



AXON (The Retailer Selling Classic Car)

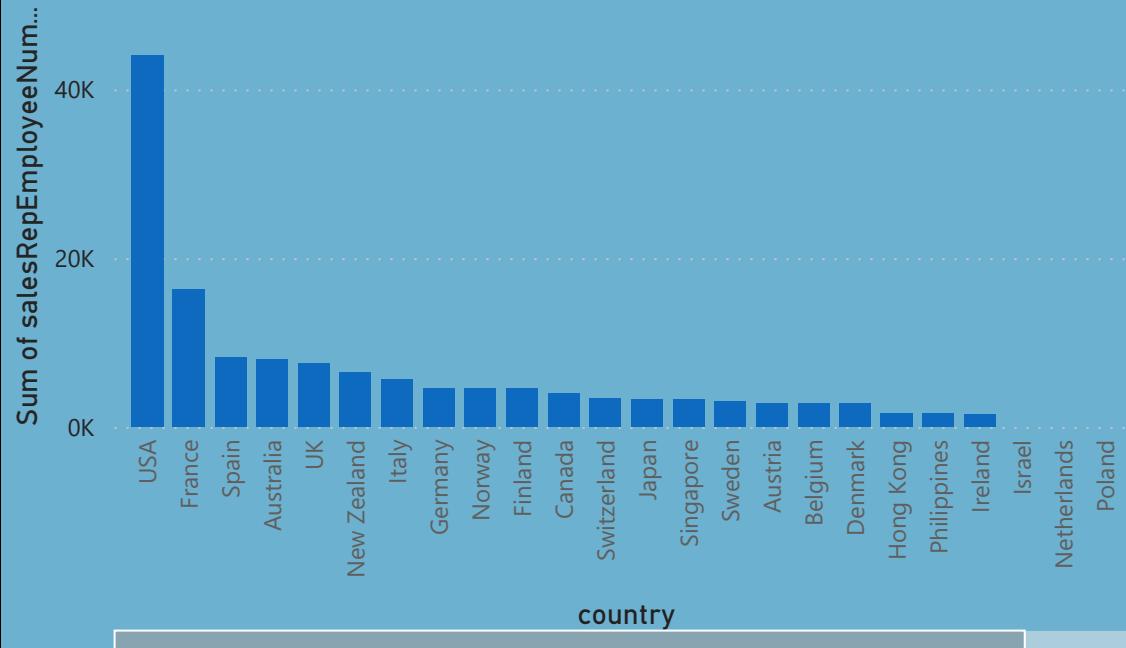
A small company Axon, which is a retailer selling classic cars, is facing issues in managing and analyzing their sales data. The sales team is struggling to make sense of the data and they do not have a centralized system to manage and analyze the data. The management is unable to get accurate and up-to-date 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 PowerBI and SQL as the BI tools for this project.



