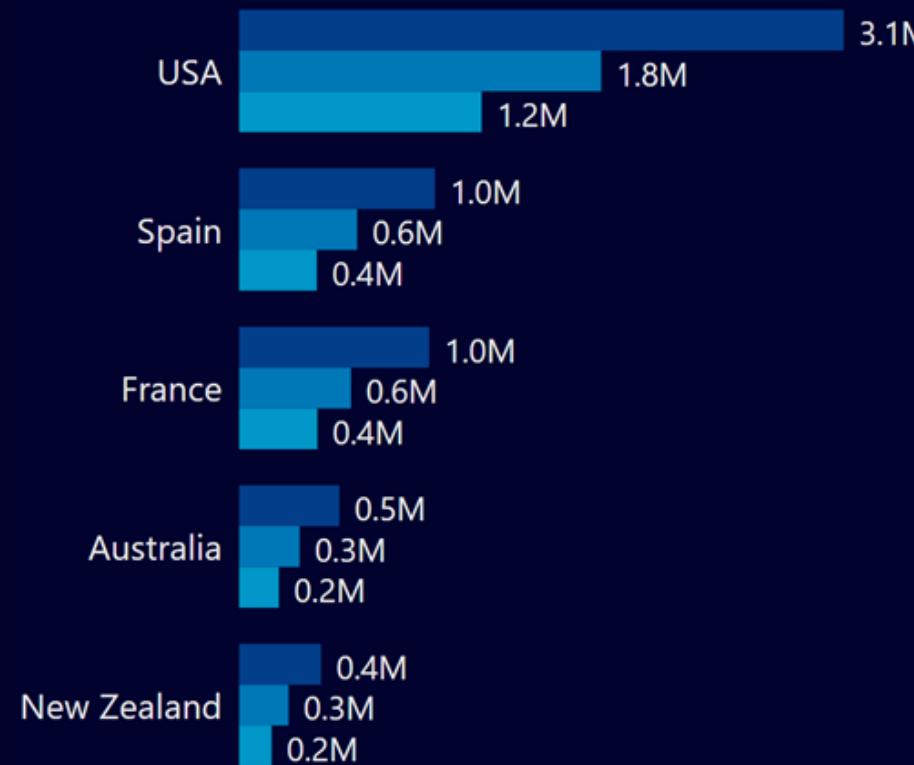
2996

Net order unit

2818

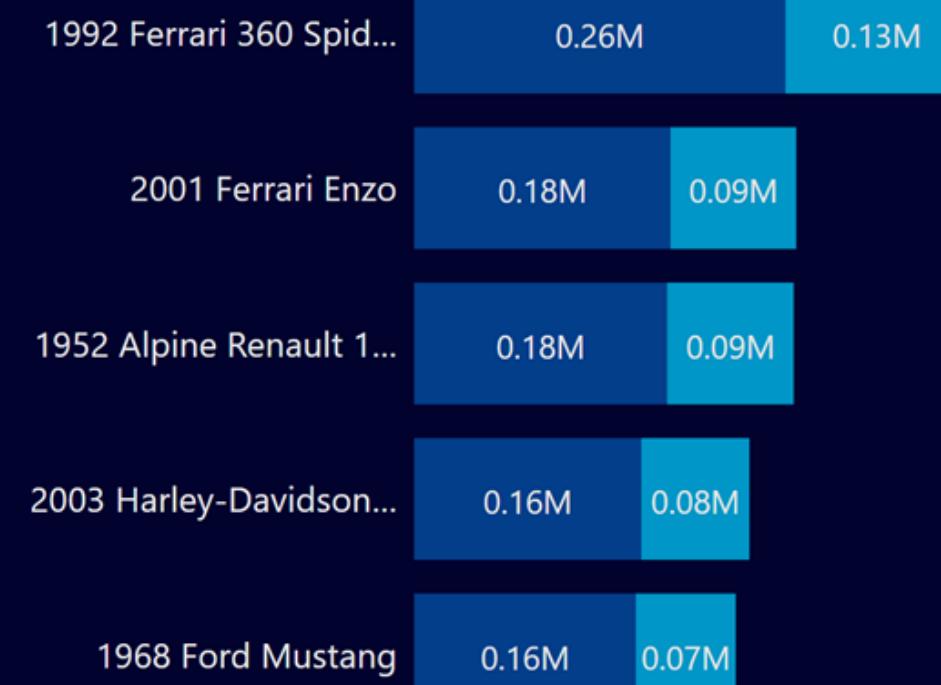
Revenue, COGS and profit over country

● Revenue ● COGS ● Profit

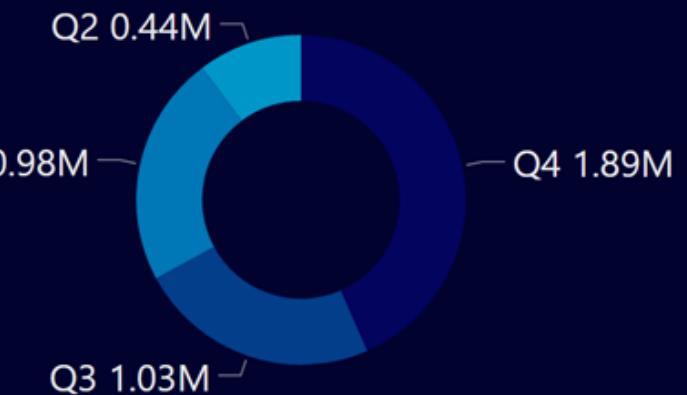


Revenue and Profit by product

● Revenue ● Profit



Revenue over Quarter



Year

2003 2004 2005

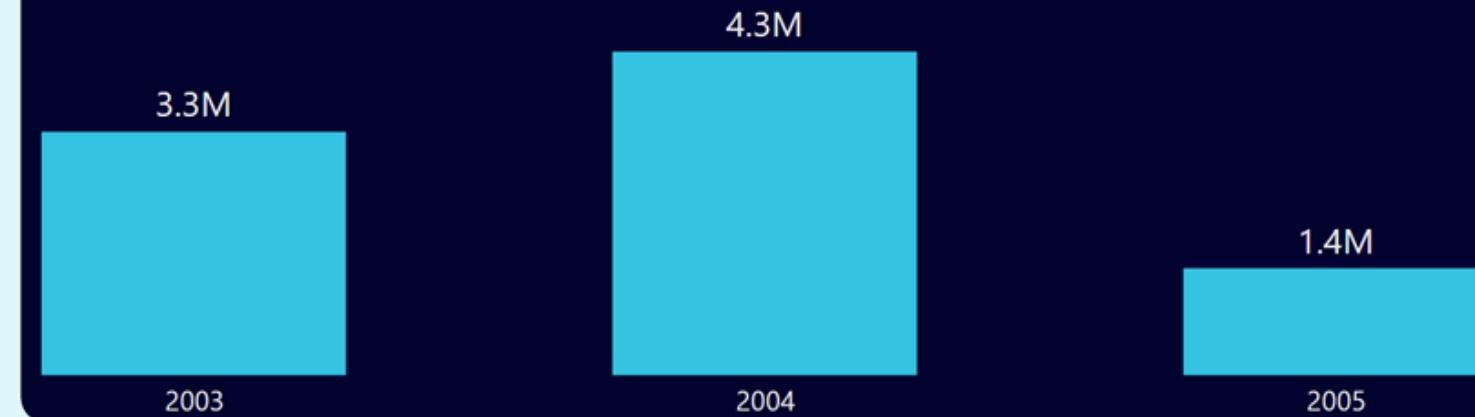
Product Line

All

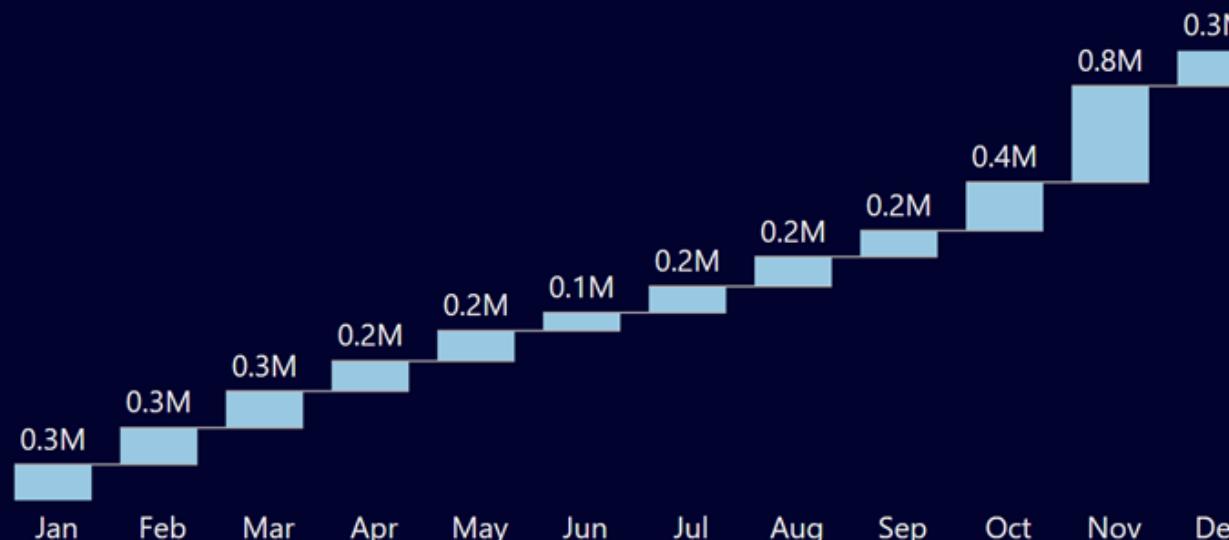
Quarter

All

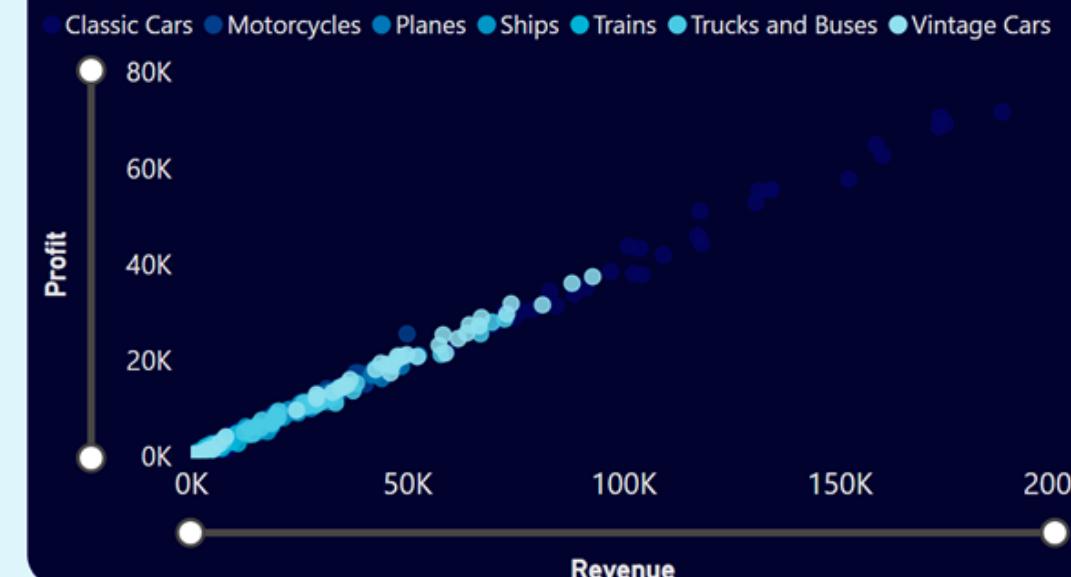
Revenue by Year



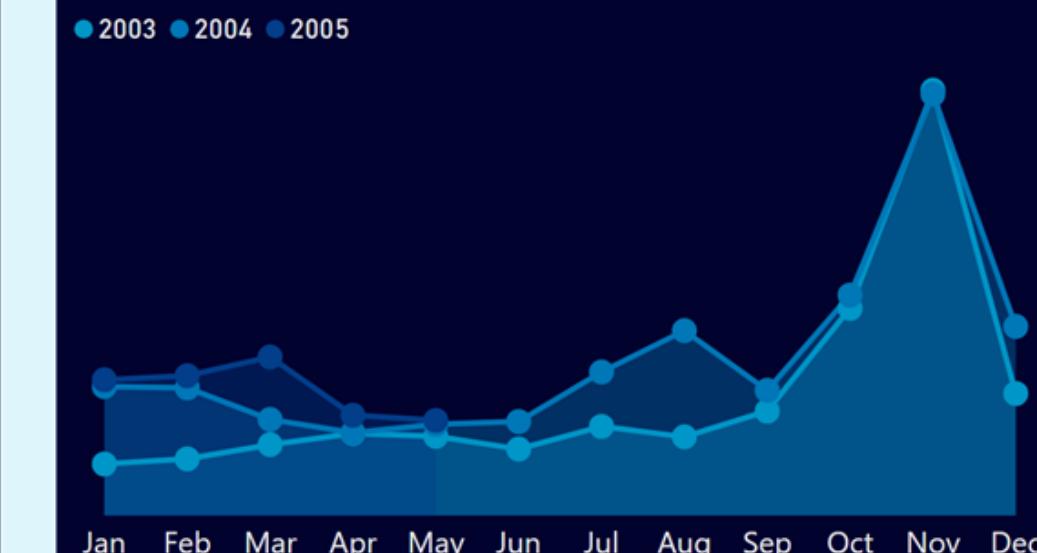
