



Problem Statement



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

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Customer Details

Total Customers

122

Sales

9.60M

Profit

4.90M

Customer Name

Alpha Cognac

COUNTRY

- Australia
- Austria
- Belgium
- Canada
- Denmark
- Finland

Customer No.

- 103
- 112
- 114
- 119
- 121
- 124

Category

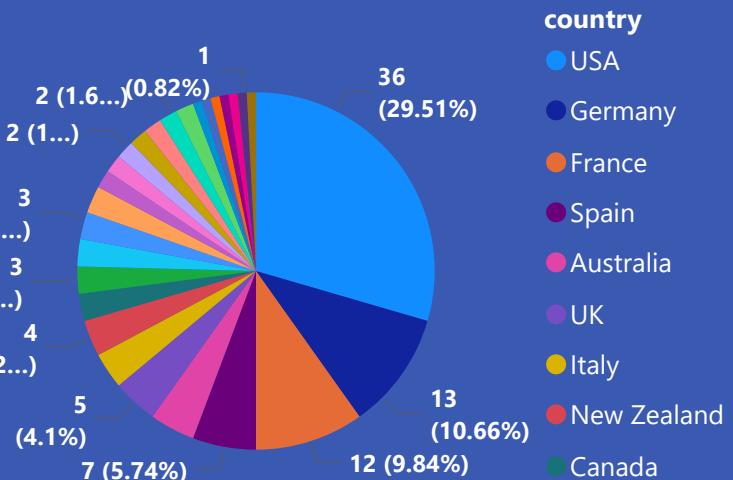
- Classic Cars
- Motorcycles
- Planes
- Ships
- Trains

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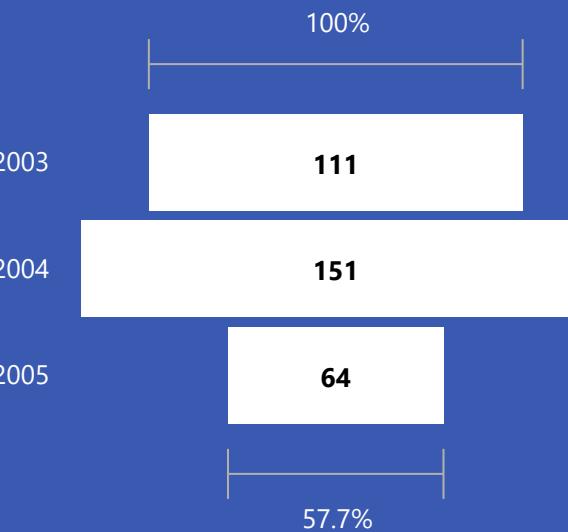
Country