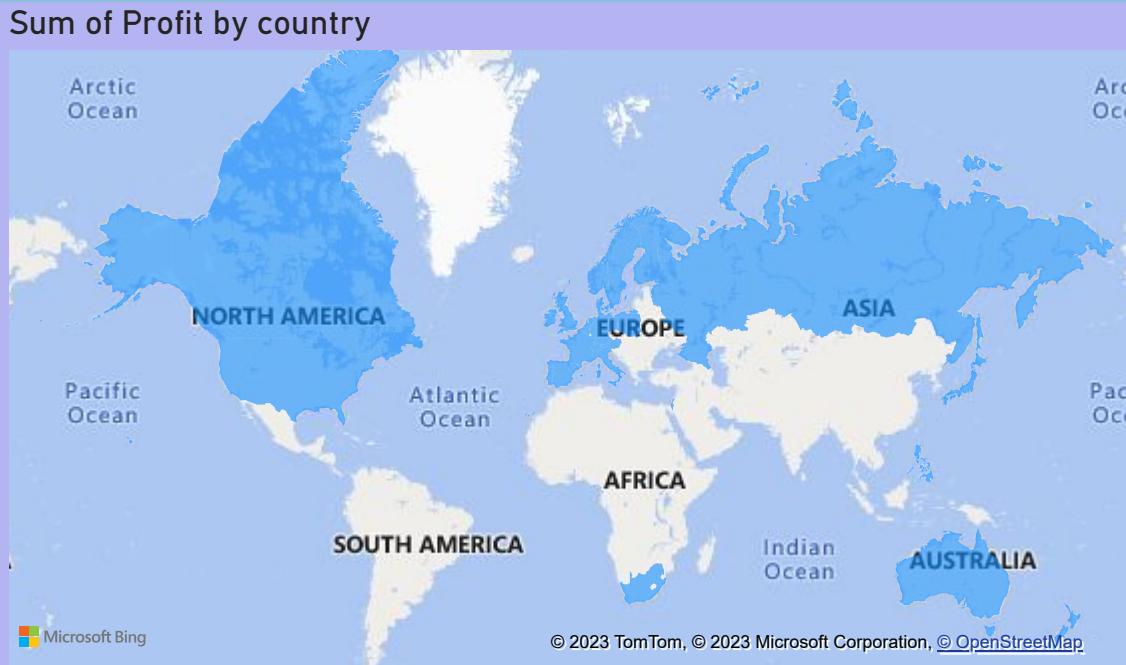


Sum of salesRepEmployeeNumber by country



country	Sum of creditLimit	Sum of Profit
Australia	4,30,300.00	5,064.79
Austria	1,17,000.00	5,064.79
Belgium	1,03,400.00	5,064.79
Canada	2,28,600.00	5,064.79
Denmark	2,04,200.00	5,064.79
Finland	2,85,800.00	5,064.79
France	9,32,300.00	5,064.79
Germany	2,57,100.00	5,064.79
Hong Kong	58,600.00	5,064.79
Ireland	69,400.00	5,064.79
Israel	0.00	5,064.79
Total	82,54,400.00	5,064.79

Count of OrderNumber by Month



The Readings shows the Sales and Profit made by the company. It also shows the credit limit allotted to the various customers based on their country.

