

Axon-Classic Model Sales Dashboard

\$9.60M

Sales

\$3.83M

Profit

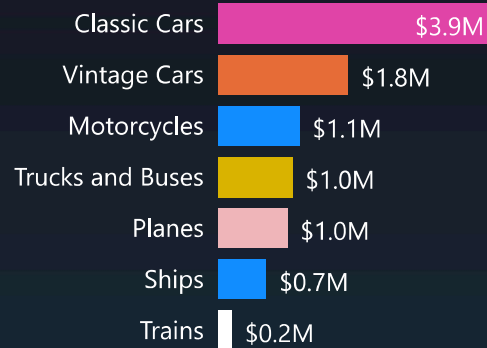
106K

Quantity Order...

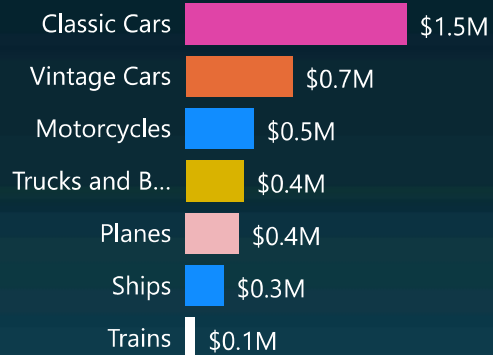
4

Delivery days

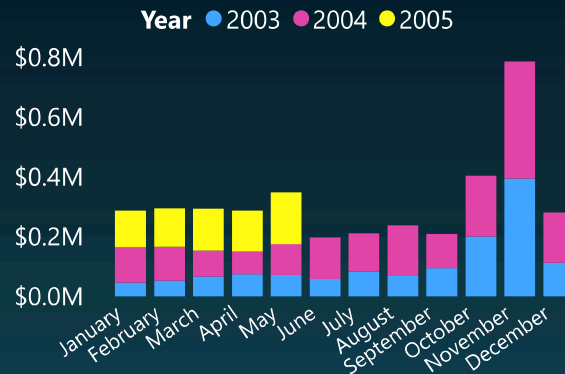
Top Sales by productLine



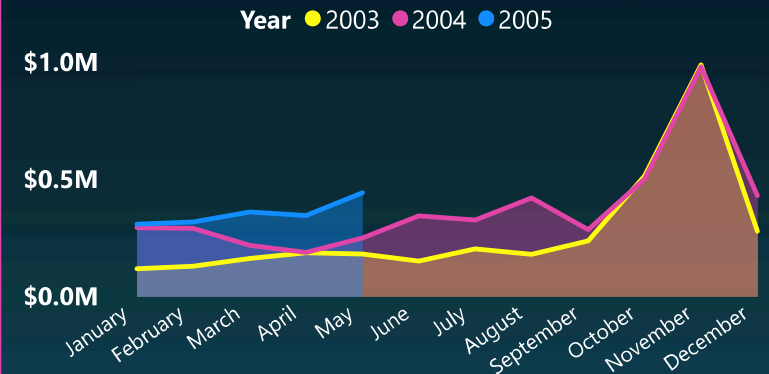
Top Profit by productLine



Total Profit by Month and Year



Total Sales by Month and Year



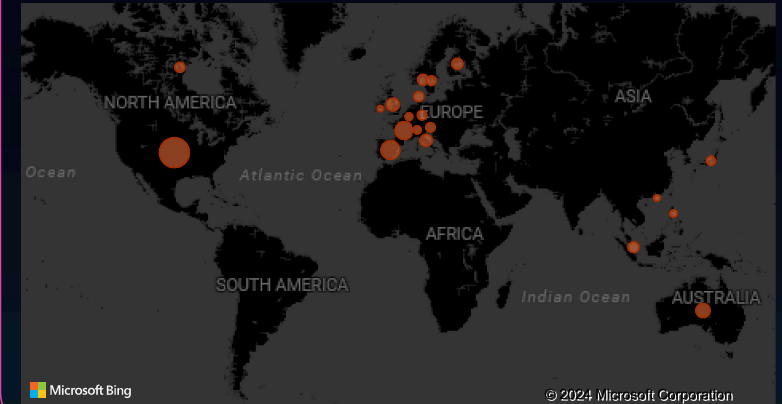
Year

2003

2004

2005

Sum of Sales and Sum of Profit by country



Classic Cars

Motorcycles

Planes

Ships

Trains

Trucks and
Buses

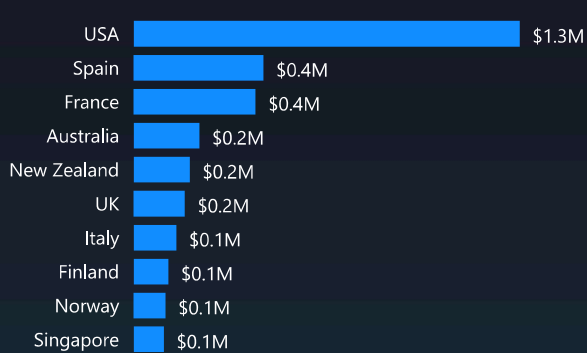
Vintage Cars

2003

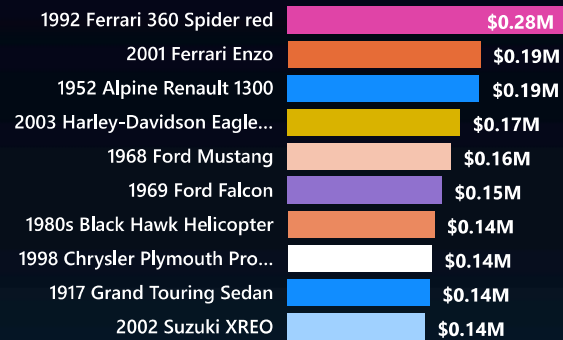
2004

2005

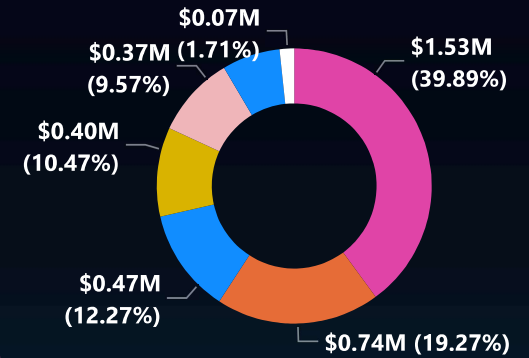
Profit By Country



Most Sales Product



Sum of Profit by productLine

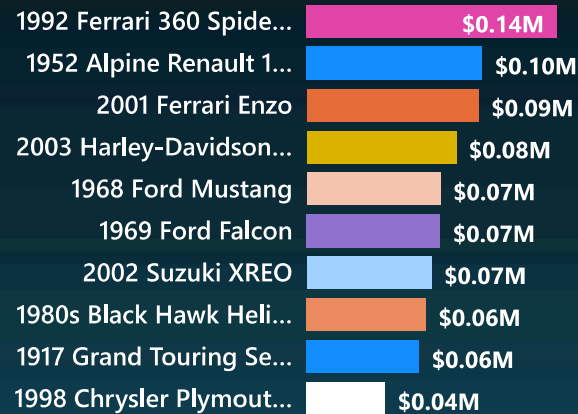


Sales and Profit by Employee

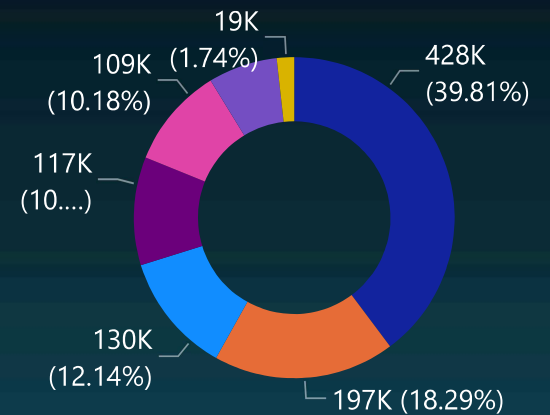
● Sum of Sales ● Sum of Profit



Most Profitable Product



Sum of Discount by productLine



Profit Margin By Product line

2003

2004

2005

Product Line	Costs	Ordered Quantity	Sales	Profit	Profit Margin	Sum of Discount
Classic Cars	\$23,27,710.29	35582	\$38,53,922.49	\$15,26,212.20	39.60%	427773
Vintage Cars	\$10,60,291.30	22933	\$17,97,559.63	\$7,37,268.33	41.01%	196583
Motorcycles	\$6,52,170.82	12778	\$11,21,426.12	\$4,69,255.30	41.84%	130410
Trucks and Buses	\$6,23,560.35	11001	\$10,24,113.57	\$4,00,553.22	39.11%	116861
