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Axon Classic Car Sales Analysis

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Info



Designed By: Rohit Jagtap

Customer Details

Total Customers

122

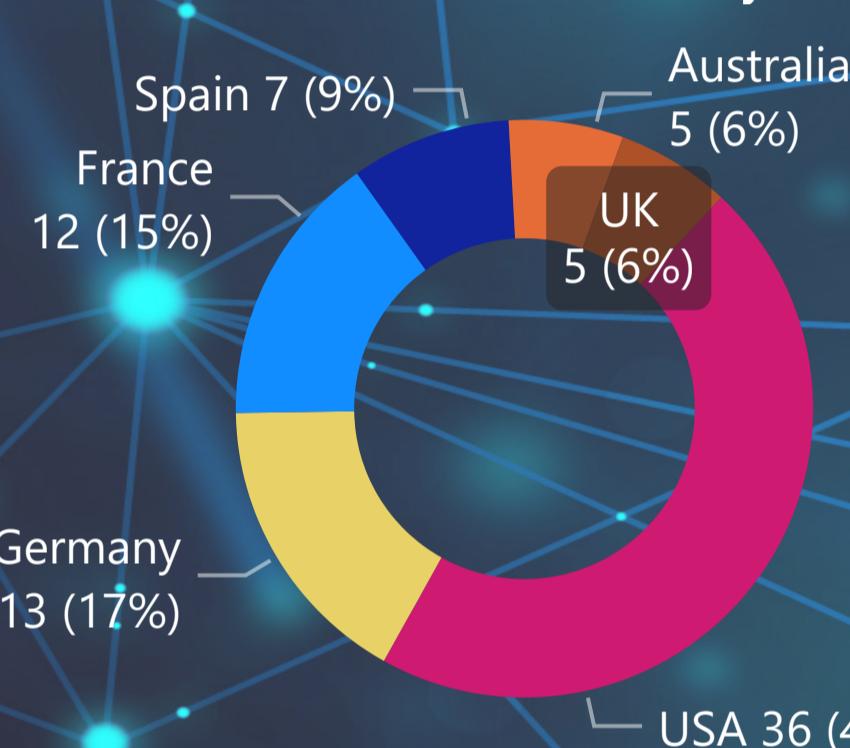
Average Credit by Customers

67.66K

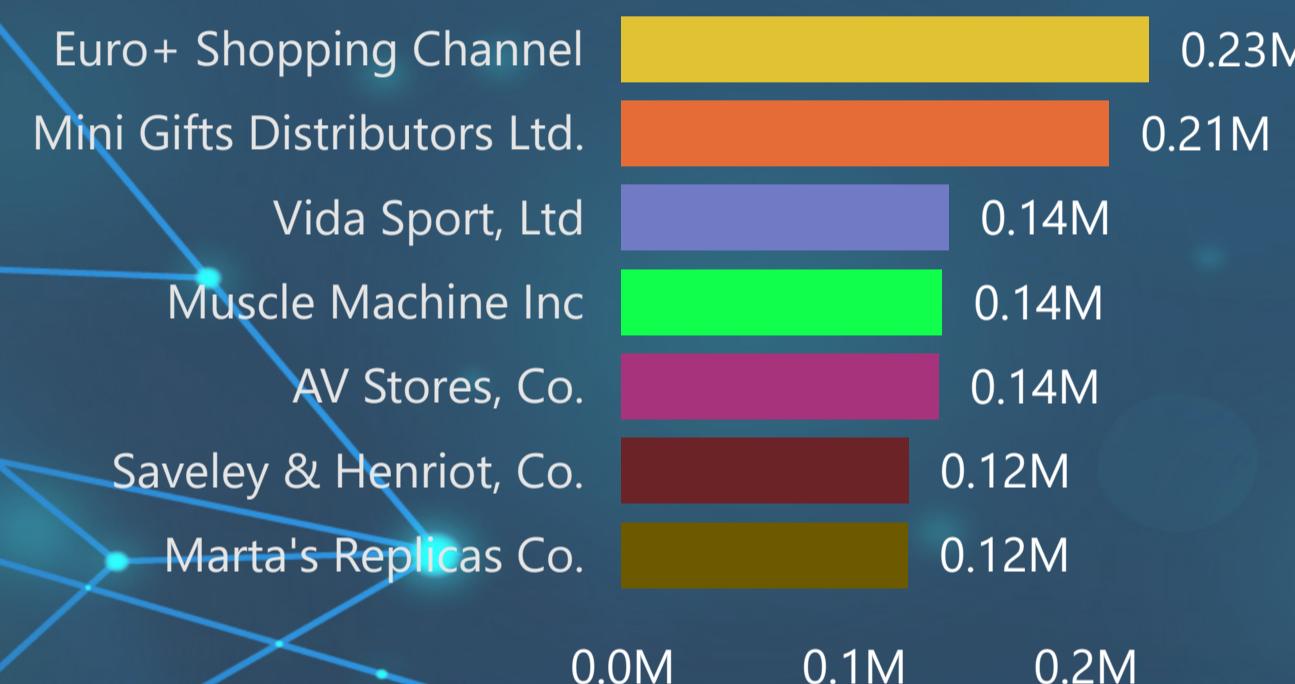
Average Credit by Country

57.36K

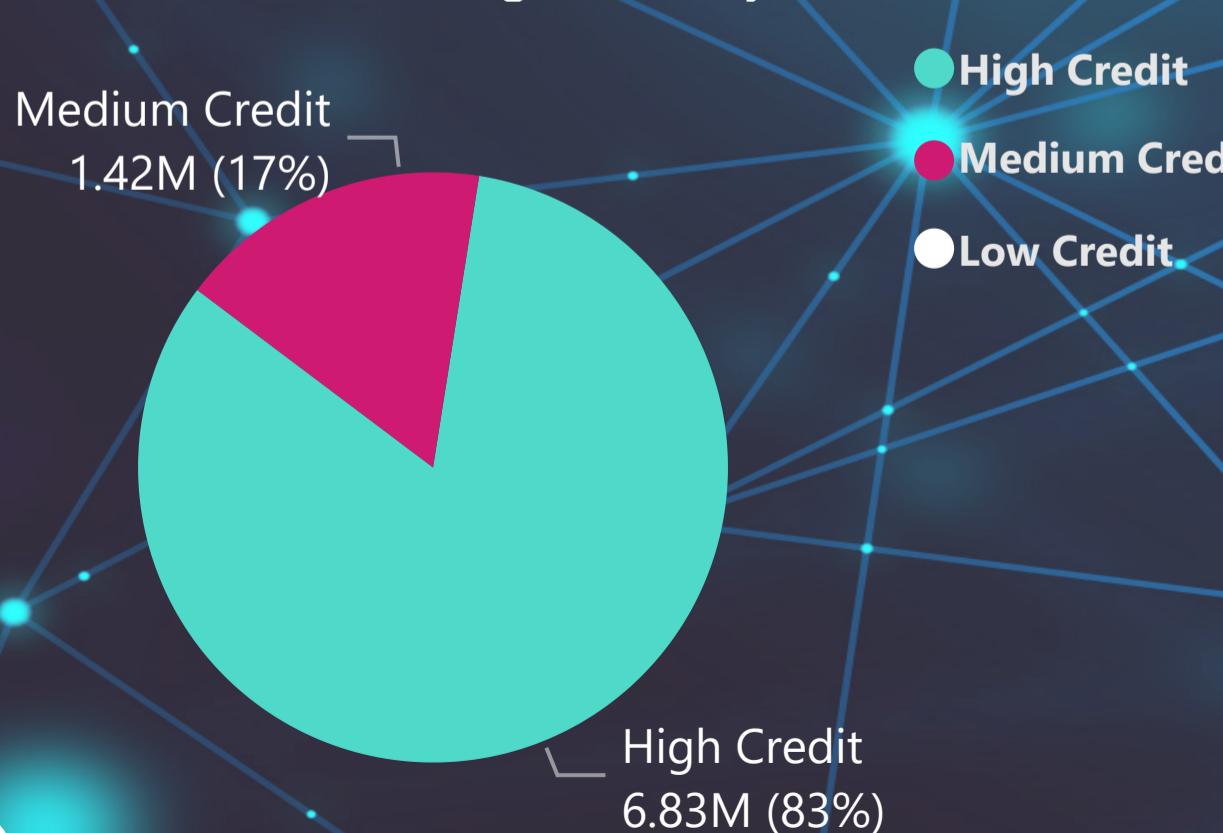
Number of Customers by Country



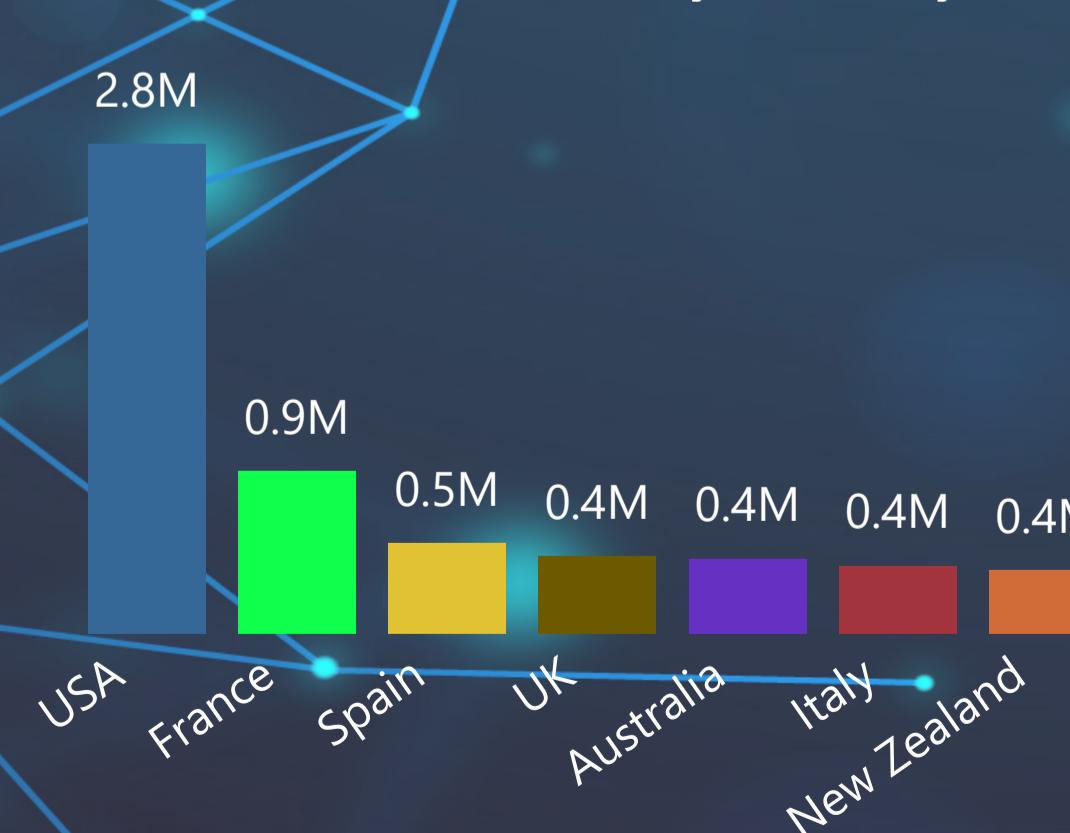
Total Credit Limit by Customer Name



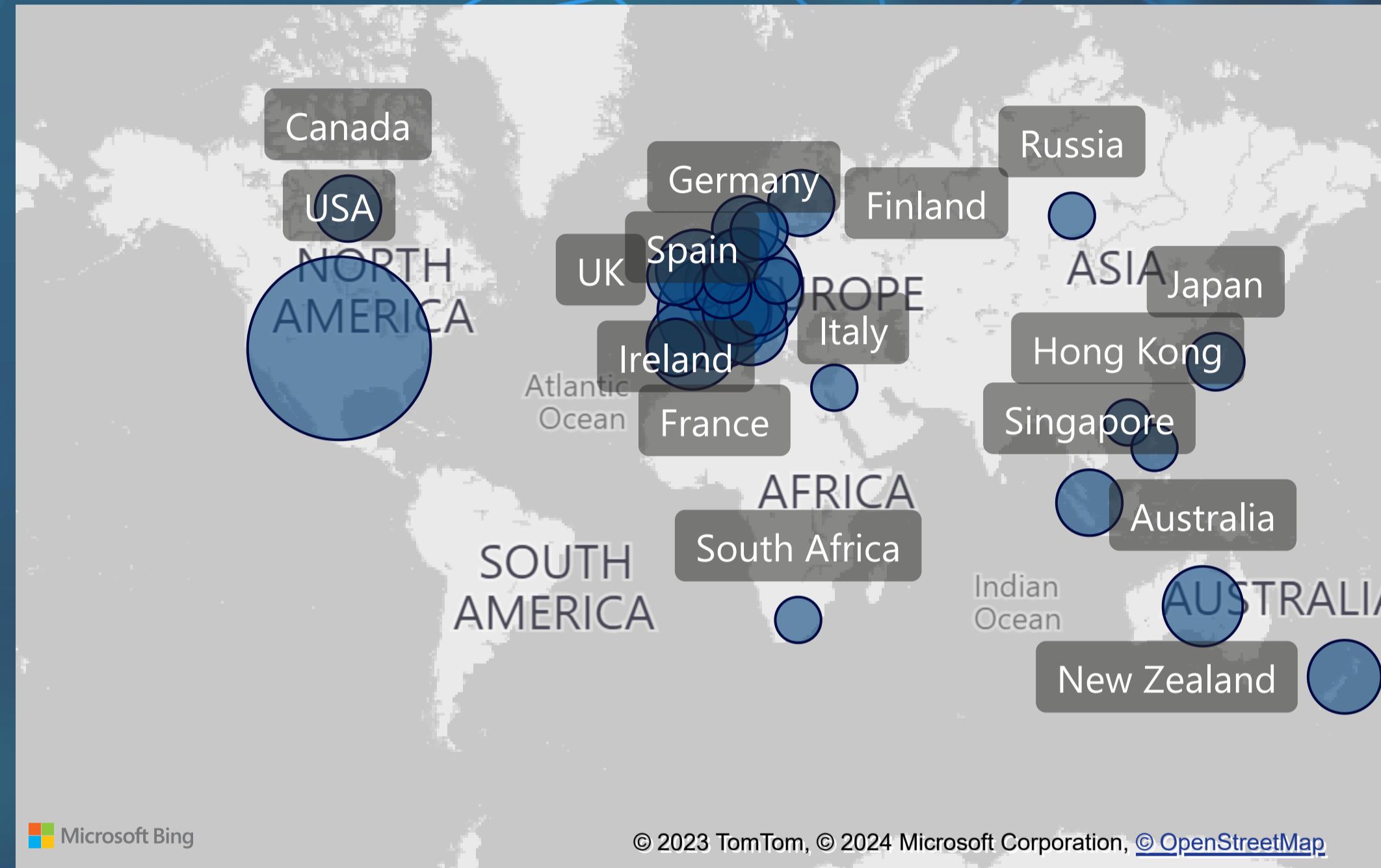
Customer Segment by Credit Limit



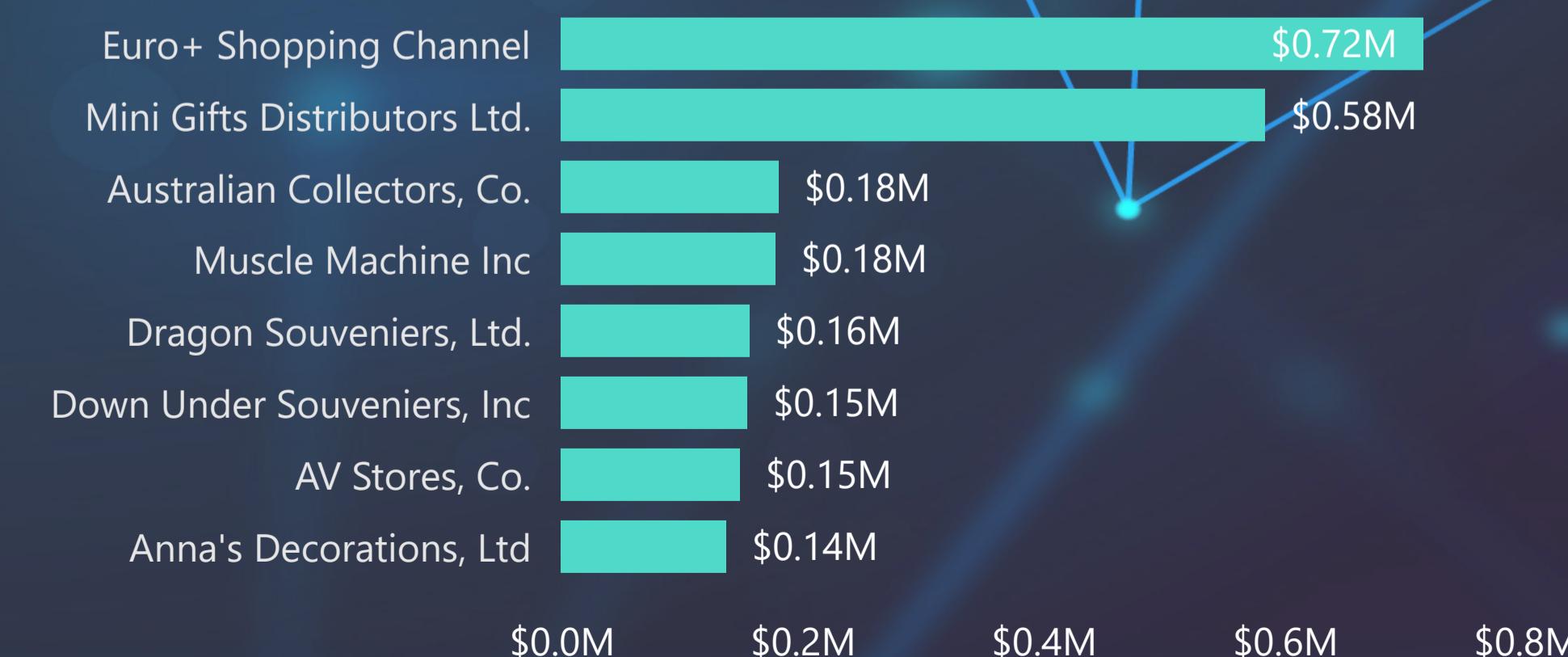
Total Credit Limit by country



Customers Distribution