5.06K

Sum of Profit

555K

Sum of QuantityInStock

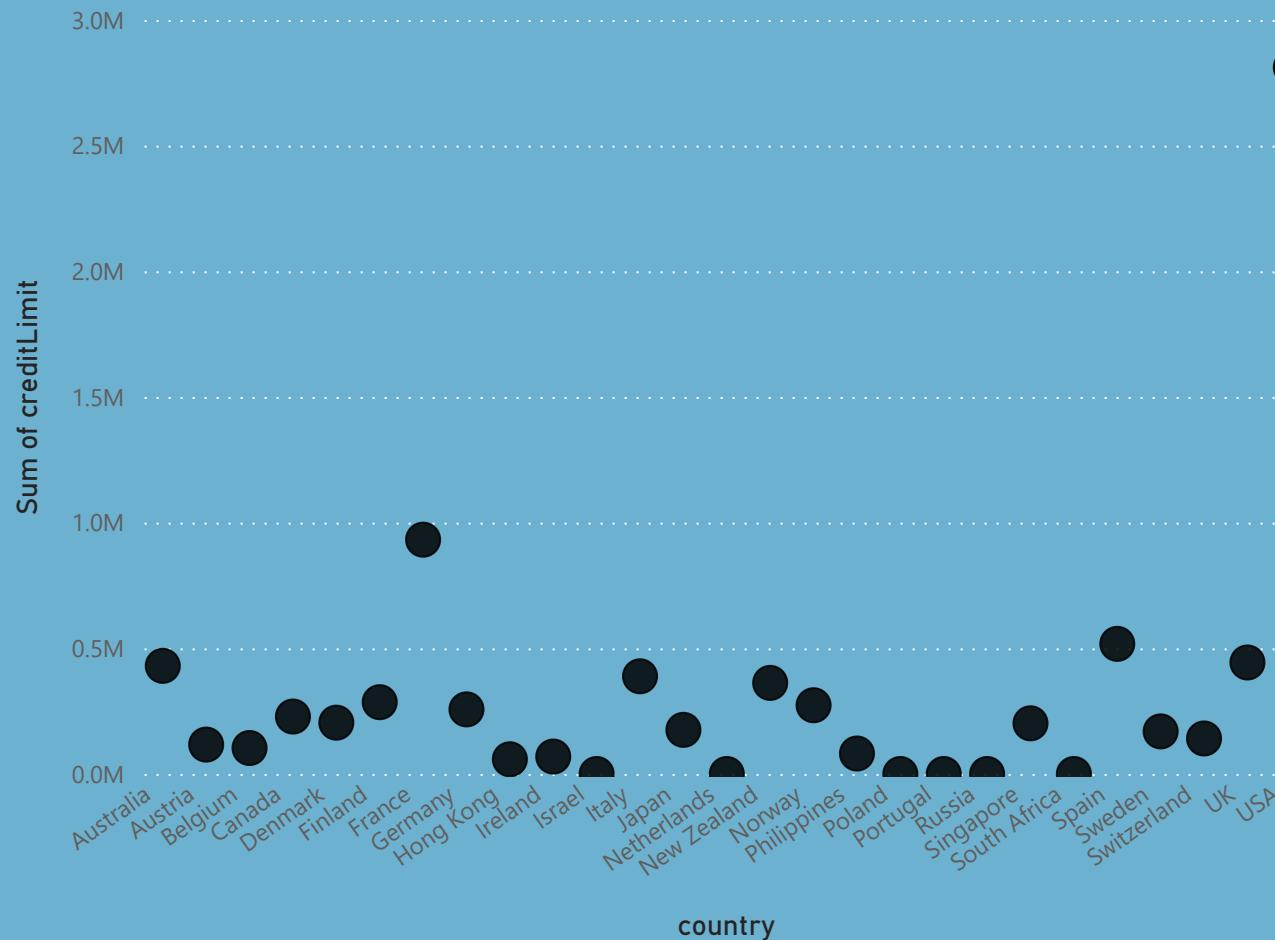
8.85M

Sum of Amount

106K

Sum of QuantityOrdered

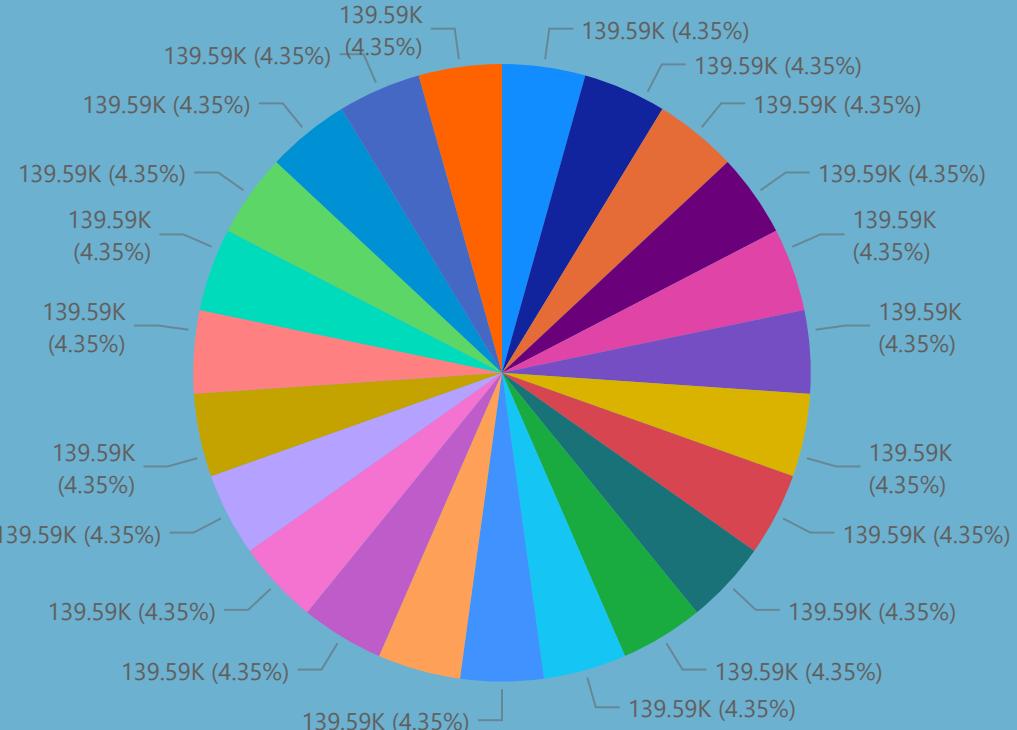
Sum of creditLimit by country



country



Sum of salesRepEmployeeNumber by EmployeeNumber and country



EmployeeNumber country

- 1002 USA
- 1056 USA
- 1076 USA
- 1088 Australia
- 1102 France
- 1143 USA
- 1165 USA
- 1166 USA
- 1188 USA
- 1216 USA
- 1286 USA
- 1323 USA
- 1337 France
- 1370 France
- 1401 France
- 1501 UK
- 1504 UK
- 1611 Australia
- 1612 Australia
- 1619 Australia
- 1621 Japan
- 1625 Japan
- 1702 France

JobTitle	ReportsTo	OfficeCode	country
President		1	USA
Sale Manager (EMEA)	1056	4	France
Sales Manager (APAC)	1056	6	Australia
Sales Manager (NA)	1056	1	USA
Sales Rep	1056	5	Japan
Sales Rep	1088	6	Australia
Sales Rep	1102	4	France
Sales Rep	1102	7	UK
Sales Rep	1143	1	USA
Sales Rep	1143	2	USA
Sales Rep	1143	3	USA
Sales Rep	1621	5	Japan

