

## **INSIGHTS AND CONCLUSIONS FROM AXON SALES ANALYSIS REPORT**

1. There are 122 customers in the given data.
2. There are 23 employees in total.
3. We have observed total sales of \$9.3M and Total Profit of \$3.7M
4. Total orders are 326, in that shipped orders are 303.
5. we have observed that USA has more sales \$3.2M when compared to other countries followed by Spain \$1.1M and france \$1.0M
6. From the line chart in the order&sales analysis we can tell highest sales happened in the year 2004 with \$4.3M followed by year 2003 with \$3.3M and year 2005 with \$1.8M.
7. Classic cars stood out top when it comes to sales by Productline with \$3.7M followed by Vintage cars \$1.7M.
8. We have observed a huge difference between Quantity ordered and Quantity In Stock.
9. Top customer from the observed data is Euro + shopping channel.
10. If we plot the graph of number of customers by country USA has higher number of customers of 36 followed by Germany and france with 13 and 12 each.
11. In the total 122 customers , 97 customers have credit less than 1Lakh and only 25 having credit more than 1lakh.
12. In sales Representative department we have more employees and in other departments we have 1 employee each.
13. Gerard Hernandez is the top employee by payment of amount and quantites sold.
14. Pamela castillo is the top employee by No of customers.
15. There are in total 110 products in the given data.
16. 1992 Ferrari 360 Spider Red is the top product when it comes to sales.

17. Least product we have observed is 1957 Ford ThunderBird

18. When it comes to Profit USA gave 51% of profit percentage out of 100% followed by Spain with 16.74%.

19. The profit we have observed year wise has increased from \$1.3M to \$1.7M in the years 2003 to 2004 and the downfall has seen in the year 2005 with only \$0.7M.

20. Gerard Hernandez is the top employee by profit.