

# Axon Sales Analysis Report

## Aim

The objective of the Axon Sales Analysis project is to optimize sales data management and analysis for Axon, a classic car retailer, utilizing Microsoft Power BI and SQL. This initiative aims to offer actionable insights and recommendations, improving decision-making capabilities.

## Introduction

This report delves into the Axon Sales Analysis project, detailing the methodologies employed, visual representations generated, and pivotal findings regarding top and bottom-tier performance. Additionally, actionable recommendations for enhancing the company's operations are presented.

## Steps Involved

### 1. Data Extraction and Transformation:

- Data sourced from MySQL database.
- Loaded into Power BI for analysis.

#### Data transformation included:

- Removing the unwanted columns.
- Merging of columns for data consistency.
- Data type changes for accuracy.
- Removal of duplicate records.
- Reorder columns for better understanding.
- Row filter for relevance.

### 2. Data modelling:

- Established relationships between tables in Power BI to enable comprehensive analysis.

### 3. Calculated Measures and Columns:

#### Created Calculated columns:

- Total Sales, Total Cost, Profit in classicmodels order details table.
- Profit Margin, Total Profit in classicmodels products table.

#### Created calculated measures:

- Total Orders
- Total Quantity Ordered
- Total Sales
- Total Payment
- Current Stock Quantity

### 4. Data Visualization:

1. **Key Metrics displayed:**
  - I. Total Sales: **9.60M**
  - II. Total Profit: **25.75M**
  - III. Total Customers: **122**
  - IV. Total Products: **110**
2. **Total Sales & Profit by Product vendor (Clustered bar Chart)** the length of each bar represents the respective value, allowing for easy comparison between vendors. This visualization helps identify which vendors are generating the highest sales and profits.
3. **Total Profit by Product Line (Pie Chart)** enhances understanding stakeholders to quickly grasp the relative profitability of each product line at a glance.
4. **Credit Limit by Country (Stacked Bar Chart)** the length of the bar corresponds to the total credit limit allocated to that country.
5. **Sales Volume by Geography (Map)** It provides a clear overview of where sales are

## **Conclusion:**

In conclusion, the Axon Sales Analysis Project Report offers crucial insights for strategic decision-making, enabling the company to refine sales strategies and improve overall performance. By emphasizing periodic analysis and identifying top and bottom performers, the company can sustain its success and drive continuous improvement.