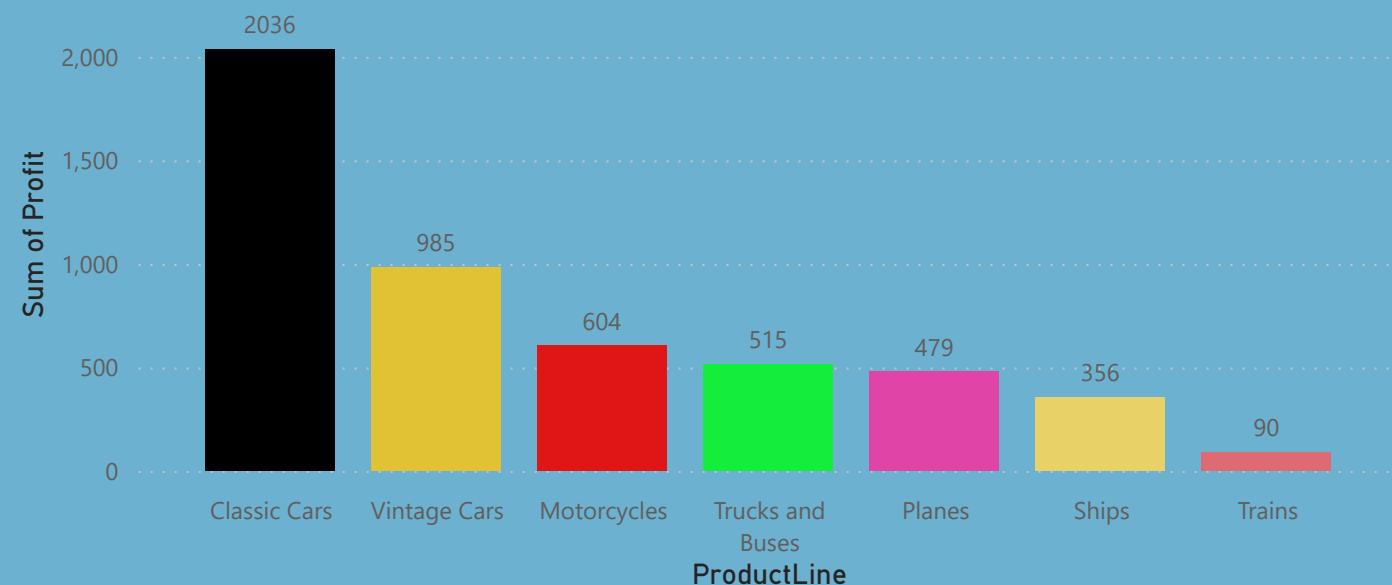
EmployeeNumber	country	Address
1002	USA	100 Market Street Suite 300
1056	USA	100 Market Street Suite 300
1076	USA	100 Market Street Suite 300
1088	Australia	5-11 Wentworth Avenue Floor #2
1102	France	43 Rue Jouffroy D'abbans .
1143	USA	100 Market Street Suite 300
1165	USA	100 Market Street Suite 300
1166	USA	100 Market Street Suite 300
1188	USA	1550 Court Place Suite 102
1216	USA	1550 Court Place Suite 102
1286	USA	523 East 53rd Street apt. 5A
1323	USA	523 East 53rd Street apt. 5A
1337	France	43 Rue Jouffroy D'abbans .
1370	France	43 Rue Jouffroy D'abbans .
1401	France	43 Rue Jouffroy D'abbans .
1501	UK	25 Old Broad Street Level 7

ProductCode	QuantityOrdered	country	Ordered Quantity	Price
S18_2325	6	Singapore	625.50	
S18_4409	6	USA	546.66	
S12_3380	10	Austria	1,115.70	
S18_2949	10	Belgium	891.50	
S24_4620	10	New Zealand	662.90	
S32_2509	11	France	553.52	
S700_1691	11	USA	854.04	
S12_1099	12	Austria	2,194.80	
S24_3191	13	USA	1,001.65	
S18_2581	15	Italy	1,064.40	
S24_2972	15	Austria	481.50	
S24_3969	15	Australia	529.35	
S24_3969	15	Japan	615.45	
S18_3278	16	New Zealand	1,132.16	
S24_3420	18	Australia	1,076.94	
S24_3410	18	India	1,166.94	

ProductLine	Sum of QuantityOrdered
Vintage Cars	22933
Trucks and Buses	11001
Trains	2818
Ships	8532
Planes	11872
Motorcycles	12778
Classic Cars	35582
Total	105516

