**AXON’S Classic Models Sales Analysis**

**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* Inaccurate and outdated sales reports.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.

**Objectives**

* 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.

**Methods**

Explored and processed data in MySQL, followed by analysis. Connected SQL database to Power BI for visualization, utilizing various functions for analysis and visual representation.

**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.
* Sales training programs could be tailored to help underperforming employees boost their sales figures, especially in categories where they show weaker performance.
* Engage lower-spending customers with initiatives such as loyalty programs, limited-time offers, or product bundles to incentivize higher spending.
* Strengthen relationships with loyal customers and explore opportunities to attract new customers in less successful regions or product lines.