Planes	\$5,88,676.83	11872	\$9,54,637.54	\$3,65,960.71	38.34%	109391
Ships	\$4,02,708.87	8532	\$6,63,998.34	\$2,61,289.47	39.35%	74957
Trains	\$1,23,191.90	2818	\$1,88,532.92	\$65,341.02	34.66%	18665
Total	\$57,78,310.36	105516	\$96,04,190.61	\$38,25,880.25	39.84%	1074640

productLine

- ☐ Classic Cars
- ☐ Motorcycles
- ☐ Planes
- ☐ Ships
- ☐ Trains
- ☐ Trucks and Buses
- ☐ Vintage Cars

Product Name	Ordered quantity	Avg profit per quantity
1992 Ferrari 360 Spider red	1808	\$75.22
1937 Lincoln Berline	1111	\$31.70
American Airlines: MD-11S	1085	\$29.86
1941 Chevrolet Special Deluxe Cabriolet	1076	\$30.72
Total	105516	\$36.26

Sum of amount by Year



Insights

- In 2004, the company made the most money with a profit of \$1.81 million. In 2003, they earned \$1.32 million, and in 2005, it was \$0.69 million.
- Classic cars were the best-selling product, making \$3.9 million in sales. They made up 40% of the total sales.
- In 2003 and 2005, the highest sales and profits happened in November. Sales were steady in other months.
- The company made the most sales in the USA out of all the countries.
- About 93% of orders were delivered successfully to customers.
- The 1992 Ferrari 360 Spider red was the top-selling and most profitable product.
- The total amount of money we earned each year went up from 2003 to 2004. But after 2004, it started to go down.
- Total 108K quantity orders have been placed.
- Average time taken to deliver product is 4 days.