Profit by Month



Revenue and Profit by Units sold and ProductLine



Revenue by Month and Year



Axon Report

Product Sales Trends

Total Products

109

Gross Quantity Sold

106K

Net Quantity Sold

99K

Avg. Units / order

35

Gross orders unit

2996

Net order unit

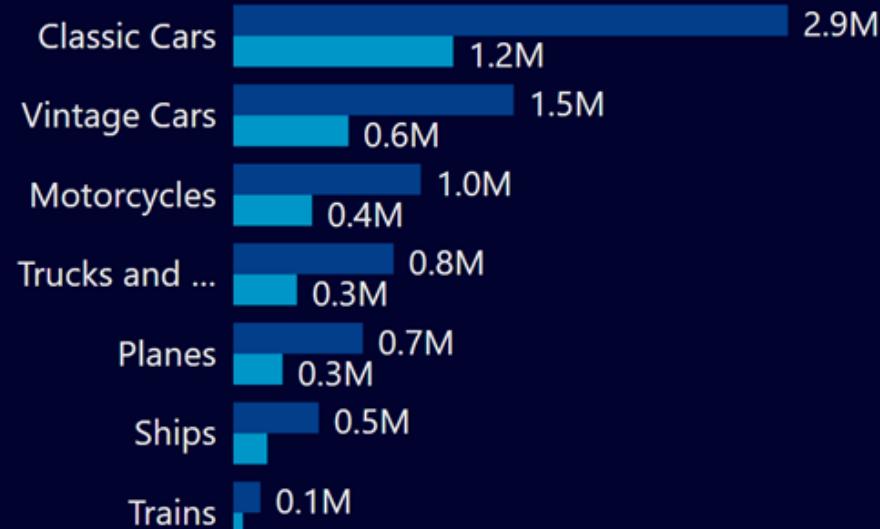
2818

Avg. Shipping Days

4

Product Line returns Highest Revenue

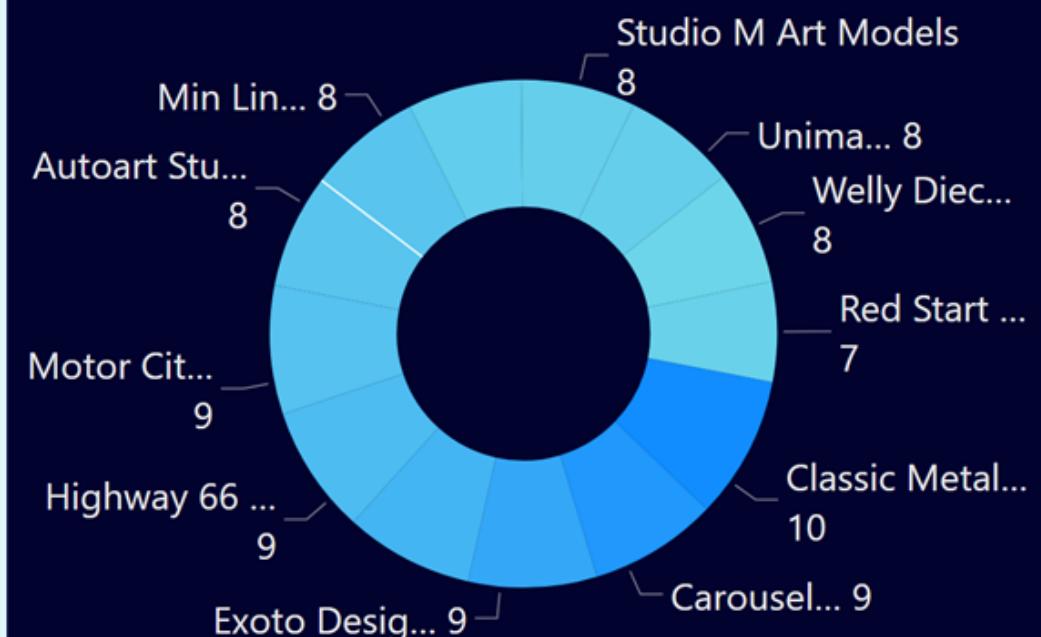
● Revenue ● Profit



Units sold over Top 10 product

1992 Ferrari 360 Spi...	1.7K
1957 Corvette Conv...	1.0K
2002 Suzuki XREO	1.0K
