

AXON: Sales & Profit Overview

Sales

9.6M

Profit

3.8M

Orders

326

Avg Order Value

29K

Sales Growth Rate

5

Product Line

All

Country

All

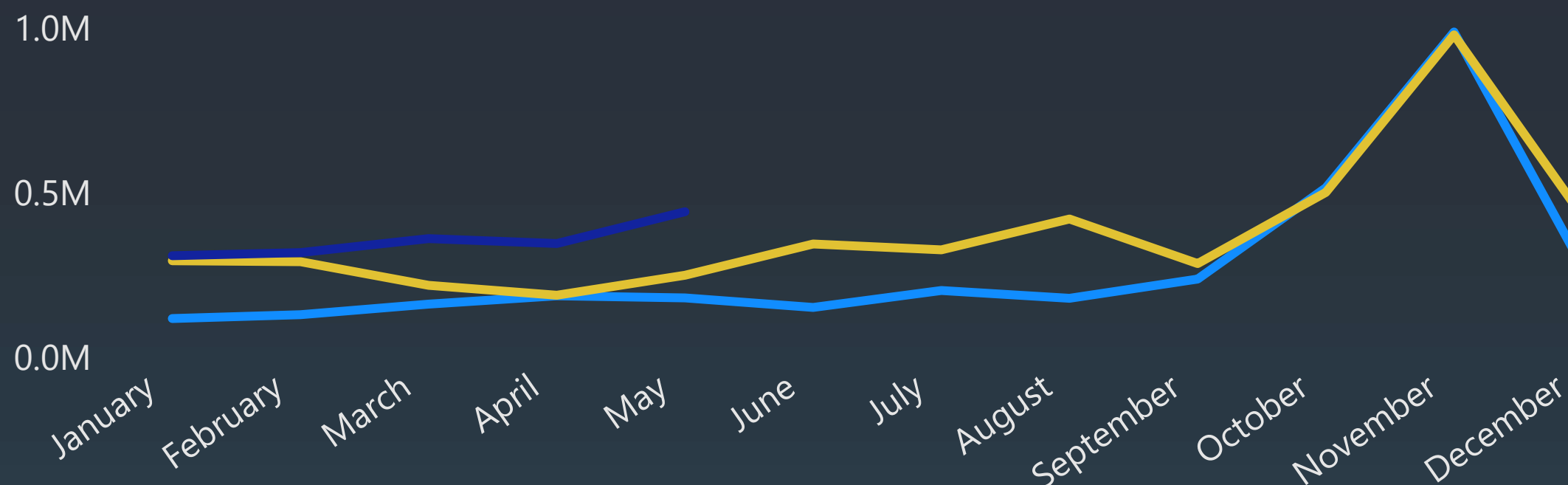
