

☐ Successfully Completed Project of Sales Analytics of Axon Company.

☐ Challenge:

- I crafted a user-friendly Power BI dashboard for Axon Retail sales. I transformed complex data into clear insights, simplifying decision-making.

☐ Key Insights:

- Total Sales: The Axon company have achieved outstanding sales of \$ 9.60 million.
- Total Profit: The total Profit of the company is \$ 3.83 million.
- Customers: There are 98 Customer's shopped at Axon retail store.
- Product: There is total 110 Products under 7 Product lines.
- Total Orders: There are 2996 Orders were placed from Axon's retail Store.
- Profit Year: The most Profit among 2003, 2004 & 2005 is 2004 it has impressive sales of \$ 4.52 million.
- Product lines: The most frequently ordered is the "Classic Cars", followed by the "Vintage Cars" and "Motorcycles".
- Highest Credit Limit: USA has the highest credit limit of \$ 2.8 million.
- Top Customers by Order Count: "Euro Shipping Channel" has the highest number of orders, followed by "Mini Gifts Distributors Ltd" and "Australian Collections Co."
- Top-Selling Product: "1992 Ferrari 360 Spider Red" is the top selling product.

☐ Suggestion for Sales Improvement Tips:

- Introduced New Products Aligned with Customer Preferences.
- Launch New Models and Variation of Classic Cars and Vintage Cars.
- Promote top sellers: "1992 Ferrari 360 Spider Red" and "2001 Ferrari Enzo" for a sales boost.
- Expand more into European markets.
- Focus on the USA market, contributing 34.38% from the total sales.
- Announced an employee implement program for outstanding performance.