2001 Ferrari Enzo	1.0K
1998 Chrysler Plymo...	1.0K
1980s Black Hawk H...	0.9K
2003 Harley-Davidso...	0.9K
1969 Ford Falcon	0.9K
1952 Alpine Renault ...	0.9K
1968 Ford Mustang	0.9K

How many products supplied by vendor?



Year

2003
2004
2005

Month

All	▼
-----	---

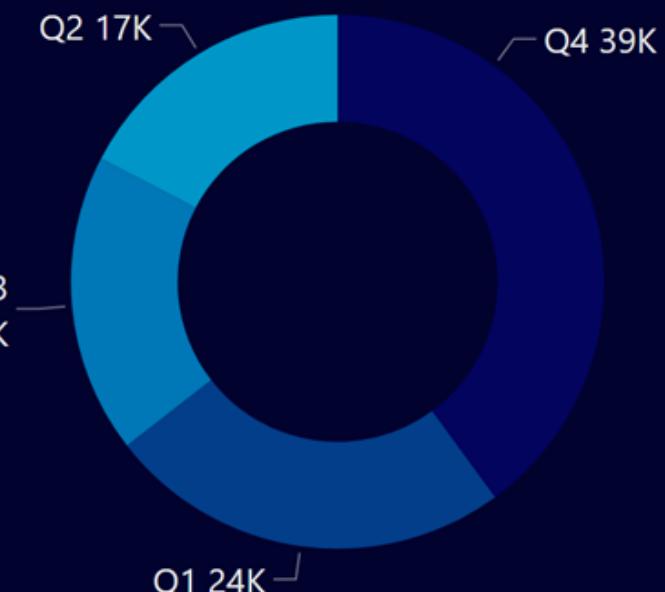
ProductLine

All	▼
-----	---

Revenue over Products

Product Name	Revenue CY	Revenue LY	Revenue Prior LY	Total Revenue
1992 Ferrari 360 Spider red	49,042.88	111,609.60	103,480.30	264,132.7800
2001 Ferrari Enzo	25,416.16	97,171.12	59,852.24	182,439.5200
1952 Alpine Renault 1300	23,965.20	87,995.42	67,985.34	179,945.9600
2003 Harley-Davidson Eagle Drag Bike	25,746.60	81,636.19	54,193.69	161,576.4800
1968 Ford Mustang	31,699.51	69,587.32	56,462.25	157,749.0800
1969 Ford Falcon	18,593.04	69,085.87	57,403.47	145,082.3800
1998 Chrysler Plymouth Prowler	16,949.43	69,240.97	52,214.15	138,404.5500
2002 Suzuki XREO	27,397.49	64,972.96	40,359.98	132,730.4300
1980s Black Hawk	19,109.02	72,349.60	39,671.92	131,130.5400
Total	1,427,944.97	4,321,167.85	3,250,217.70	8999330.5200