Total Paid Amount by Customer Name



Employee Details

Total Employees

23

Year

2003

2004

2005

Quarter: All

1

2

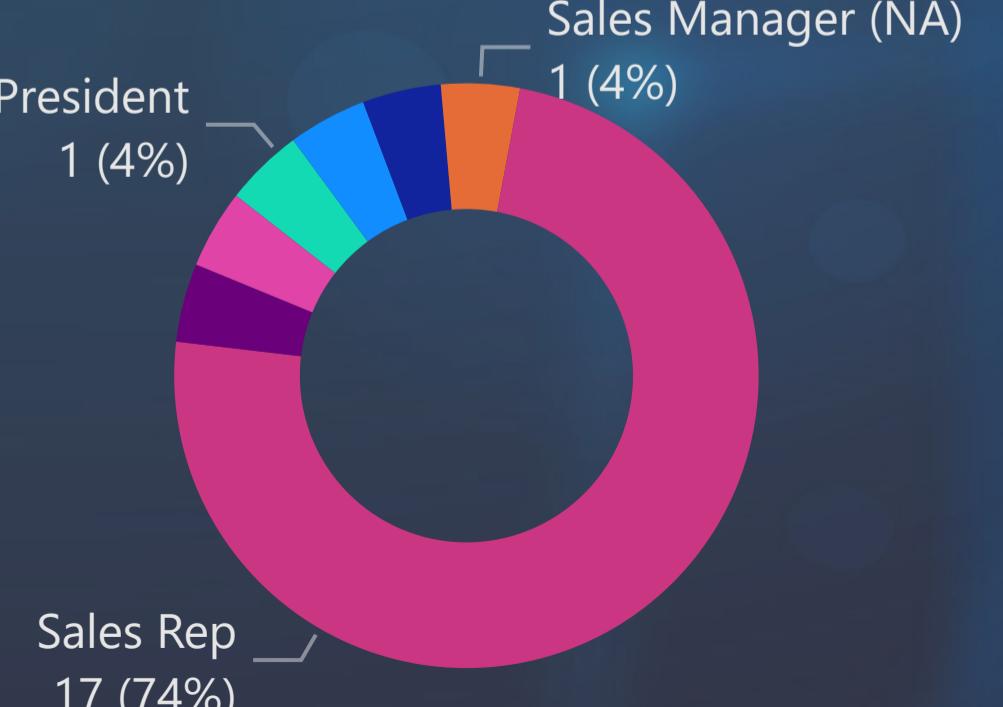
3

4

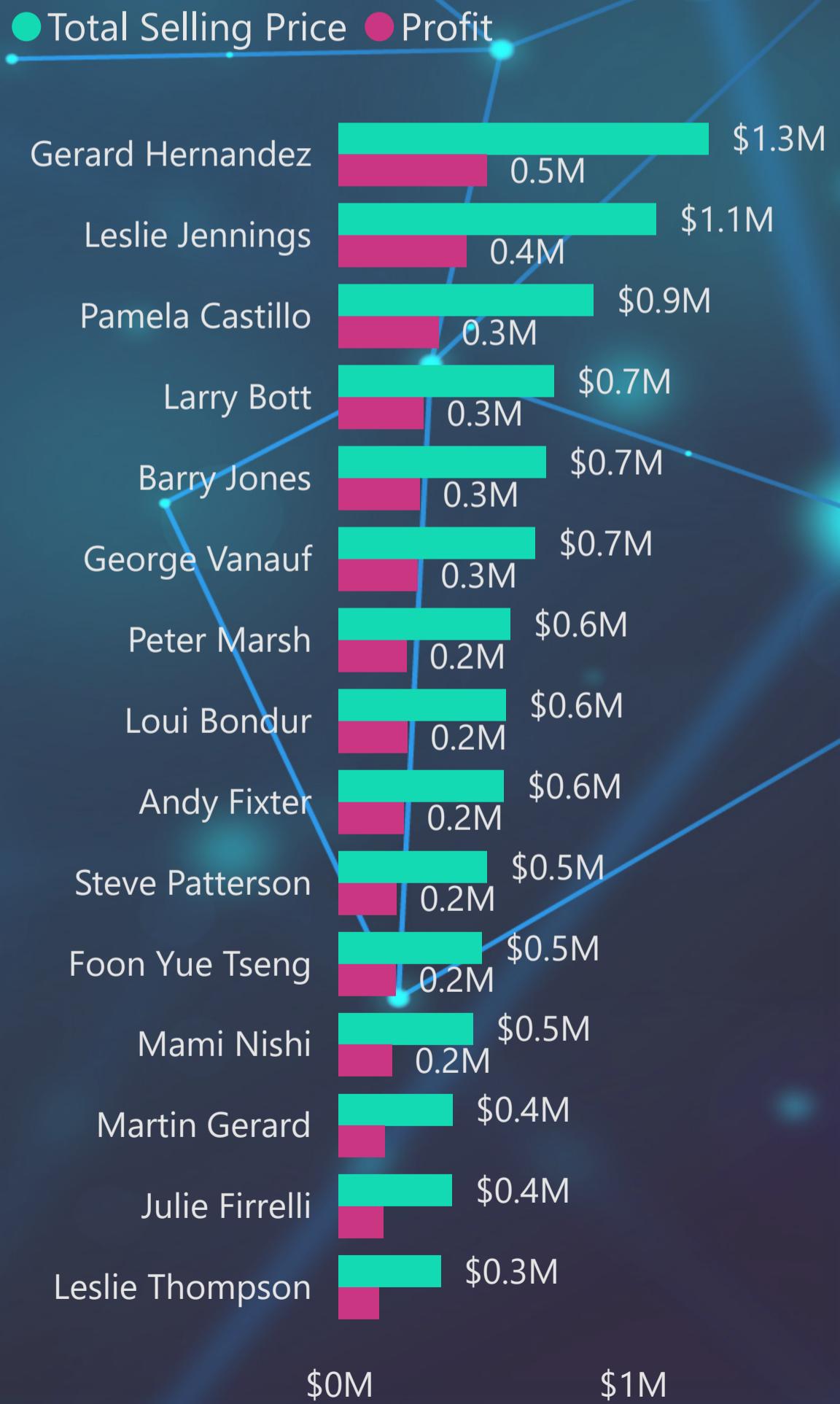
employeeNumber	firstName	lastName	EmployeeName	jobTitle	Sum of reportsTo
1002	Diane	Murphy	Diane Murphy	President	0
1056	Mary	Patterson	Mary Patterson	VP Sales	1002
1076	Jeff	Firrelli	Jeff Firrelli	VP Marketing	1002
1088	William	Patterson	William Patterson	Sales Manager (APAC)	1056
1102	Gerard	Bondur	Gerard Bondur	Sale Manager (EMEA)	1056
1143	Anthony	Bow	Anthony Bow	Sales Manager (NA)	1056
1621	Mami	Nishi	Mami Nishi	Sales Rep	1056
1611	Andy	Fixter	Andy Fixter	Sales Rep	1088
1612	Peter	Marsh	Peter Marsh	Sales Rep	1088
1619	Tom	King	Tom King	Sales Rep	1088
1337	Loui	Bondur	Loui Bondur	Sales Rep	1102
1370	Gerard	Hernandez	Gerard Hernandez	Sales Rep	1102
1401	Pamela	Castillo	Pamela Castillo	Sales Rep	1102
1501	Larry	Bott	Larry Bott	Sales Rep	1102
1504	Barry	Jones	Barry Jones	Sales Rep	1102
1702	Martin	Gerard	Martin Gerard	Sales Rep	1102
1165	Leslie	Jennings	Leslie Jennings	Sales Rep	1143
1166	Leslie	Thompson	Leslie Thompson	Sales Rep	1143
1188	Julie	Firrelli	Julie Firrelli	Sales Rep	1143
1216	Steve	Patterson	Steve Patterson	Sales Rep	1143
1286	Foon Yue	Tseng	Foon Yue Tseng	Sales Rep	1143
1323	George	Vanauf	George Vanauf	Sales Rep	1143