Axon Company Sales Dashboard

Year



All



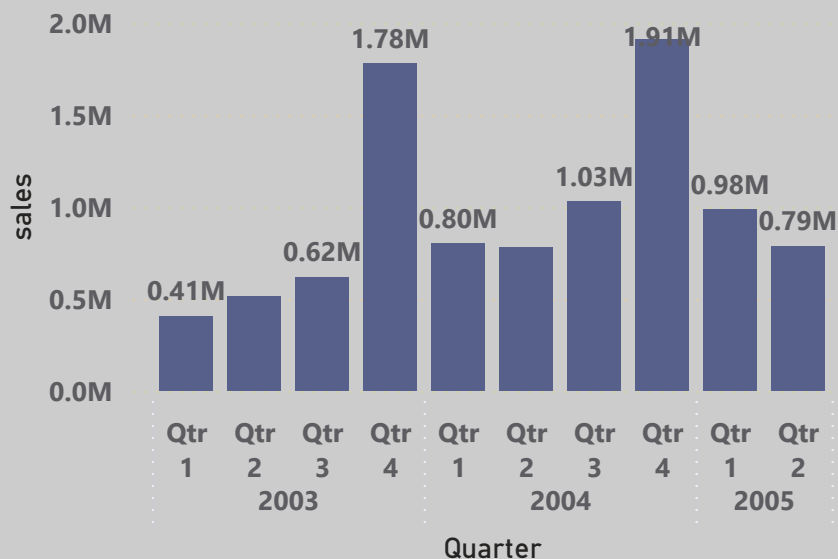
ProductLine



All



Sales by Year & Quarter



Country



3.83M

Total Profit

98

Distinct Customer

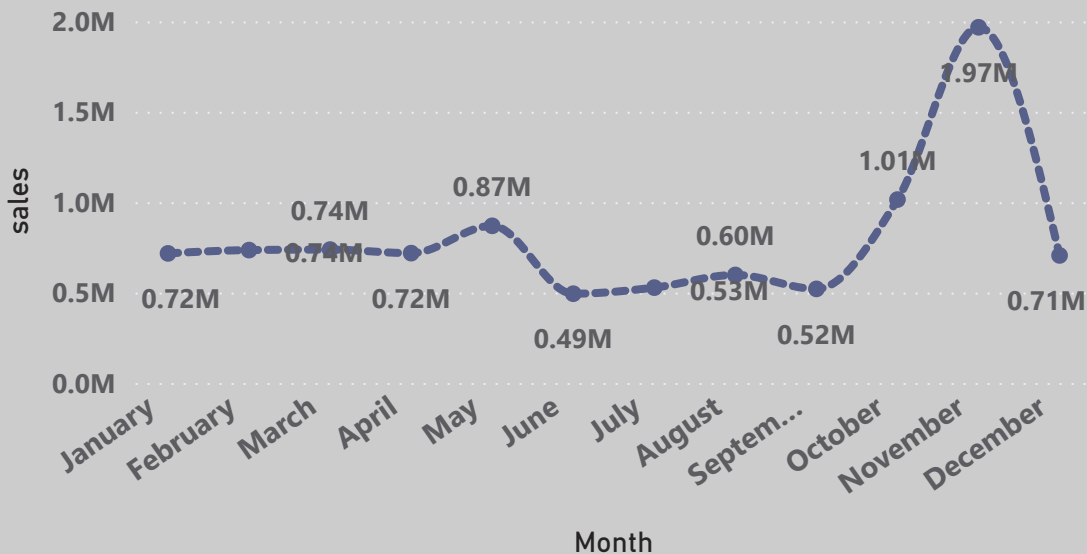
2996

Total Order

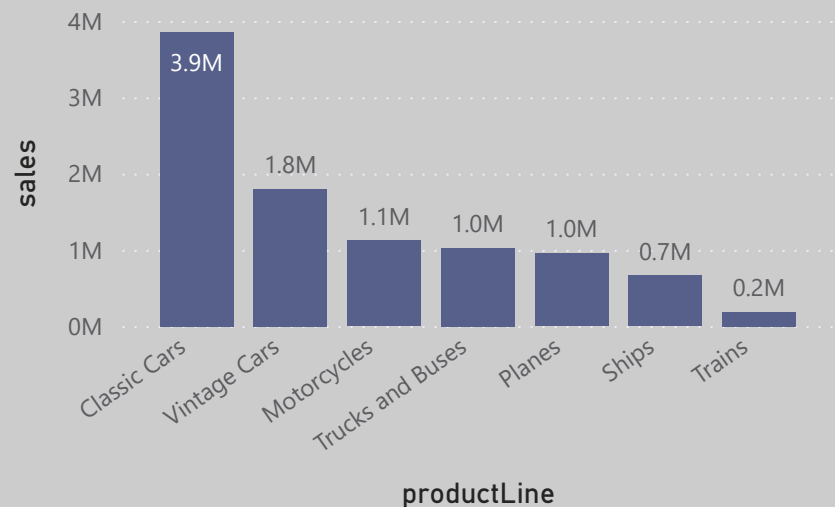
9.60M

Total sales

Sales for Monthly Trends



sales by productLine



Axon Company Sales Dashboard

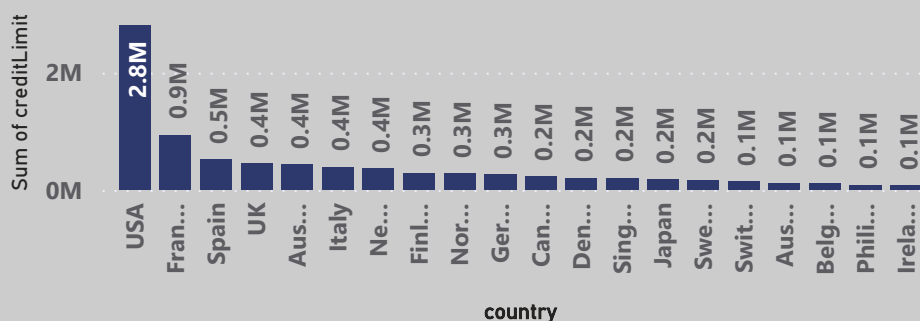
Year

All

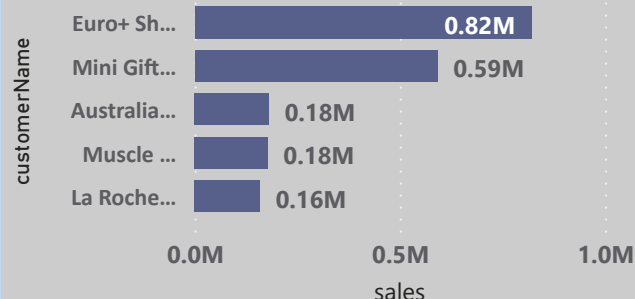
ProductLine

All

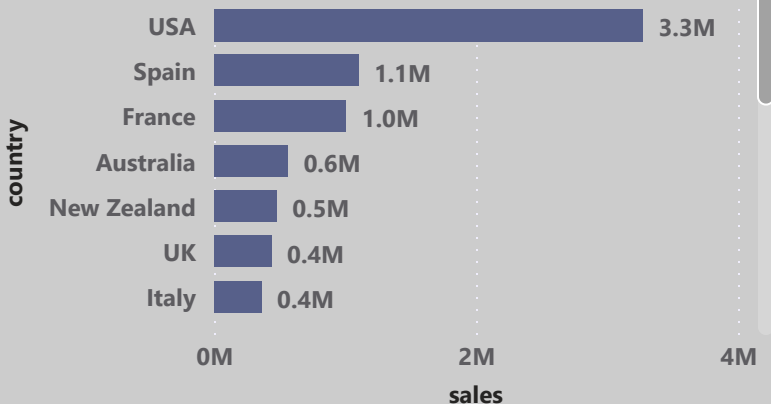
CreditLimit by Country



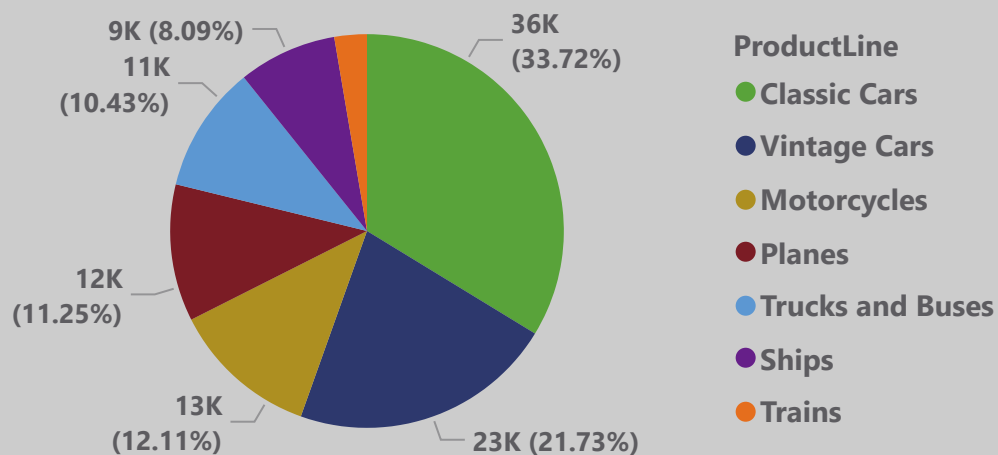
Top Sales Person



Total Sales by Country



Orders by Product line Quantity Ordered



110
Total Product

23
Total Employee

Top Selling Products Sales and Profit.

productName	sales	Sum of profit
1992 Ferrari 360 Spider red	2,76,839.98	1,35,996.78
2001 Ferrari Enzo	1,90,755.86	93,349.65
1952 Alpine Renault 1300	1,90,017.96	95,282.58
2003 Harley-Davidson Eagle Drag Bike	1,70,686.00	81,031.30
1968 Ford Mustang	1,61,531.48	72,579.26
1969 Ford Falcon	1,52,543.02	72,399.77
1980s Black Hawk Helicopter	1,44,959.91	64,599.11
1998 Chrysler Plymouth Prowler	1,42,530.63	42,441.77
Total	96,04,190.61	38,25,880.25