Units sold over Quarter



Month over Month Growth Rate

Year	Monthly Revenue	Previous Month Revenue	MoM Growth Rate
2003	3,250,217.70		0.00 inf ▲
2004			
Jan	292,385.21	276,723.25	5.66% ▲
Feb	289,502.84	292,385.21	-0.99% ▼
Mar	217,691.26	289,502.84	-24.81% ▼
Apr	187,575.77	217,691.26	-13.83% ▼
May	206,880.09	187,575.77	10.29% ▲
Jun	213,092.46	206,880.09	3.00% ▲
Jul	325,563.49	213,092.46	52.78% ▲
Aug	419,327.09	325,563.49	28.80% ▲
Sep	283,799.80	419,327.09	-32.32% ▼
Oct	500,233.86	283,799.80	76.26% ▲
Nov	956,277.81	500,233.86	91.17% ▲

Axon Report

Customer Behaviours & Trends

Total Cutomers

122

Active customers

98

Net orders

307

Average Order Value

29K

Avg. Customer Spend

92K

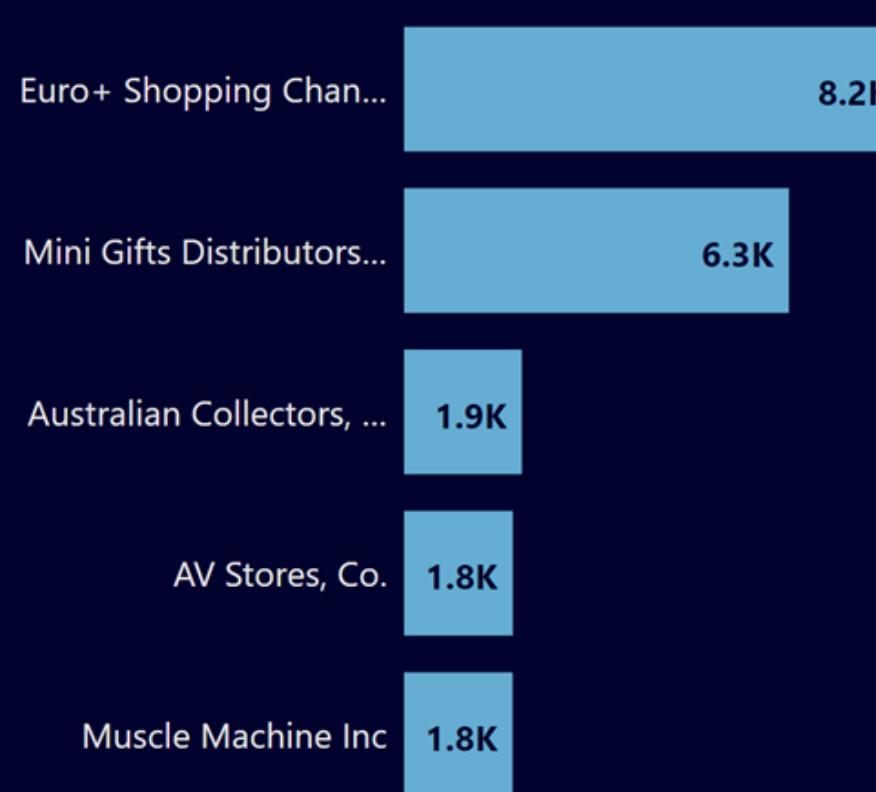
Pending Amount

145K

Churn Rate

57.47%

Overview of customers purchased quantity



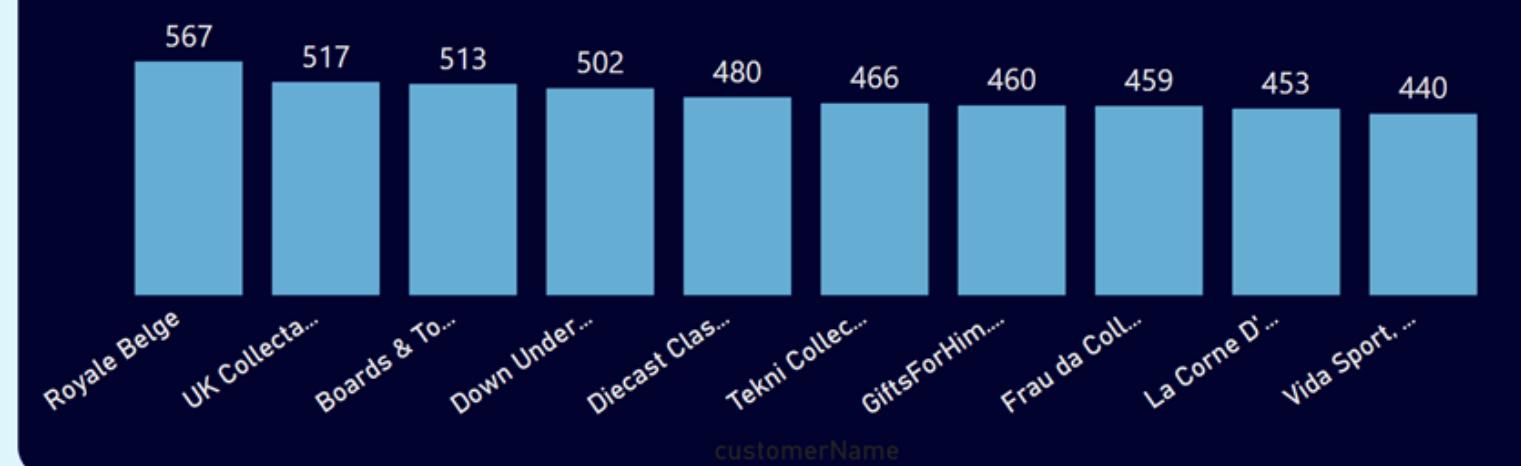
Customer-driven Revenue & Profit Insights



