**Axon company Classic cars Sales Project Documentation**

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### 1. Introduction

In this documentation, I unveil my strategic use of Power BI to not only visualize sales data but to elevate it into a dynamic force for forecasting and identifying untapped business opportunities. Our mission is to navigate the classic car industry with precision by creating visually compelling dashboards and implementing advanced forecasting models. Power BI stands as our chosen vehicle, seamlessly consolidating diverse data sources to provide a holistic perspective. This documentation serves as an invitation to embark on a journey where data transforms into actionable insights, unlocking the full potential of Axon Company's Classic Cars Sales Project. Welcome aboard, where every insight becomes a key to new opportunities.

### 2. Project Overview

Axon's Classic Cars Sales Project utilizes Power BI for insightful data analytics in the classic cars market. Through intuitive dashboards and advanced forecasting, we aim to turn sales data into actionable insights, guiding strategic decisions for sustained success. Welcome to a future where every insight sparks new possibilities in classic car sales.

### 3. Data Sources

Data is being sourced by Axon company SQL data base. Given the list of tables customers details, employee details, order, orderdetails, payment, product, productlines.

### 4. Data Modeling

In the data set I use the star schema data modelling technique to design and showcase the relationship between the tables.

### 5. Cleaning the data and Transform

Transform the data from SQL database to power BI then transform it in below manner

* Cleaned all the null values and error in the dataset.
* Removed all the duplicates from dataset.
* Updated and change all the data types of each column accordingly.
* Cleaned false columns

### 6. Dashboard Design

Building the dashboard design I use certain DAX function , stack column chart, funnel chart, card, line chart, bar chart, donut chart.

For forcasting purpose I used the line charts . Below I discussed about each dashboards

DAX function: For calculating total sales, average sales, total number of orders, average orders

Donut chart: To describe the total sales by product line

Funnel chart : productline wise highest number of orders

Bar chart : City wise Average sales, total order quantity product code and productline

Area chart: To showcase the average sales by year, quarter and by month, total sales by year

Filter and slicer : Used the filter and slicer to make the filtering of the whole dashboard interaction much more easier

**Forcast** : For forcasting sales in coming year I use line chart that describes whole lot better visualization with upper bound and inbound limit. Made an another line chart to showcase the order size by year and its growth line .

### 7. User Training

For experiencing the better visualization of sales it is recommended to use the slicer for better filtering and vizualize the interactions of data . It will give better idea of sales analysis.

### 8. Conclusion

In brief, our Power BI data model for the Axon Company Classic Cars Sales Project transforms raw data into strategic insights. Through organized tables, relationships, and dynamic metrics, we predict trends and seize opportunities. Rigorous testing and optimization guarantee reliability, and our iterative approach ensures lasting relevance. This model is the nexus of technology and strategy, empowering us with actionable intelligence for sustained success.