Employees by JobTitle



Top Performing Employees



Product Line

All

Ordered Status

All

Orders and Product Details

Total Orders

326

Total MRP of Product

\$11K

Total buyPrice of Product

\$6K

Total Products

110

Total Paid Amount

\$9M

Total Cancelled Order

79

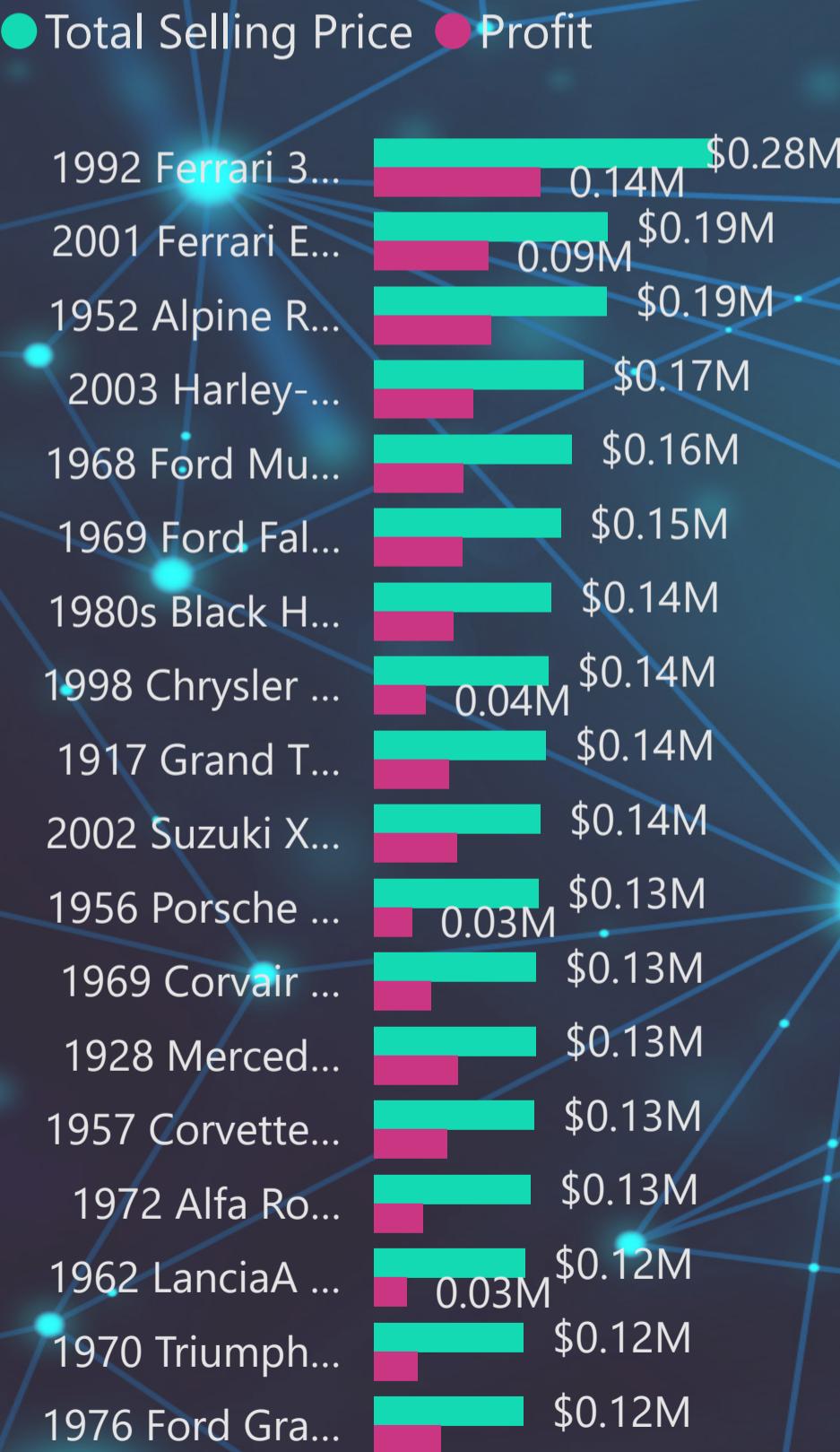
Ship Days

4

Total Quantity Order

106K

Top Products by Sales and Profit



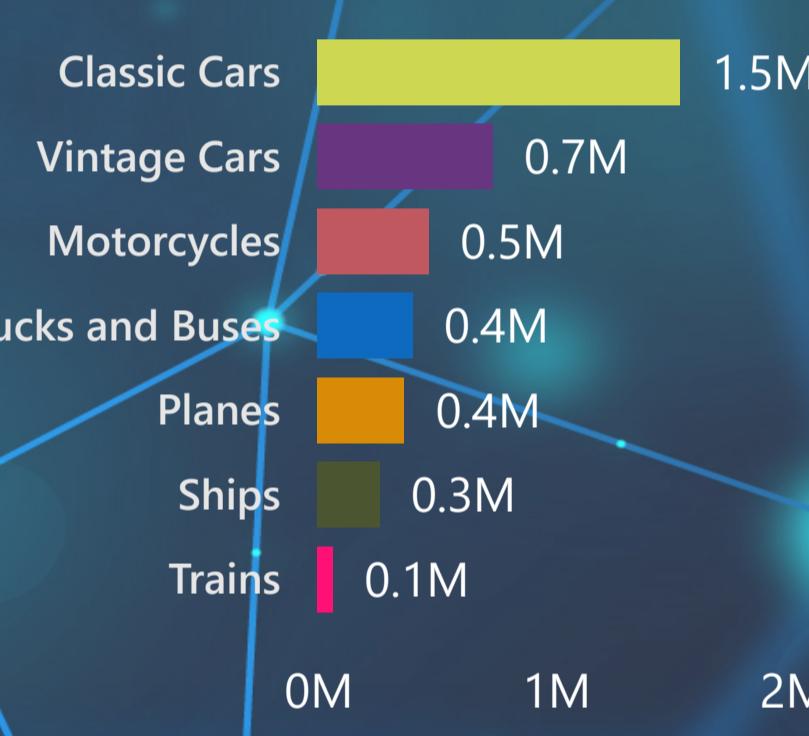
Total Quantity Ordered by Month



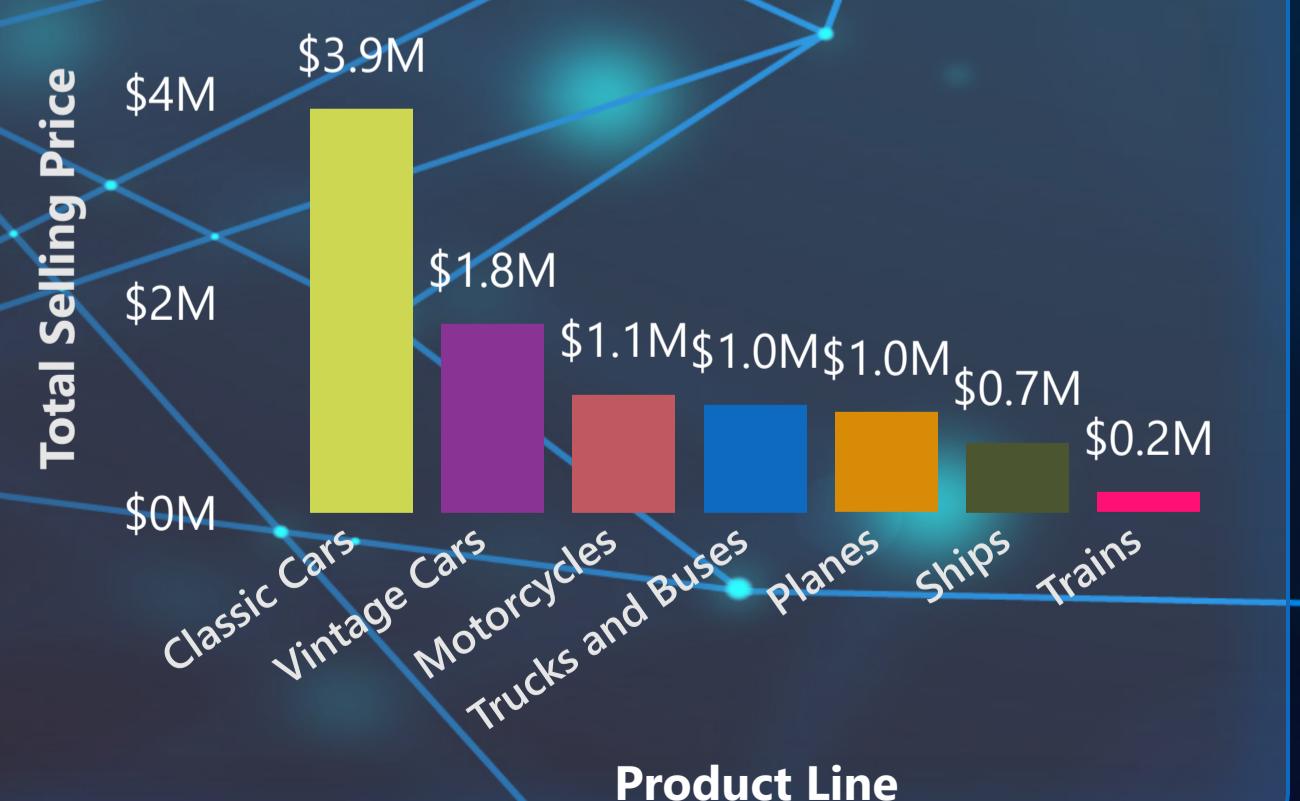
Quantity Ordered by Status