ProductName	ProductCode	Sum of BuyPrice	Sum of MSRP
1969 Harley Davidson Ultimate Chopper	S10_1678	48.81	95.70
1952 Alpine Renault 1300	S10_1949	98.58	214.30
1996 Moto Guzzi 1100i	S10_2016	68.99	118.94
2003 Harley-Davidson Eagle Drag Bike	S10_4698	91.02	193.66
1972 Alfa Romeo GTA	S10_4757	85.68	136.00
1962 Lancia A Delta 16V	S10_4962	103.42	147.74
1968 Ford Mustang	S12_1099	95.34	194.57
2001 Ferrari Enzo	S12_1108	95.59	207.80
1958 Setra Bus	S12_1666	77.90	136.67
2002 Suzuki XREO	S12_2823	66.27	150.62
1969 Corvair Monza	S12_3148	89.14	151.08
1968 Dodge Charger	S12_3380	75.16	117.44
1969 Ford Falcon	S12_3891	83.05	173.02
1970 Plymouth Hemi Cuda	S12_3990	31.92	79.80
1957 Chevrolet Bel Air	S12_4470	55.70	110.50
Total		5,983.47	11,048.26

Sum of Profit by ProductLine





ProductCode ProductName

ProductVendor

Sum of Profit QuantityInStock

S24_2011	18th century schooner	Carousel DieCast Legends	40.55	
S18_3136	18th Century Vintage Horse Carriage	Red Start Diecast	43.98	
S24_2841	1900s Vintage Bi-Plane	Autoart Studio Design	34.26	
S24_4278	1900s Vintage Tri-Plane	Unimax Art Galleries	36.22	
S18_3140	1903 Ford Model A	Unimax Art Galleries	68.29	
S18_4522	1904 Buick Runabout	Exoto Designs	35.11	
S18_2248	1911 Ford Town Car	Motor City Art Classics	27.24	
S24_3151	1912 Ford Model T Delivery Wagon	Min Lin Diecast	41.60	
S18_2949	1913 Ford Model T Speedster	Carousel DieCast Legends	40.53	
S18_1749	1917 Grand Touring Sedan	Welly Diecast Productions	83.30	
S18_3320	1917 Maxwell Touring Car	Exoto Designs	41.67	
S18_2432	1926 Ford Fire Engine	Carousel DieCast Legends	35.85	
S24_1785	1928 British Royal Navy Airplane	Classic Metal Creations	42.68	
S32_4289	1928 Ford Phaeton Deluxe	Highway 66 Mini Classics	35.77	
S18_2795	1928 Mercedes-Benz SSK	Gearbox Collectibles	96.19	
S50_1341	1930 Buick Marquette Phaeton	Studio M Art Models	16.58	
S18_4409	1932 Alfa Romeo 8C2300 Spider Sport	Exoto Designs	48.77	
S18_2325	1932 Model A Ford J-Coupe	Autoart Studio Design	68.65	
S18_2957	1934 Ford V8 Coupe	Min Lin Diecast	28.11	
S24_4258	1936 Chrysler Airflow	Second Gear Diecast	39.93	
S18_2625	1936 Harley Davidson El Knucklehead	Welly Diecast Productions	36.34	
S24_3969	1936 Mercedes Benz 500k Roadster	Red Start Diecast	19.28	
S18_1367	1936 Mercedes-Benz 500K Special Roadster	Studio M Art Models	29.65	
S24_3420	1937 Horch 930V Limousine	Autoart Studio Design	39.45	
S18_1342	1937 Lincoln Berline	Motor City Art Classics	42.12	
S24_2022	1938 Cadillac V-16 Presidential Limousine	Classic Metal Creations	24.19	
S18_4668	1939 Cadillac Limousine	Studio M Art Models	27.17	
S24_1937	1939 Chevrolet Deluxe Coupe	Motor City Art Classics	10.62	
S24_3816	1940 Ford Delivery Sedan	Carousel DieCast Legends	35.22	
S18_1097	1940 Ford Pickup Truck	Studio M Art Models	58.34	
S18_4600	1940s Ford truck	Motor City Art Classics	36.32	