2003

2004

2005

Sales by Month

Year ● 2003 ● 2004 ● 2005



Top Selling Products

1992 Ferrari 360 Spider red

0.28M

2001 Ferrari Enzo

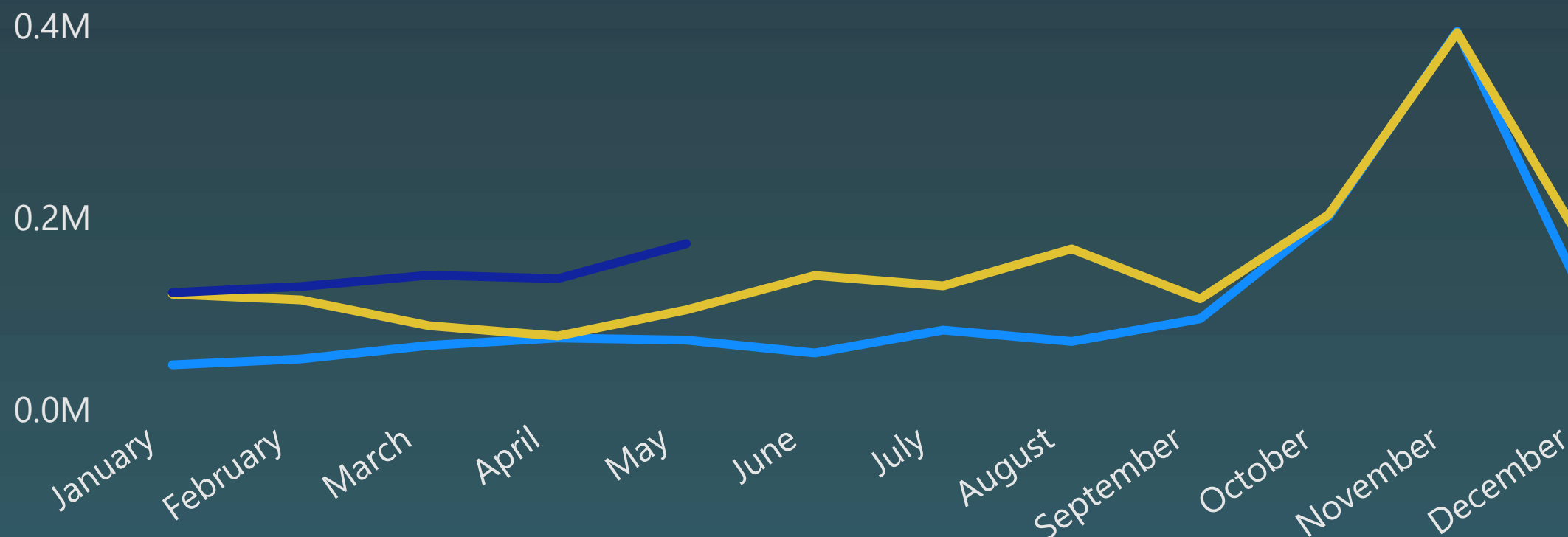
0.19M