Profit by Product Line



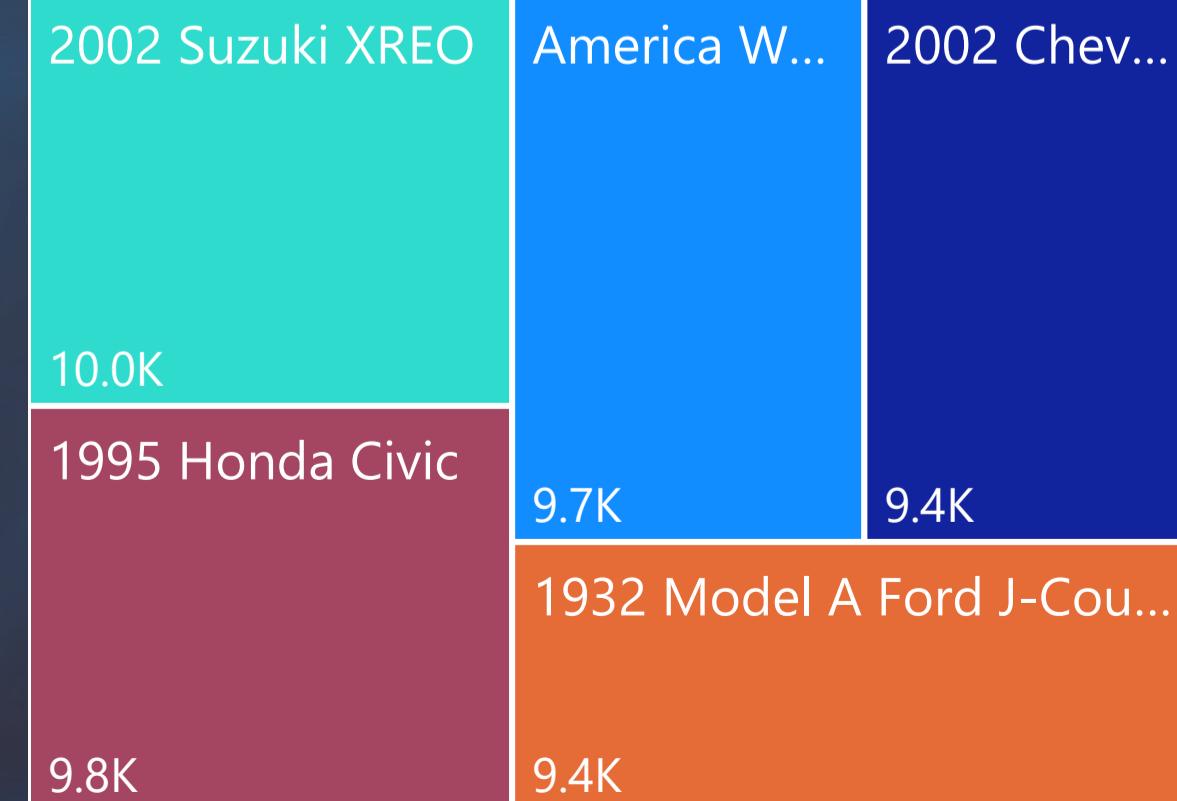
Sales by Product Line



Top 5 Ordered Products



Top 5 Products in Stock



Product Line

All

Year

All

Month

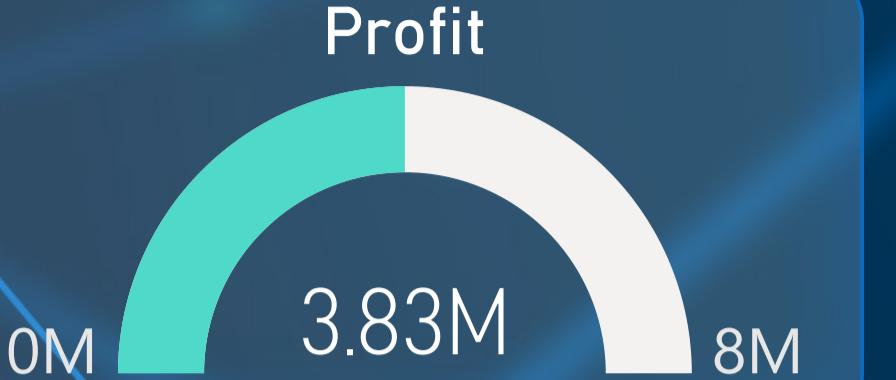
All

Sales Report

Total Selling Price



Profit



Total Cost Price



Year	Total Selling Price	Profit	YTD	MTD	QTD
2003	\$3,317,348.39	1,320,622.94	3,317,348.39	276,723.25	1,779,084.61
2004	\$4,515,905.51	1,809,381.14	4,515,905.51	428,838.17	1,908,364.01
2005	\$1,770,936.71	695,876.17	1,770,936.71	441,474.94	786,295.56