Total**5,064.79**

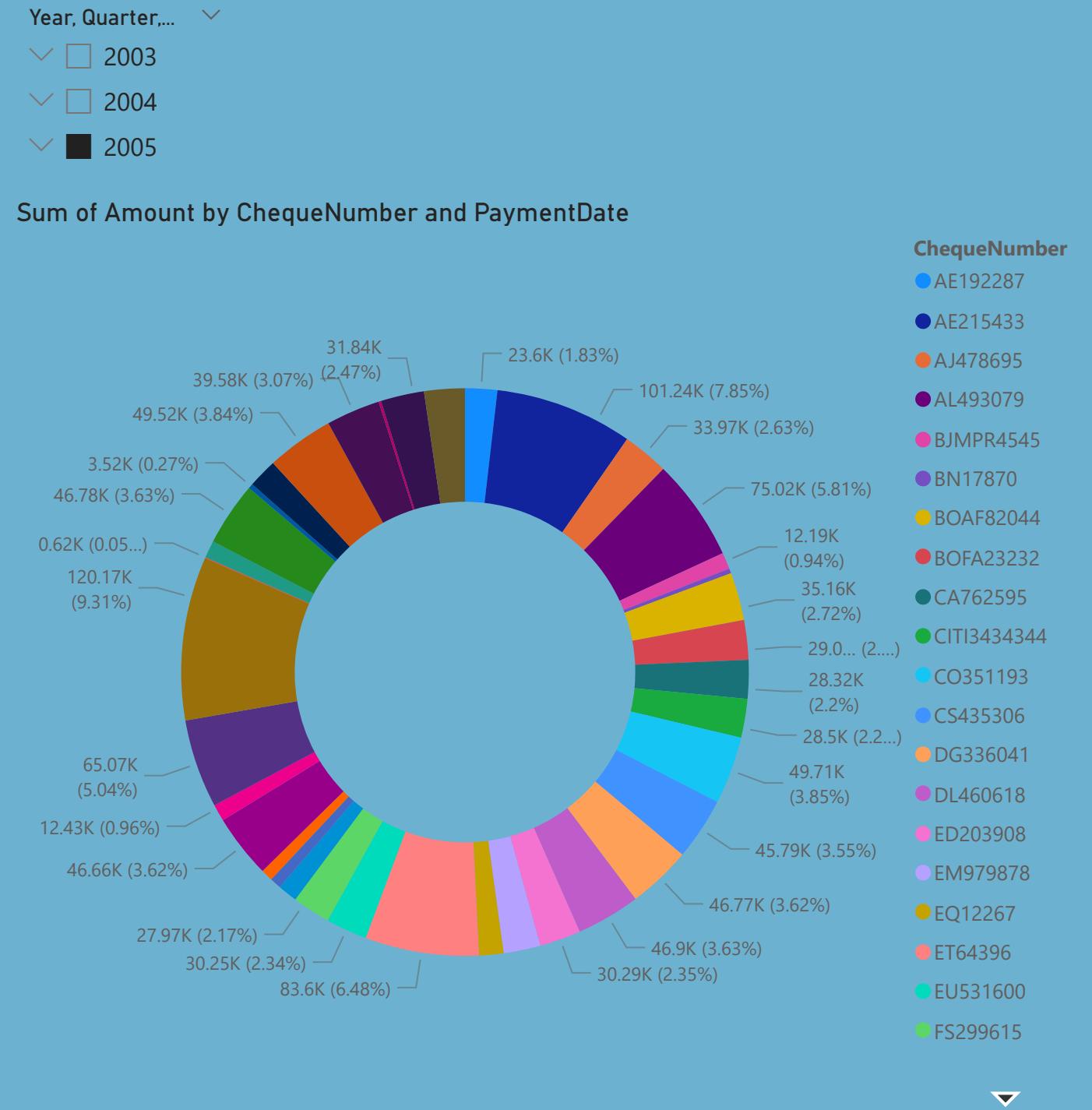
ProductVendor

- Autoart Studio Design
- Carousel DieCast Legends
- Classic Metal Creations
- Exoto Designs
- Gearbox Collectibles
- Highway 66 Mini Classics
- Min Lin Diecast
- Motor City Art Classics
- Red Start Diecast
- Second Gear Diecast
- Studio M Art Models
- Unimax Art Galleries
- Welly Diecast Productions

Status	Count of OrderNumber
Cancelled	6
Disputed	3
In Process	6
On Hold	4
Resolved	4
Shipped	303
Total	326

The above readings shows the different order summary with the product that is order through the vendor