Churned customers

Year	Current Year Customers	Previous Year Customers	Churned Customers	Churn Rate
2003	73		-73	0.00%
2004	87	73	-14	-19.18%
2005	37	87	50	57.47%

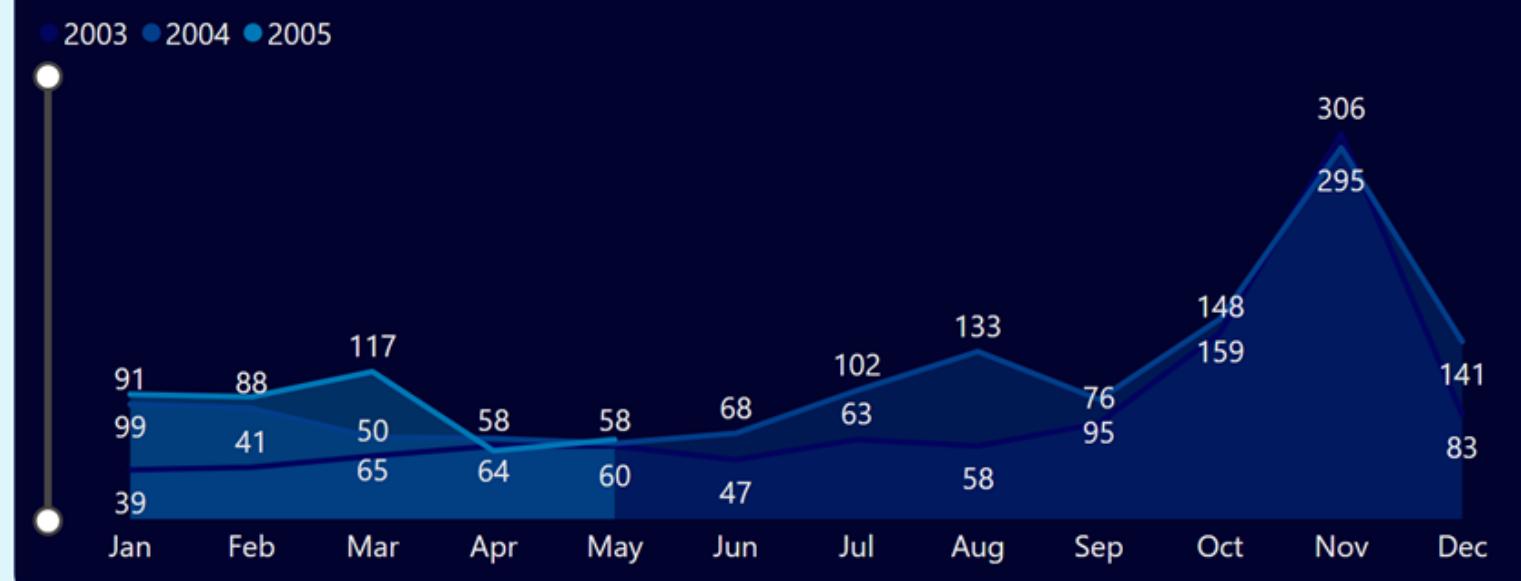
Average of discount offered for customer



Revenue and pending amount of Customers

customerName	Sales on 2003	Payments on 2003	Sales on 2004	Payments on 2004	Sales on 2005	Payments on 2005	Pending Payments
Salzburg Collectables	35,826.33	35,826.33	49,233.67	49,233.67	52,420.07		52420
L'ordine Souveniers	38,524.29	38,524.29	51,619.02	51,619.02	35,362.26		35362
The Sharp Gifts Warehouse			59,551.38	59,551.38	31,755.34		31755
Extreme Desk Decorations Ltd			66,704.94	66,704.94	23,627.44		23627
Total	3,250,217.70	3,250,217.70	4,321,167.85	4,313,328.25	1,427,944.97	1,290,293.28	145491

Ordered customers over Month and Year



Axon Report

Sales Representative Performance Metrics

Total Employees

23

Sales Rep.

15

Avg. Revenue by Sales Rep.