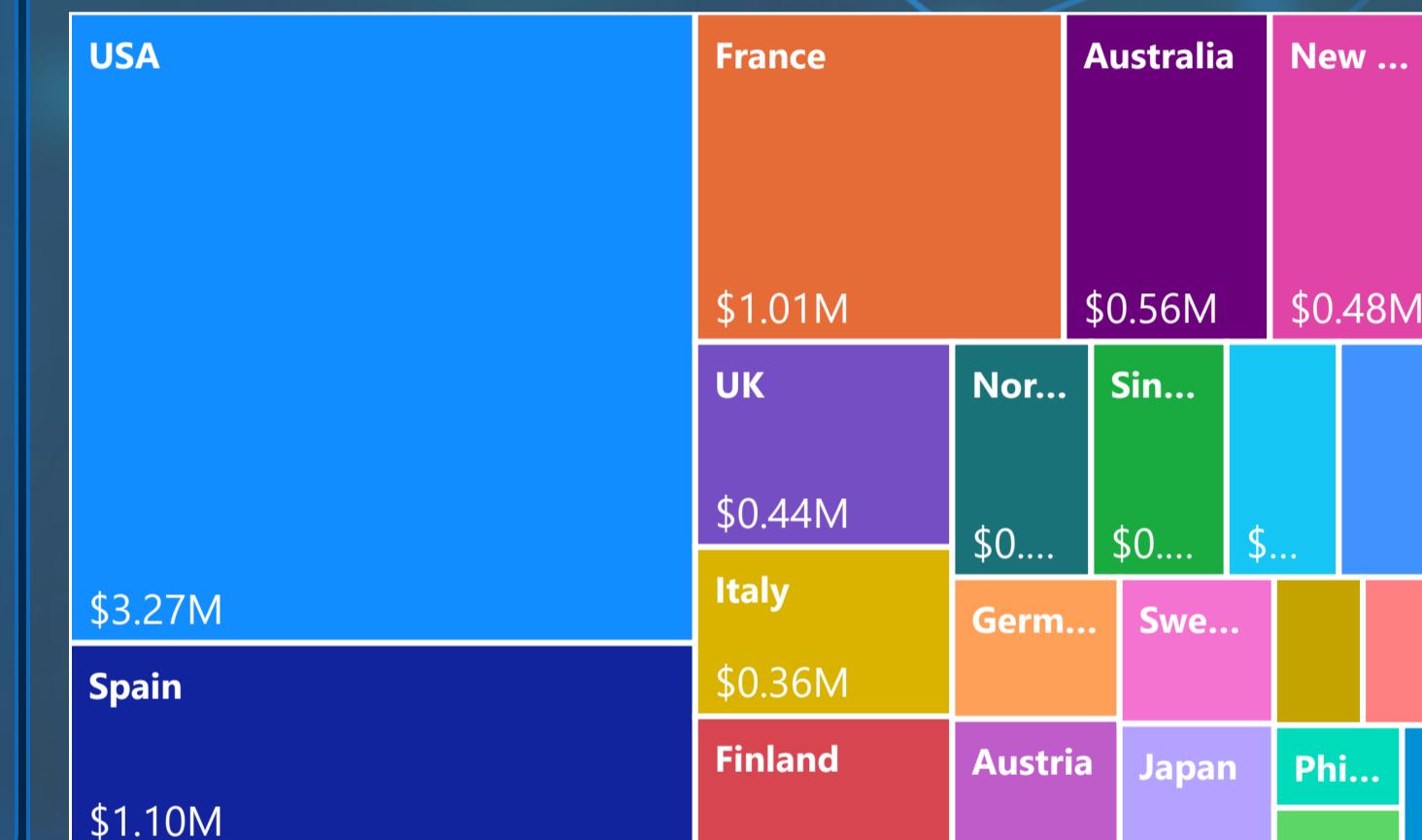
Sales by Month



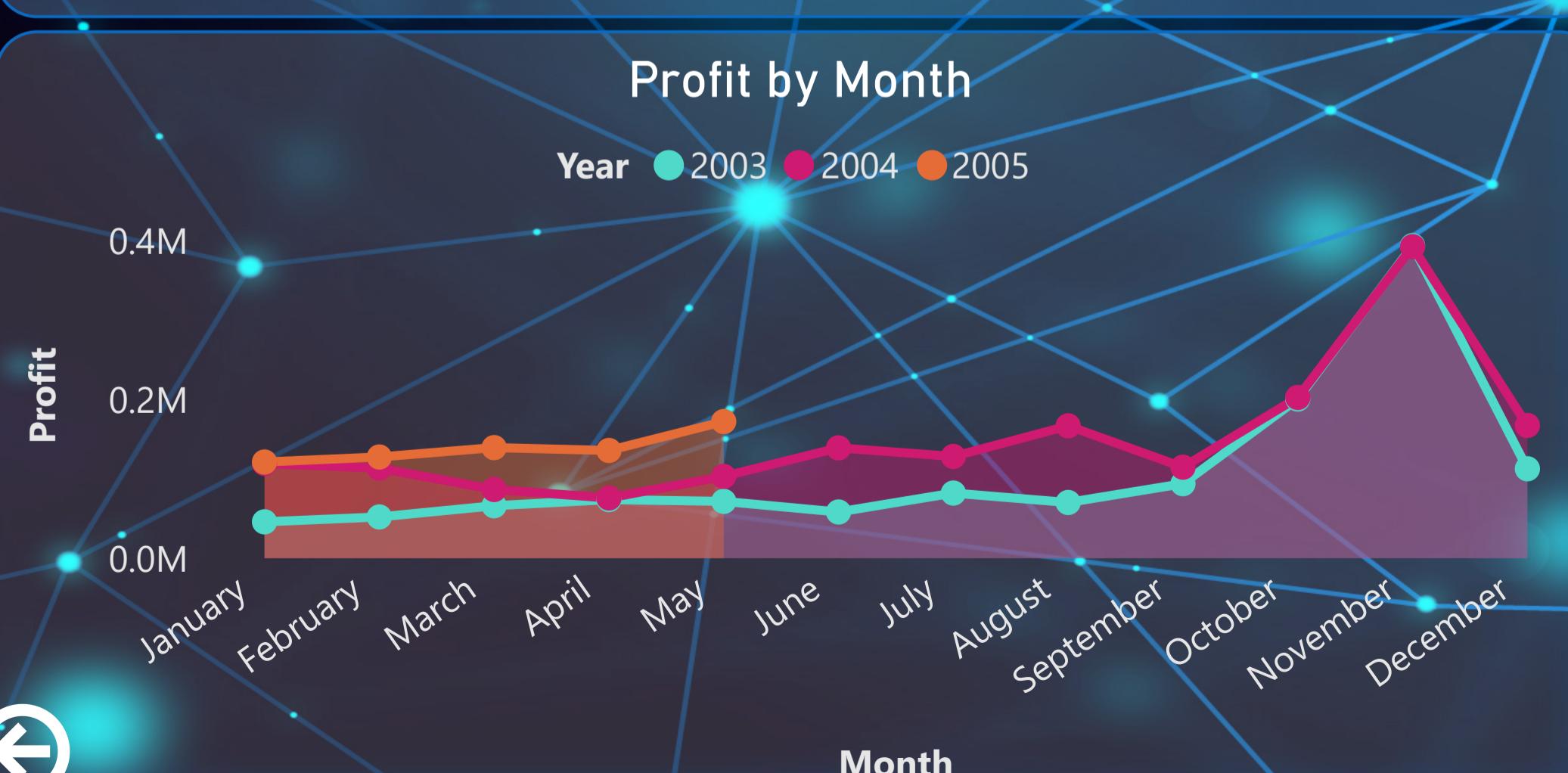
Total Sales by Product Vendor



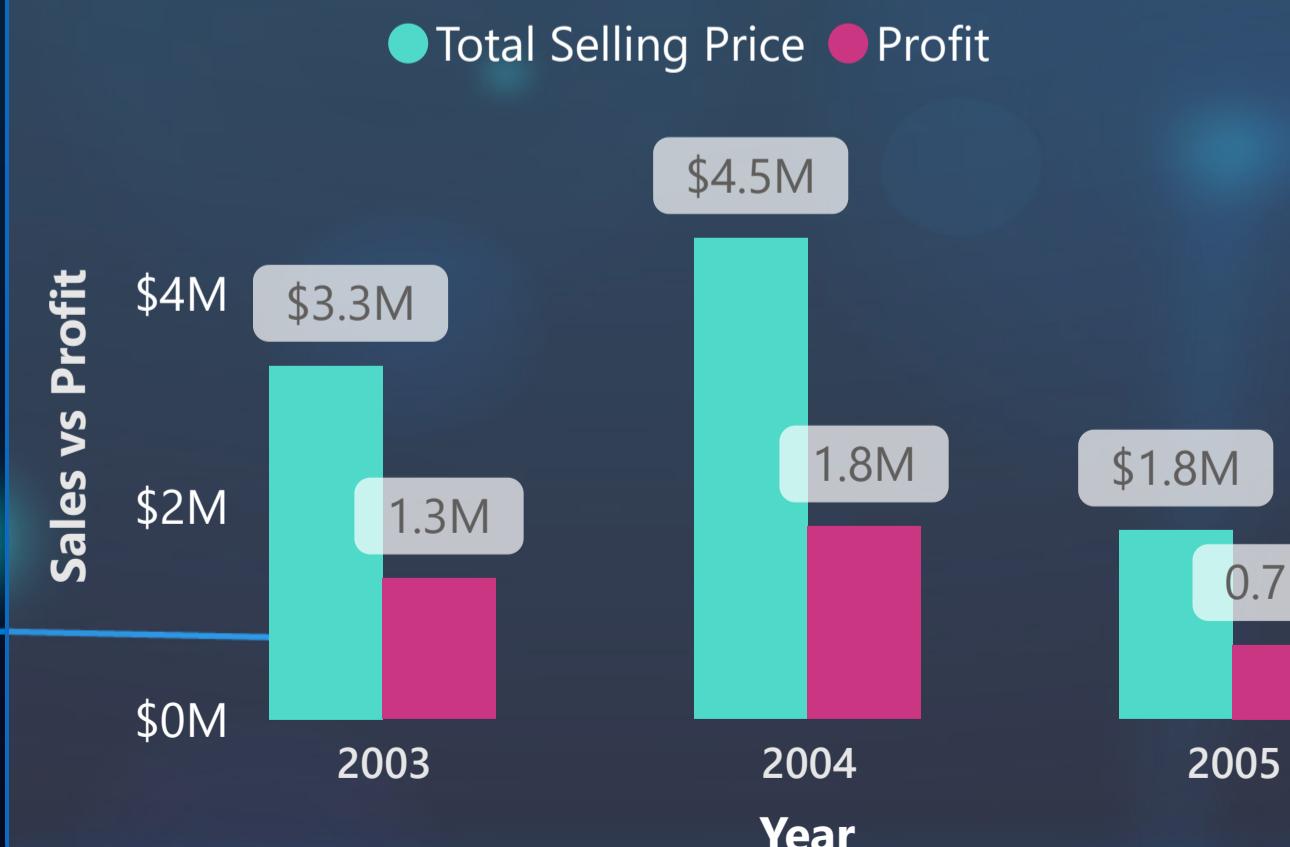
Total Sales by country



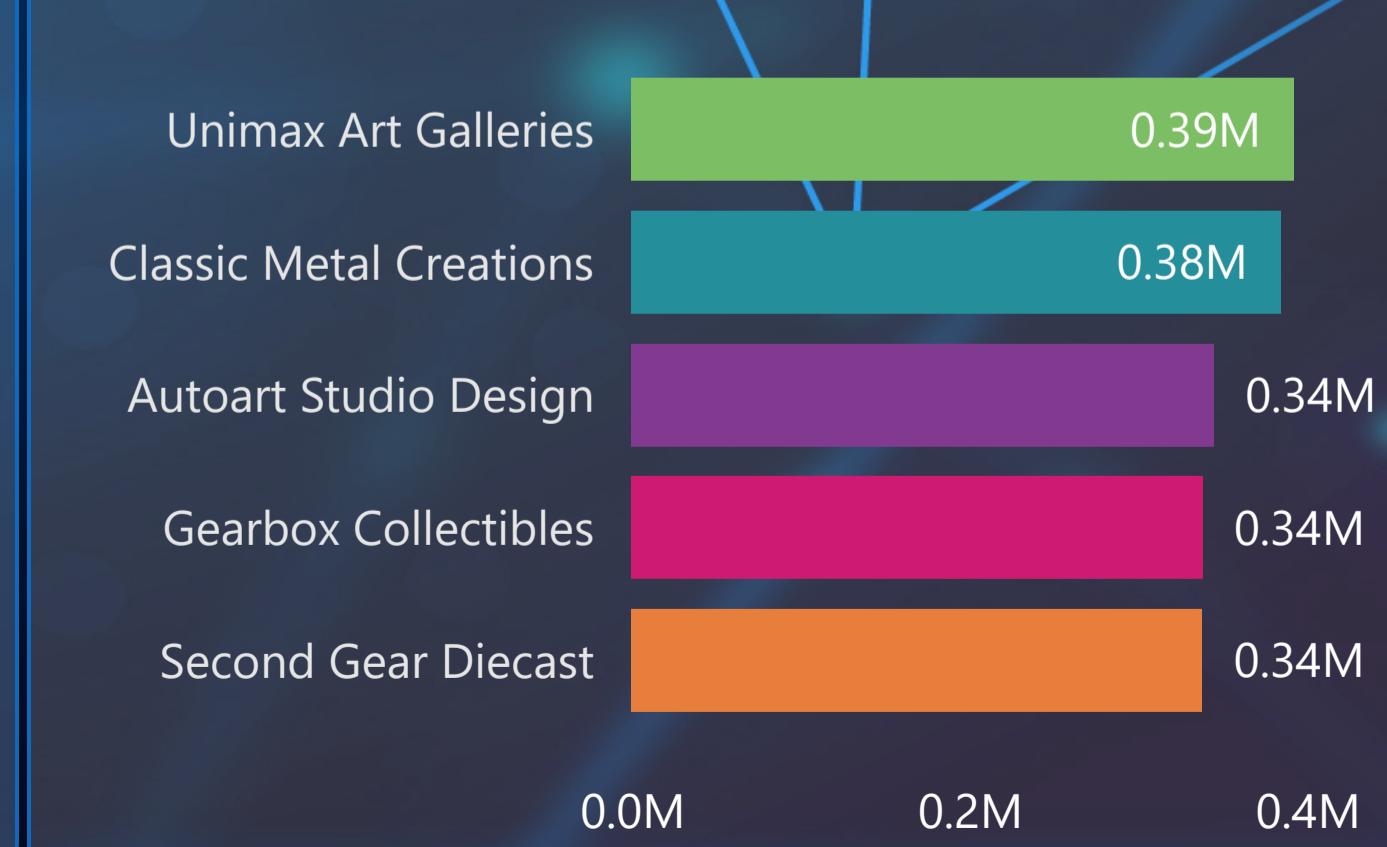
Profit by Month



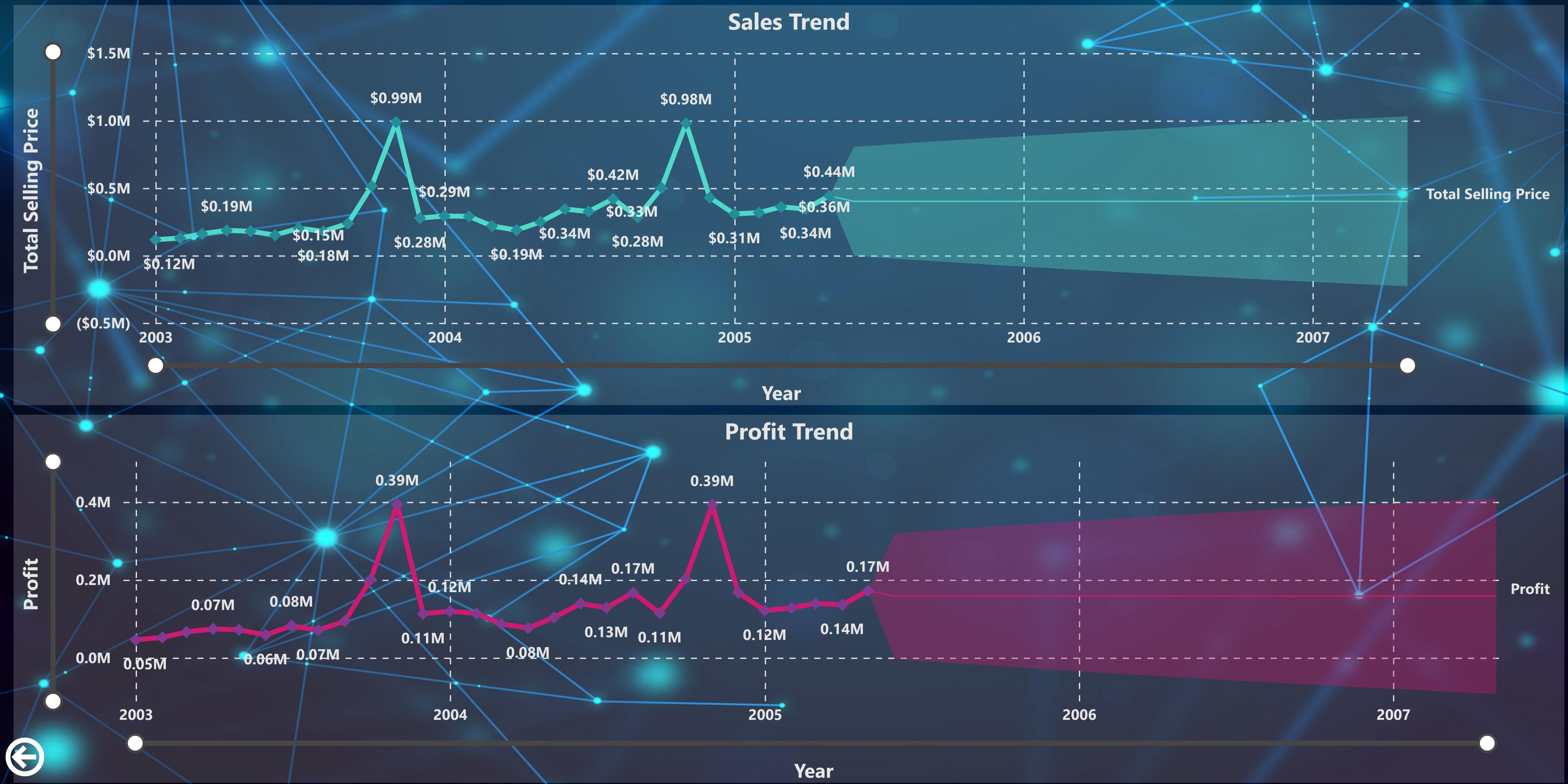
Sales VS Profit by Year



Profit by Product Vendor



Forecast Report



Key Insights

- 💡 **Classic Cars** is making \$3.9 million in sales and \$1.5 million in profit, and it's followed by **Vintage Cars, Motorcycles, Trucks and buses**.
- 💡 The sales and profit for the year 2004 are at their highest, reaching \$4.5 million and \$1.8 million respectively, compared to the years 2003 and 2005.
- 💡 In November, it looks like the highest amount of items were ordered. So, we might expect or predict the same for the year 2005.