CustomerNumber	ChequeNumber	Sum of Amount	Year	Quarter	Month	Day
119	NG94694	49,523.67	2005	Qtr 1	February	22
124	AE215433	1,01,244.59	2005	Qtr 1	March	5
124	ET64396	83,598.04	2005	Qtr 2	April	16
141	DL460618	46,895.48	2005	Qtr 2	May	19
141	IN446258	65,071.26	2005	Qtr 1	March	25
141	JE105477	1,20,166.58	2005	Qtr 1	March	18
148	ME497970	3,516.04	2005	Qtr 1	March	27
161	KG644125	12,692.19	2005	Qtr 1	February	2
175	CITI3434344	28,500.78	2005	Qtr 2	May	19
186	AE192287	23,602.90	2005	Qtr 1	March	10
205	NM739638	39,580.60	2005	Qtr 1	February	6
209	BOAF82044	35,157.75	2005	Qtr 2	May	3
219	BN17870	3,452.75	2005	Qtr 1	March	2
233	BOFA23232	29,070.38	2005	Qtr 2	May	20
242	HR224331	12,432.32	2005	Qtr 2	June	3
250	EQ12267	17,928.09	2005	Qtr 2	May	17
276	EM979878	27,083.78	2005	Qtr 1	February	9
276	OJ819725	29,848.52	2005	Qtr 2	April	30
282	OD327378	31,835.36	2005	Qtr 1	January	3
311	DG336041	46,770.52	2005	Qtr 1	February	15
320	GJ597719	8,307.28	2005	Qtr 1	January	18
321	LA556321	46,781.66	2005	Qtr 1	March	15
323	AL493079	75,020.13	2005	Qtr 2	May	23
333	NF959653	21,432.31	2005	Qtr 1	March	1
334	CS435306	45,785.34	2005	Qtr 1	January	27
350	OB648482	1,834.56	2005	Qtr 1	January	29
353	CO351193	49,705.52	2005	Qtr 1	January	10
353	HJ618252	46,656.94	2005	Qtr 2	June	9
379	CA762595	28,322.83	2005	Qtr 1	February	12
381	GB117430	14,379.90	2005	Qtr 1	February	3
398	AJ478695	33,967.73	2005	Qtr 1	February	14
399	IPMP4544	615,45	2005	Qtr 2	May	19



CustomerNumber	Year	Quarter	Month	Year	Quarter	Month	Status
141	2004	Qtr 1	January	2004	Qtr 1	January	Shipped
146	2004	Qtr 1	January	2004	Qtr 1	January	Shipped
177	2004	Qtr 1	January	2004	Qtr 1	January	Shipped
347	2004	Qtr 1	January	2004	Qtr 1	January	Shipped
406	2004	Qtr 1	January	2004	Qtr 1	January	Shipped
458	2004	Qtr 1	January	2004	Qtr 1	January	Shipped
489	2004	Qtr 1	January	2004	Qtr 1	January	Shipped
475	2004	Qtr 1	January	2004	Qtr 1	February	Shipped
114	2004	Qtr 1	February	2004	Qtr 1	February	Shipped
166	2004	Qtr 1	February	2004	Qtr 1	February	Shipped
171	2004	Qtr 1	February	2004	Qtr 1	February	Shipped
189	2004	Qtr 1	February	2004	Qtr 1	February	Shipped
239	2004	Qtr 1	February	2004	Qtr 1	February	Shipped
256	2004	Qtr 1	February	2004	Qtr 1	February	Shipped
298	2004	Qtr 1	February	2004	Qtr 1	February	Shipped
314	2004	Qtr 1	February	2004	Qtr 1	February	Shipped
473	2004	Qtr 1	February	2004	Qtr 1	February	Shipped
487	2004	Qtr 1	February	2004	Qtr 1	February	Shipped
239	2004	Qtr 1	February	2004	Qtr 1	March	Shipped
124	2004	Qtr 1	March	2004	Qtr 1	March	Shipped
128	2004	Qtr 1	March	2004	Qtr 1	March	Shipped
146	2004	Qtr 1	March	2004	Qtr 1	March	Shipped
173	2004	Qtr 1	March	2004	Qtr 1	March	Shipped
240	2004	Qtr 1	March	2004	Qtr 1	March	Shipped
344	2004	Qtr 1	March	2004	Qtr 1	March	Shipped
328	2004	Qtr 1	March	2004	Qtr 2	April	Shipped
412	2004	Qtr 1	March	2004	Qtr 2	April	Shipped
145	2004	Qtr 2	April	2004	Qtr 2	April	Shipped
177	2004	Qtr 2	April	2004	Qtr 2	April	Shipped
181	2004	Qtr 2	April	2004	Qtr 2	April	Shipped
209	2004	Qtr 2	April	2004	Qtr 2	April	Shipped
260	2004	Qtr 2	April	2004	Qtr 2	April	Shipped