0.6M

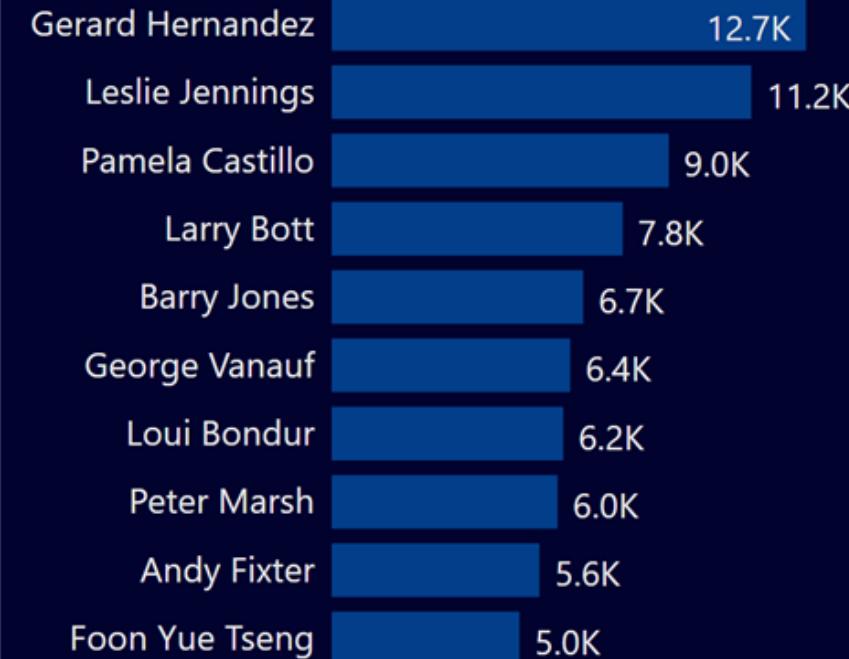
Avg. units / sales rep.

7K

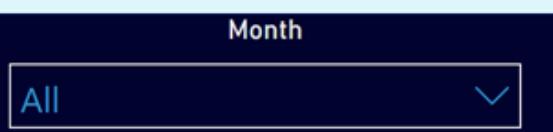
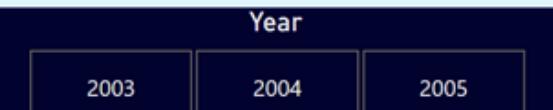
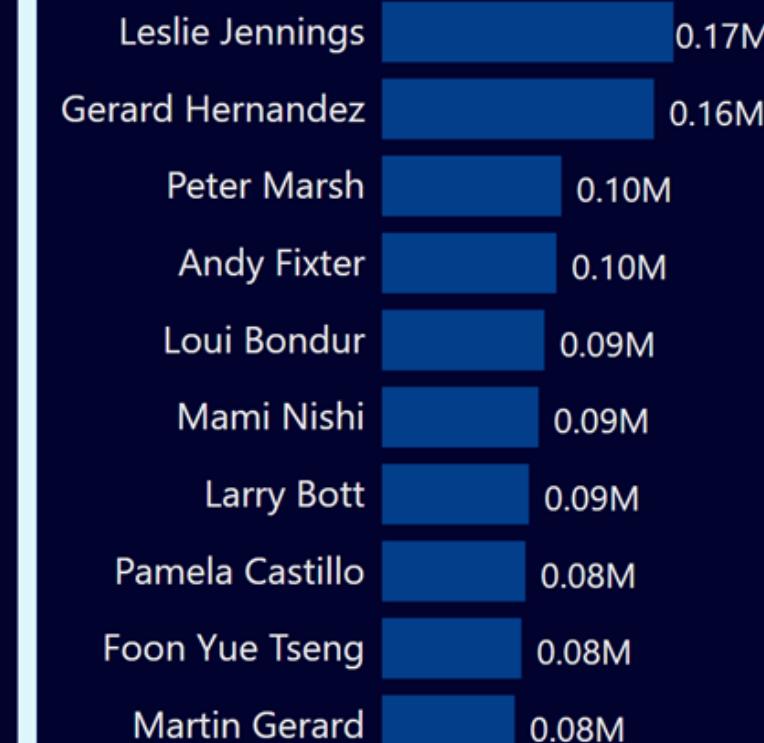
Revenue and profit generation by Sales representative