- 💡 The top vendors making the most profit from their products are **Unimax Art Galleries** and **Classic Metal Creations**.
- 💡 The top three products are the **1992 Ferrari 360 Spider in red**, the **1930 Buick Marquette Phaeton**, and the **1937 Lincoln Berline**.
- 💡 The top three products currently in stock are the **1992 Suzuki XREO**, the **1995 Honda Civic**, and the **America West Airlines B757-200**.
- 💡 The top three performing employees are **Gerard Hernandez**, **Leslie Jennings**, and **Pamela Castillo**.
- 💡 The United States is ahead in sales, followed by Spain, France, Australia, and New Zealand, so focusing on these countries could lead to increased more business opportunities and helps to increase the growth of car sales.



★ Problem Statement:

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.

The goal of the capstone project is to design and implement a BI solution using Power BI and SQL that can help the company manage and analyze their sales data effectively.

★ Tools required for the capstone Project:

These tools and technologies can be used to extract, clean, and analyze sales data and build interactive dashboards and reports. They are widely used in the field of Business Intelligence (BI) and can be leveraged to solve a variety of data related problems.

- ✿ Microsoft Power BI: <https://www.microsoft.com/en-us/power-platform/products/power-bi/>
- ✿ SQL: <https://www.mysql.com/>

In addition to these tools, there are many open-source projects that can be used to solve BI-related problems, such as data visualization libraries (e.g., D3.js), data manipulation libraries (e.g., Pandas), and machine learning libraries (e.g., sci-kit-learn). You may want to explore these projects to see if they can be used to enhance your capstone project.

