

Classicmodels (AXON company)

Agenda

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 data.

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 MY SQL and POWER BI.

Details

Project Name	Classicmodels (AXON company)
Date & Time	2023
Facilitator	Odin School

Skills (Tools used)

- 1) **SQL** - Analyzing the data using SQL queries to get insights based on Business requirements.
- 2) **Power BI** - Visualizing the Data by creating interactive reports and dashboards and presenting to business clients.

1. Goal Review

Main goal is to provide insights from the Project Classic Model sales data .

2. Introductions

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 Power BI and SQL as the BI tools for this project.

3. Approach

.Imported the Data to Power BI Desktop from MySQL Database. Then performed necessary transformation in Power query editor created relationship in Data Modelling and then performed Data Analysis and plotted visuals to show the insight from the Data.



First Step:

Generating Action Grade Data used MY SQL provided as data source for Classic models, then cleaned and transform the data make it ready for analysis. Import the data to Power bi to build interactive dashboards that help the sales team and management to make sense of the data



Second Step:

Advanced Analytics used MY SQL to perform advanced data analytics on the data and extract insights that can company improve their sales. This may involve running queries.



Second Step:

Power bi working with Power bi is 3 step process that starts with cleaning of data and removing unwanted columns and handling missing data, followed by data modeling where relationships are defined between the data to be analyzed and finally figuring out the best ways to plot that data such as bar graphs, donut charts for comparison and line charts for sales trends. Used several DAX functions to create measure table to get the insights.






4. Summary for Advance Data Analytics

- ✚ The Customers of Classic models company branches are located in 27 countries.
 - ✚ The USA has the highest number of orders of total 112 , followed by France 37 and Spain 36
 - ✚ List of employees, city, state, country and address where they work for company branch
 - ✚ >List of orders shipped from 2003-2005 total(303)
 - ✚ >Most sales by product line by Classic cars in top in list
 - ✚ >Least sales were made in 2005 .
 - ✚ >Most sales were made in 2004 .
 - ✚ >Total sales recorded from 2003-2005 were 9.6Million
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5. Insights from POWER BI Dashboard

- ✚ >Classic cars and Vintage cars are most sales by product line
- ✚ >The USA has the highest revenue and sales in these years 2003, 2004 and 2005 as followed Spain, France and Australia.
- ✚ >Total profit made 4.9 M
- ✚ >The most top customer was Mini Gift Distributors Ltd and next was Euro+ shopping channel.

-  >The sales trend during the period of 2003-2005, the November month is the peak month because November is the Thanks giving month so sales gone up.
 -  >The total cost made by product line was highest Classic cars among vintage cars, planes, motorcycles, ships, trucks and trains.
 -  >Whilst at the Product line, classic cars, and vintage cars models has increased among these top 5 countries, ship and trains have declined during that period. Classic cars were the most popular and most attractive models for the audience in these countries.
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Project Deliverables

- Documented report in Word or PDF format
- SQL files
- Power BI report