Year, Quarter, Month, Day

▼ 2003

▼ 2004

▼ 2005

Year	Quarter	Month	ChequeNumber	Sum of Amount
2003	Qtr 1	January	DI925118	10,549.01
2003	Qtr 1	January	GQ132144	5,494.78
2003	Qtr 1	January	IS232033	10,223.83
2003	Qtr 1	February	DB889831	50,218.95
2003	Qtr 1	February	JJ246391	53,959.21
2003	Qtr 1	February	JN722010	40,206.20
2003	Qtr 1	March	CL442705	22,292.62
2003	Qtr 1	March	EK785462	51,001.22
2003	Qtr 1	March	GP636783	52,151.81
2003	Qtr 1	March	JB117768	25,833.14
2003	Qtr 1	March	KL124726	48,425.69
2003	Qtr 2	April	BI507030	44,380.15
2003	Qtr 2	April	CC475233	1,627.56
2003	Qtr 2	April	CQ287967	11,044.30
2003	Qtr 2	April	EH208589	33,383.14
2003	Qtr 2	April	LA685678	7,674.94
2003	Qtr 2	April	LM271923	21,665.98
2003	Qtr 2	April	PI42991	16,537.85
2003	Qtr 2	May	BG407567	3,101.40
2003	Qtr 2	May	CC871084	35,826.33
2003	Qtr 2	May	CM71510	50,824.66
Total				88,53,839.23

5.06K

Sum of Profit

9.60M

Sum of Ordered Quantity Price

5.98K

Sum of BuyPrice

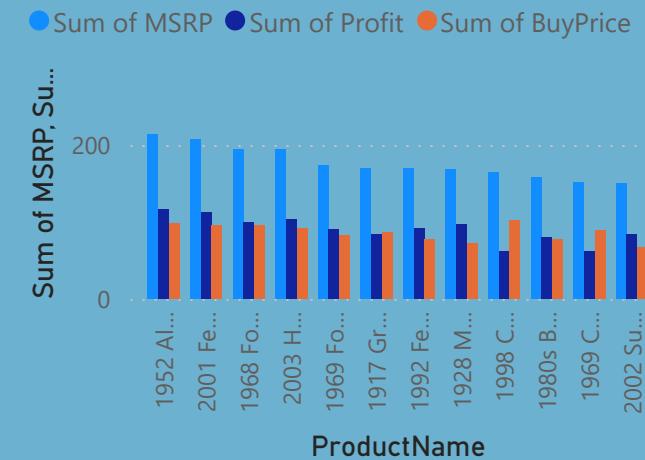
11.05K

Sum of MSRP

Sum of Profit and Sum of QuantityOrdered by country



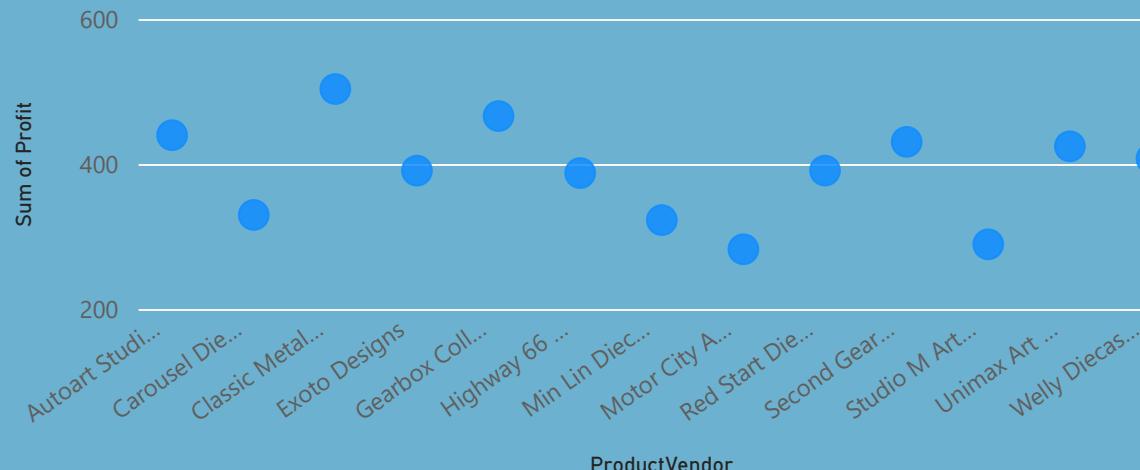
Sum of MSRP, Sum of Profit and Sum of BuyPrice by ProductName



ProductLine Count of OrderNumber

ProductLine	Count of OrderNumber
Classic Cars	209
Vintage Cars	187
Motorcycles	79
Trucks and Buses	75
Ships	68
Planes	66
Trains	47
Total	326

Sum of Profit by ProductVendor



Sum of Profit by ProductLine and Year