1952 Alpine Renault 1300

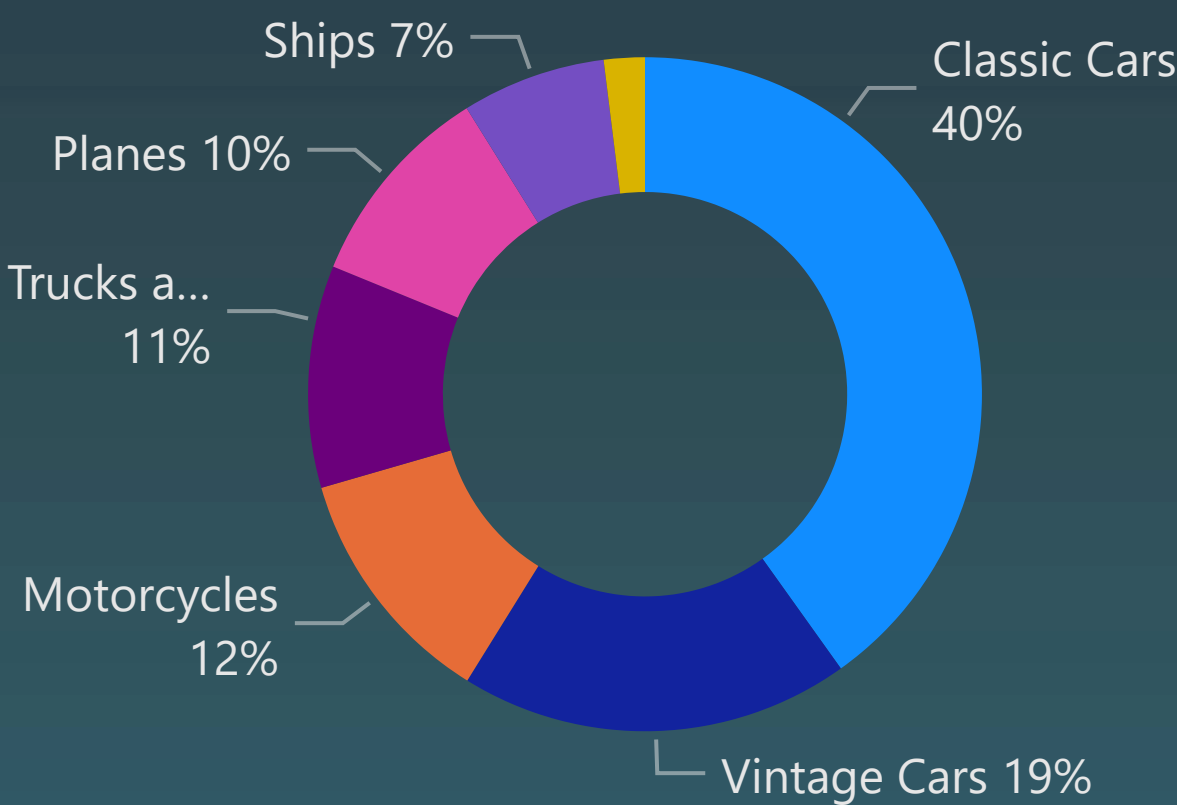
0.19M

Profit by Month

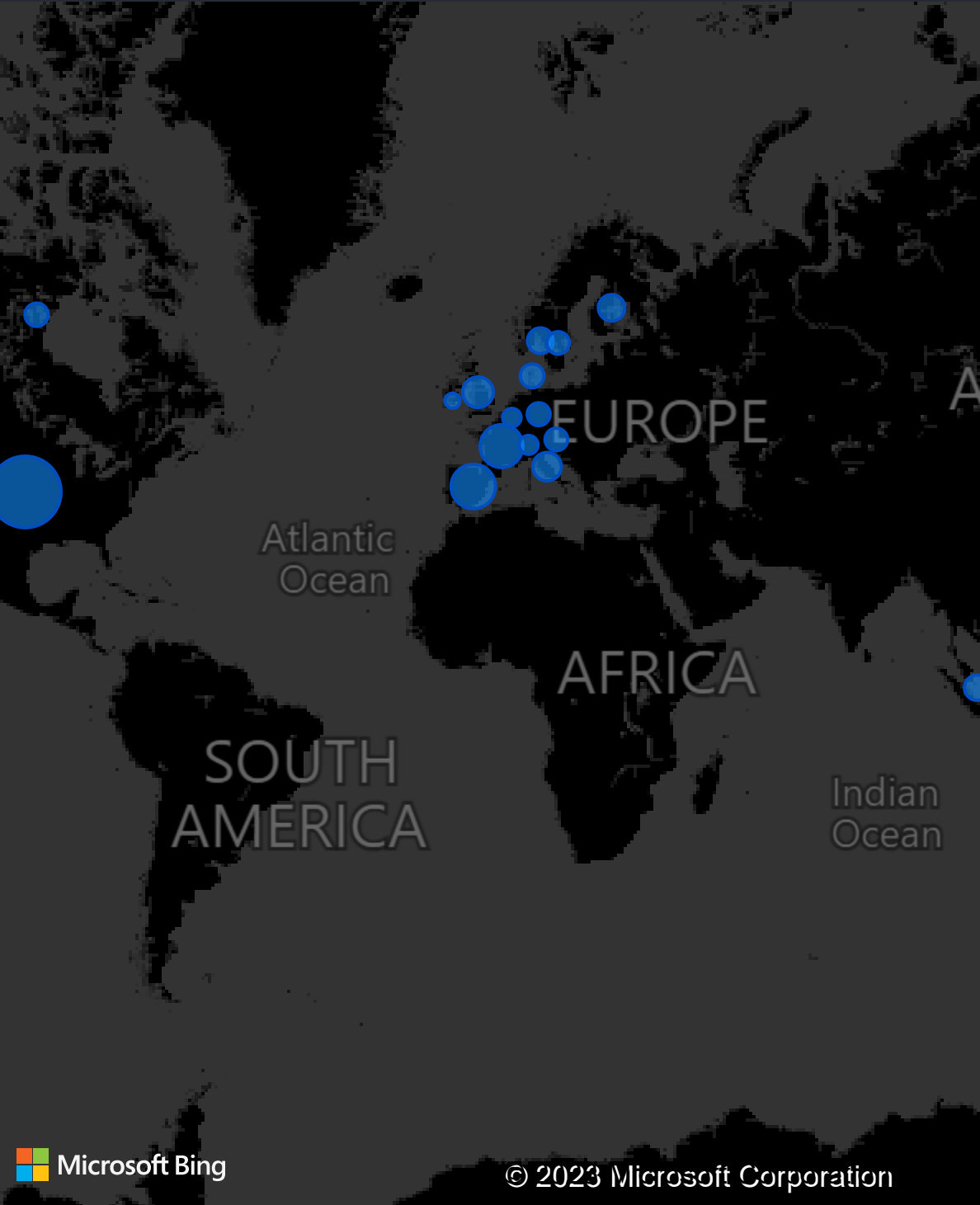
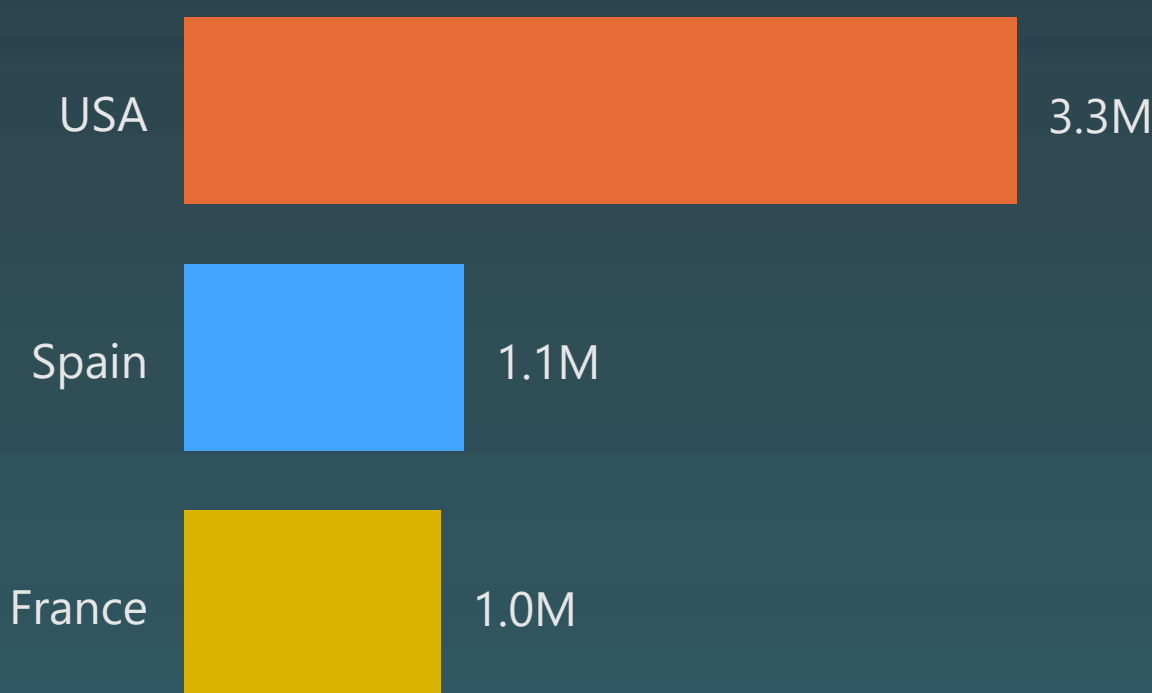
Year ● 2003 ● 2004 ● 2005