How each salesRep. stacks up: Units Sold Analysis



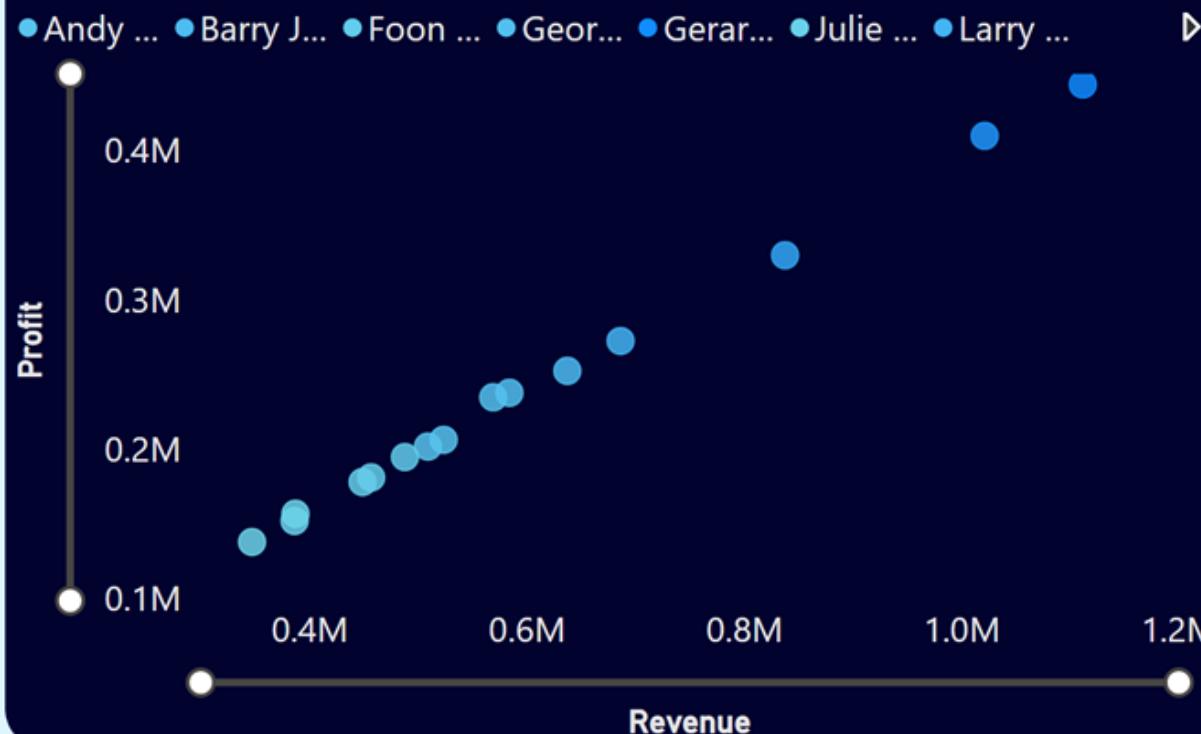
Avg. Revenue per Customer by SalesRep



Unique customers acquired

Sales Representative	2003	2004
Andy Fixter	5	
Barry Jones	6	3
Foon Yue Tseng	5	1
George Vanauf	6	2
Gerard Hernandez	4	3
Julie Firrelli	1	2
Total	73	25

Where each salesRep stands: Profit & Sales Analysis



How much revenue is generated over periods?

Sales Representative	Revenue CY	Revenue LY	Revenue Prior LY
Andy Fixter	78,364.61	204,213.18	226,808.03
Barry Jones	27,966.54	365,858.21	243,847.90
Foon Yue Tseng	29,070.38	237,255.26	221,887.03
George Vanauf	28,500.78	386,617.52	169,288.50
Gerard Hernandez	329,247.06	487,510.31	295,246.44
Julie Firrelli	36,630.11	129,916.12	220,116.97
Larry Bott	153,417.70	271,698.60	261,536.95
Leslie Jennings	276,071.82	332,370.22	413,219.85
Leslie Thompson	43,033.35	185,038.40	119,461.28
Loui Bondur	78,610.44	312,915.21	177,960.10
Mami Nishi	38,099.22	151,761.45	267,249.40
Martin Gerard	207,828.89	179,648.58	

What is the average revenue per order acquired by sales rep.?

Larry Bott	Andy Fixter	Mami Nishi	Gerard Hernandez	Loui Bondur
32,698	29,964			
Martin Gerard	George Vanauf	32,569	28,513	28,474
32,290	29,220			
Leslie Jennings	Pamela Castillo	28,076		
31,927	28,896			
Peter Marsh	Foon Yue Tseng	30,815	28,718	27,725
Barry Jones				
Steve Patterson	Julie Firrelli	27,619	24,824	
Leslie Thompson				

Conclusions

- The USA is the leading market for AXON, contributing about **\$8.99 million in revenue, one-third of the total sales.**
- A high concentration of sales is observed with the **Euro+ Shopping Channel and Mini Gifts Distributors Ltd.**, accounting for **over 70% of total orders.**
- The '**1992 Ferrari 360 Spider red**' is the most popular product, indicating strong customer preference for specific classic models.
- Sales representative **Gerard Hernandez leads significantly in sales**, especially in classic cars, highlighting disparities in sales performance among staff.
- A notable **sales increase in the fourth quarter (October and November)** suggests a seasonal impact on consumer purchasing behaviour.
- The sales **conversion rate** is impressively high **at 94.17%**, indicating efficient order fulfilment and customer satisfaction.
- The average order value across all shipped and resolved orders is \$29,314, focusing on high-value transactions.
- In purchases, the frequent pairing of products like the '**1934 Ford V8 Coupe**' and '**18th Century Vintage Horse Carriage**' suggests effective cross-selling strategies.
- Customer segmentation into **27 high-value, 64 frequent buyers and 7 standard customers** underscores the need for differentiated marketing approaches.
- **17 out of 21 countries have sales below the average**, indicating potential for growth and better market penetration in these areas.

THANK YOU