Sales by Product Line



Country with Max Revenue



AXON: Customer Analysis

Customers

122

Payment

8.9M

Avg Order

3

Avg Credit

68K

Avg Credit Use%

1.2

Product Line

All

Country

All

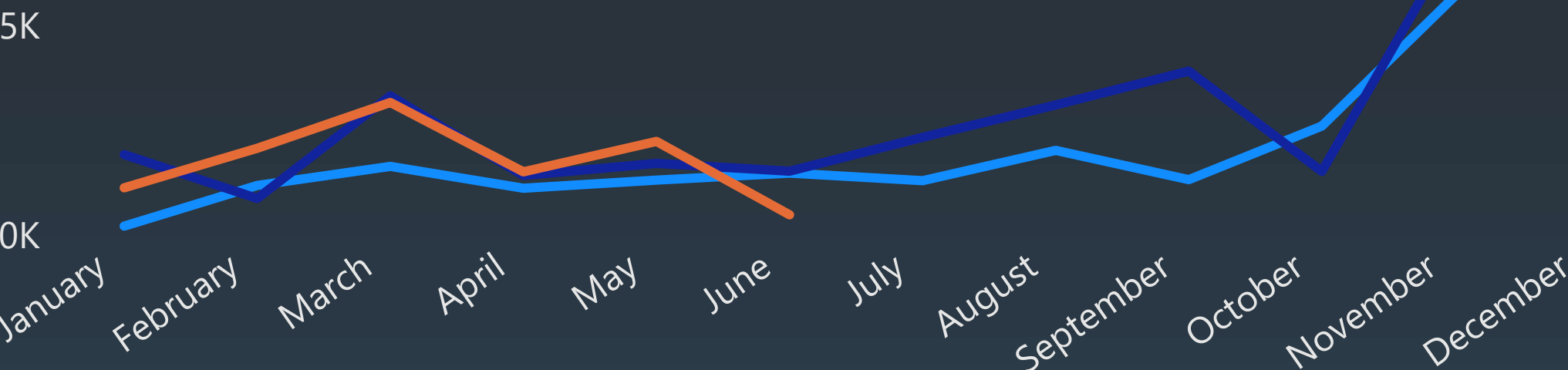
2003

2004

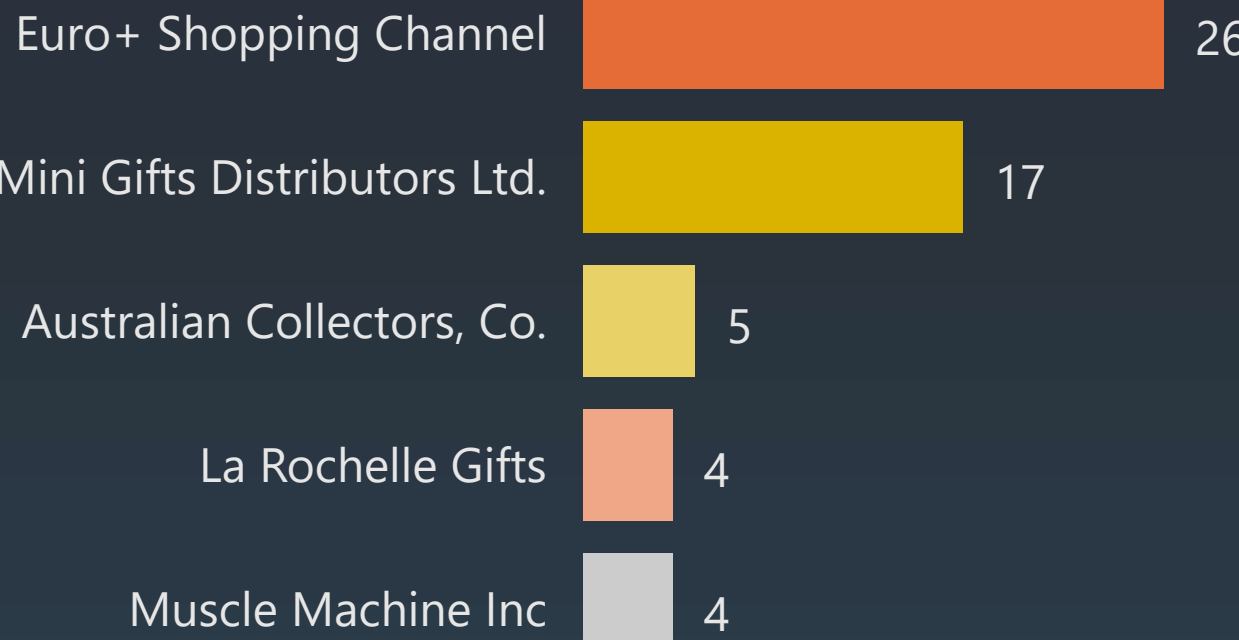
2005

Average Payment per Customer by Month and Year

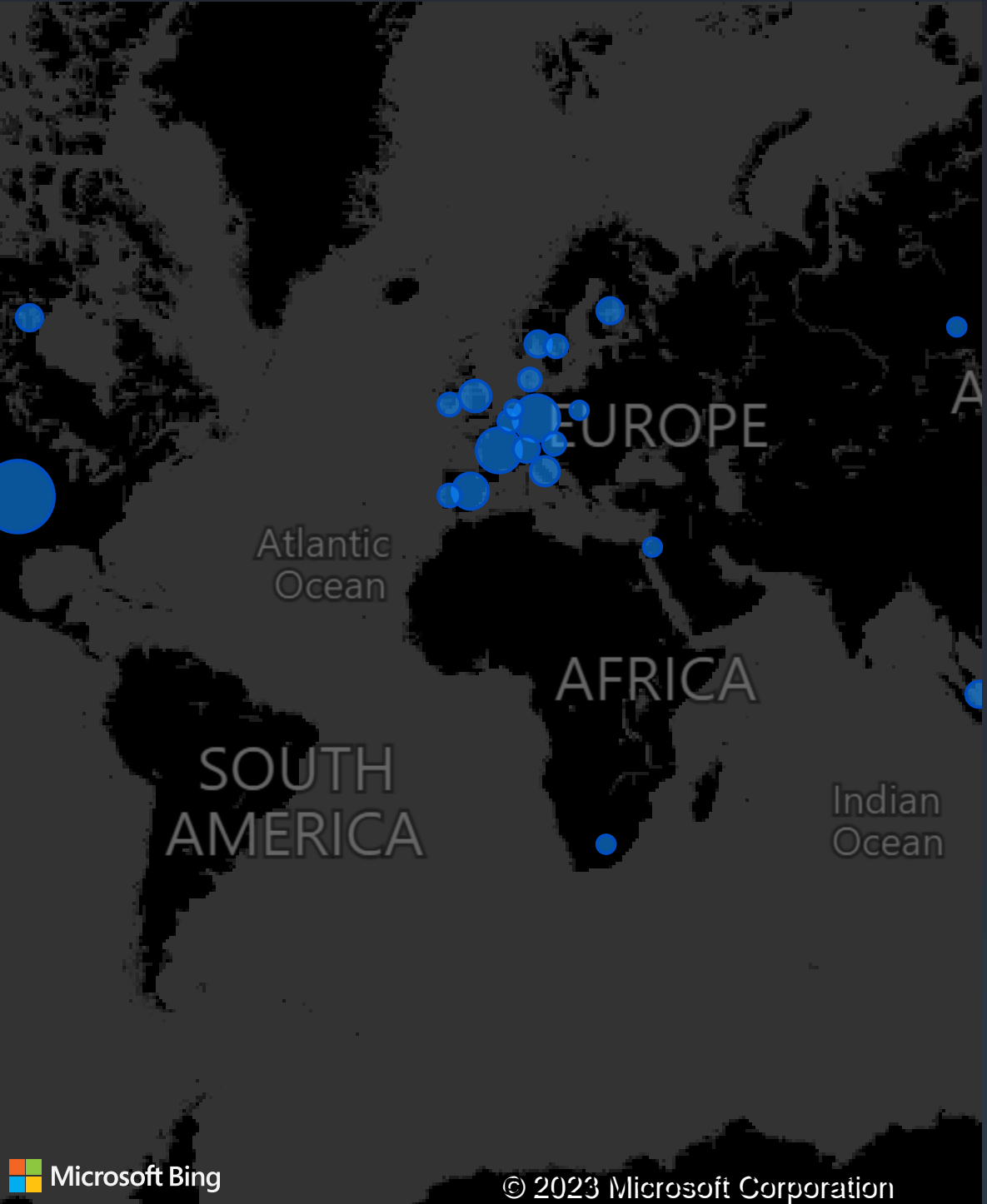
Year ● 2003 ● 2004 ● 2005



Top 5 Customers by Orders

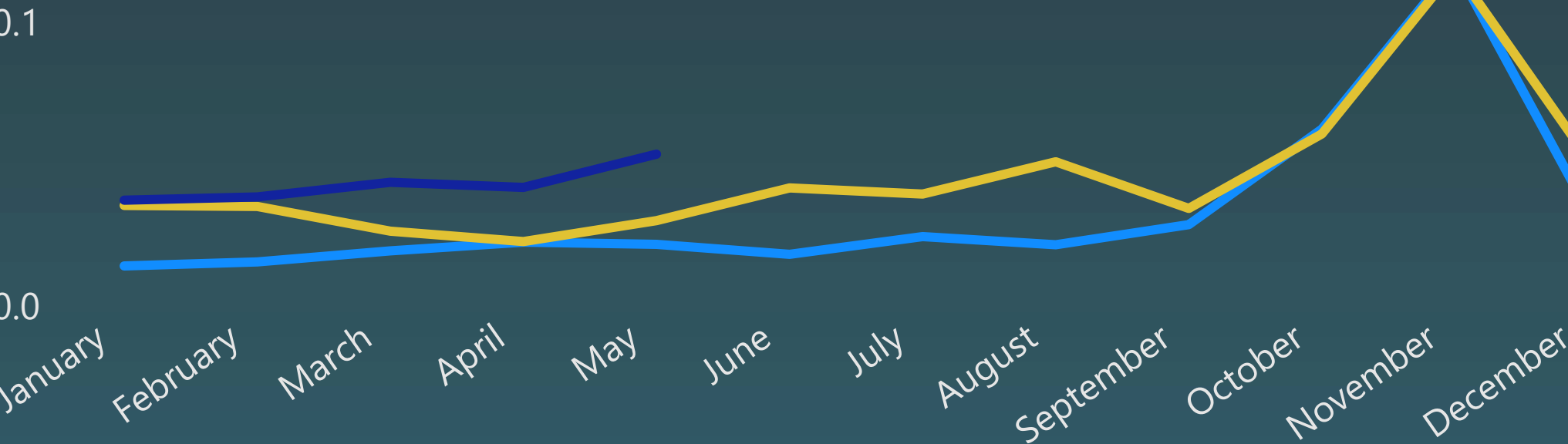


Customers Distribution

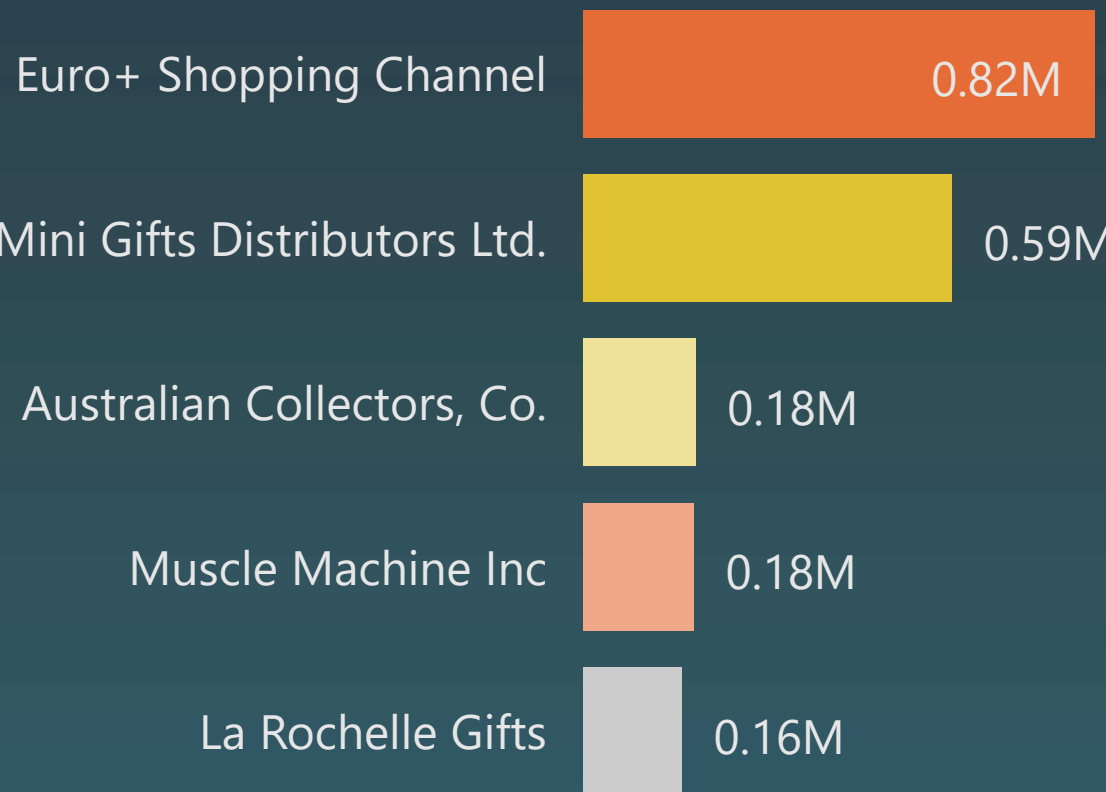


Average Credit Use % by Month and Year

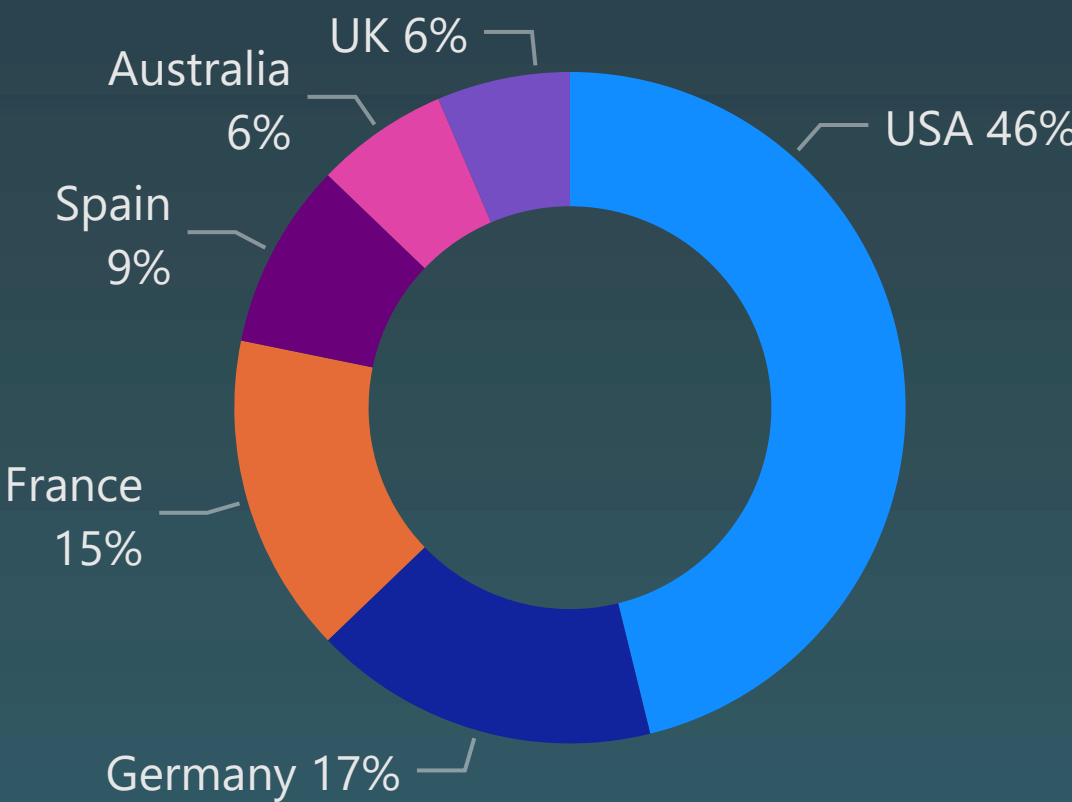
Year ● 2003 ● 2004 ● 2005



Top 5 Customers by Sales



Customers by Country



AXON: Products Performance

ProductLines

7

Products

110

Qty in Stock

555K

Avg Product Price

54

Product Line

All

Country

All

2003

2004

2005

Monthly Orders

Year ● 2003 ● 2004 ● 2005

10K

0K

January February March April May June July August September October November December

Profit Margin by productLine

Motorcycles	0.42
Vintage Cars	0.41
Classic Cars	0.40
Ships	0.39
Trucks and Buses	0.39
Planes	0.38
Trains	0.35

Top Products in Stock

2002 Suzuki XREO

America West Airlines B757-200

1932 Model ...

1995 Honda Civic

2002 Chevy Corvette

Low Stock Products

1960 BSA Gold Star DBD34

15

1968 Ford Mustang

68

1928 Ford Phaeton Deluxe

136

Most Profitable Products

1992 Ferrari 360 Spider red

0.14M

1952 Alpine Renault 1300

0.10M

2001 Ferrari Enzo

0.09M

2003 Harley-Davidson Ea...

0.08M

1968 Ford Mustang

0.07M

1969 Ford Falcon

0.07M

1928 Mercedes-Benz SSK

0.07M

2002 Suzuki XREO

0.07M

1980s Black Hawk Helico...

0.06M

1948 Porsche Type 356 R...

0.06M

AXON: Operational Insights

Offices

7

Employees

23

Avg Order Processing days

4

Product Line

All

Country

All

2003

2004

2005

country

USA

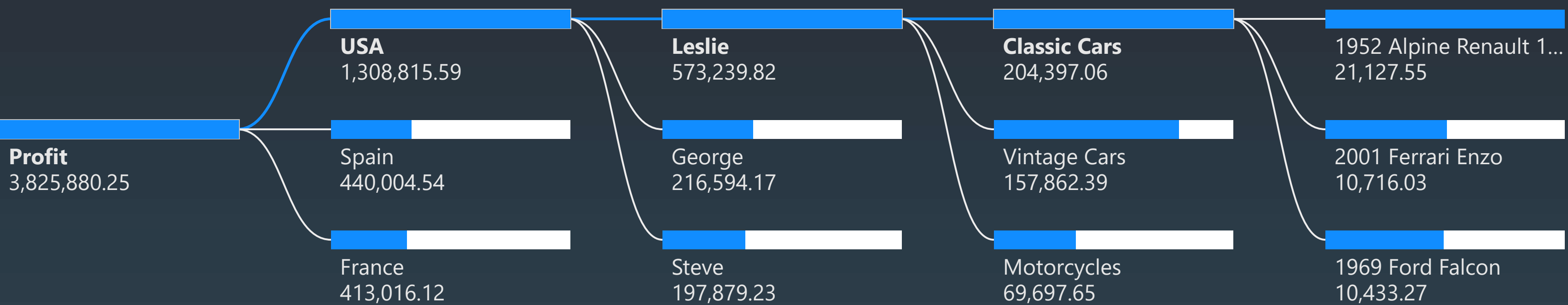
firstName

Leslie

productLine

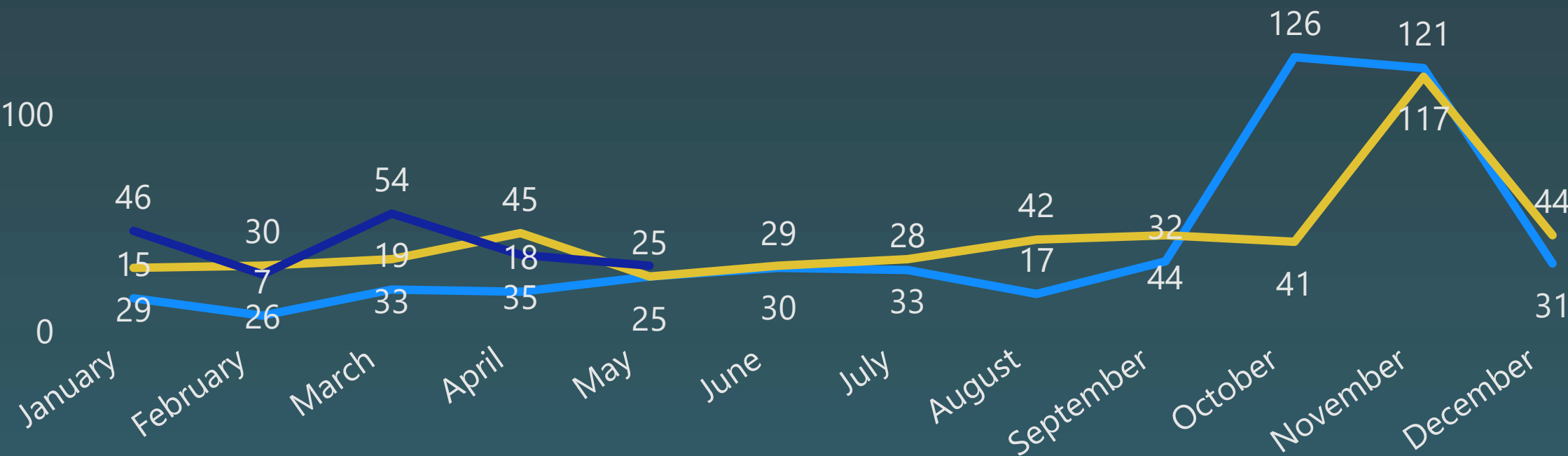
Classic Cars

productName

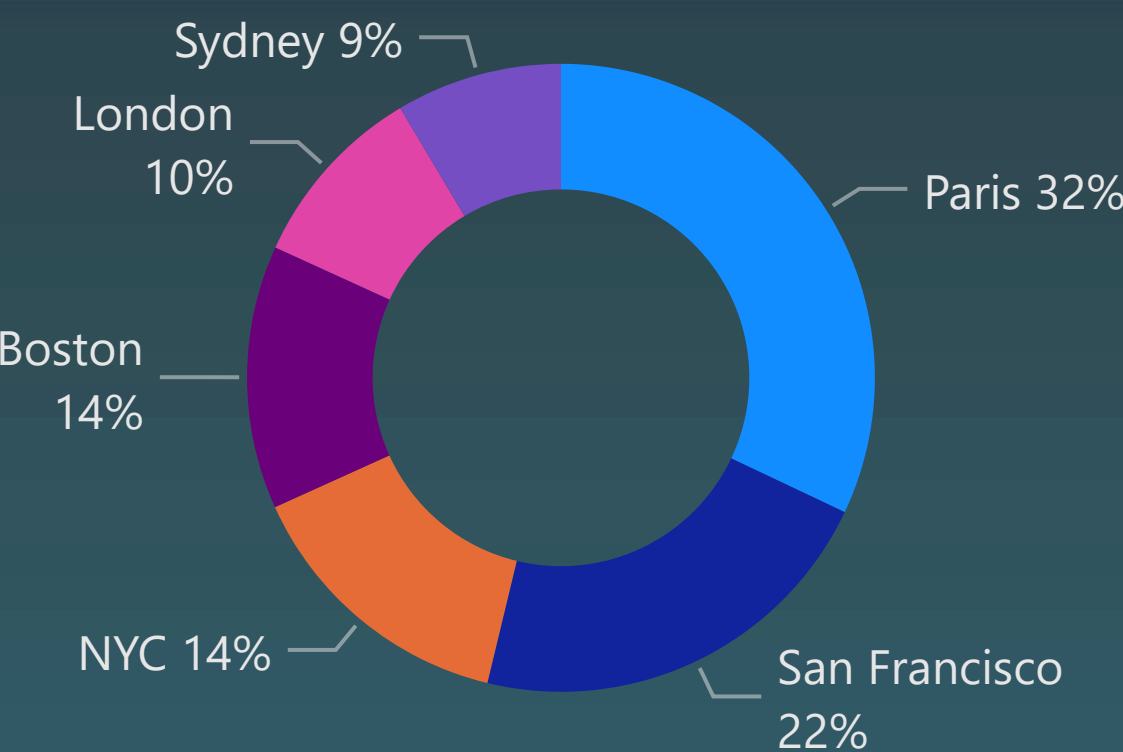


Order Fulfillment Timeline

Year ● 2003 ● 2004 ● 2005



Sales by Office



Employee Generating Revenue