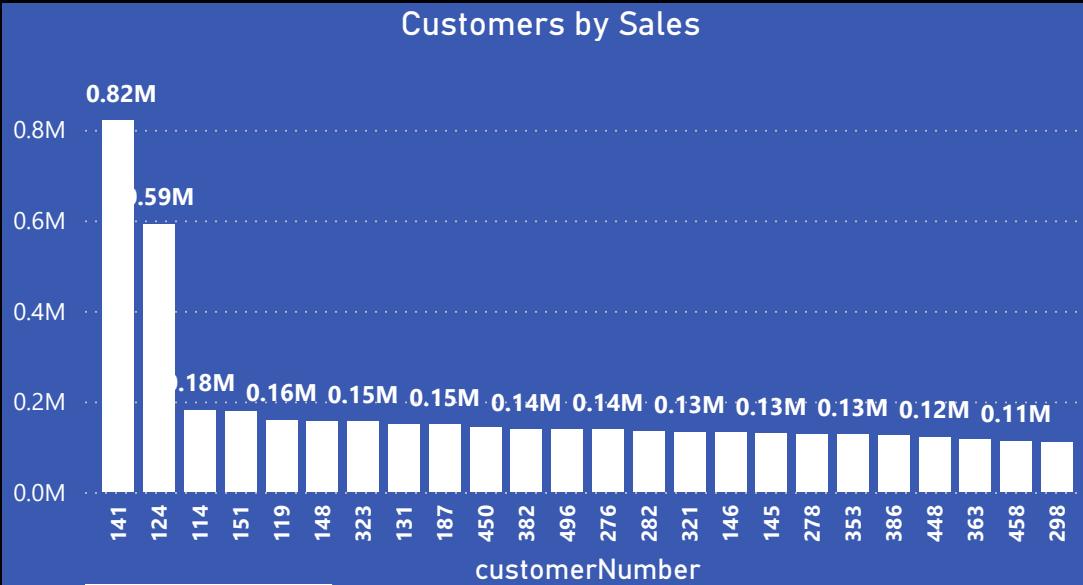
Customers by country



No. of Orders by Year and Month



Customers by Sales



Customers by Profit



Employee Details

Total Employee

23

Sales

9.60M

Qty. Order

106K

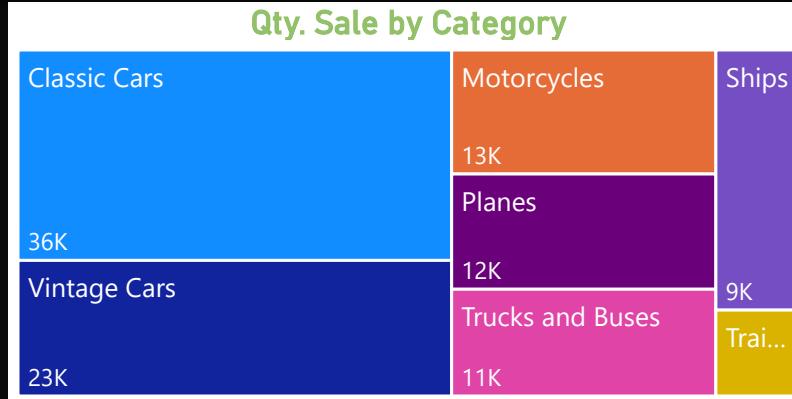
Profit

4.90M

Country



Qty. Sale by Category



Country

- (Blank)
- Australia
- France
- Japan

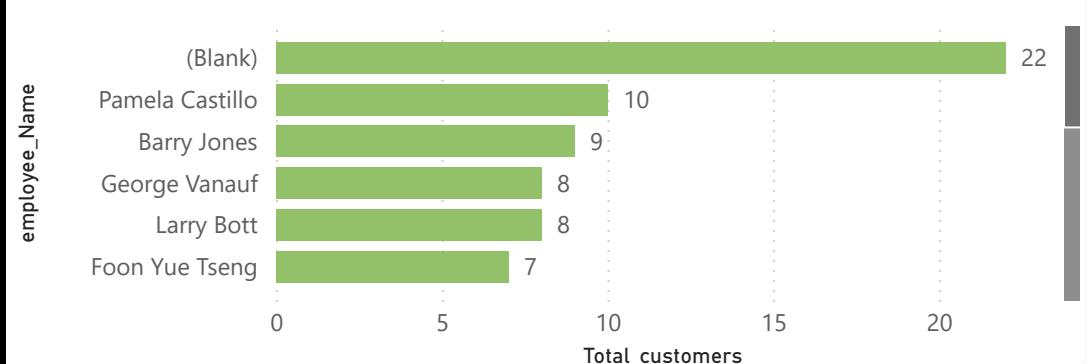
salesRepEmployeeNum...

- ▷ 1165
- ▷ 1166
- ▷ 1188
- ▷ 1216
- ▷ 1286

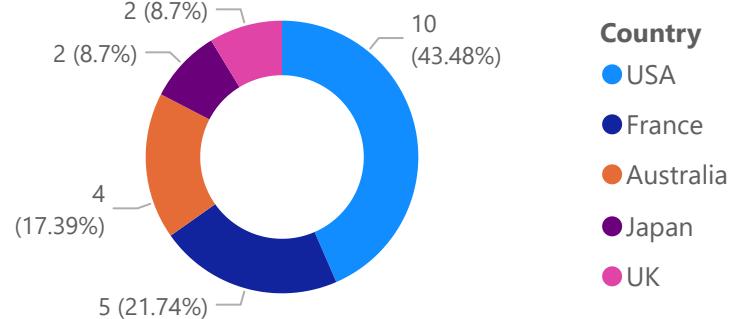
Category

- Classic Cars
- Motorcycles
- Planes
- Ships
- Trains

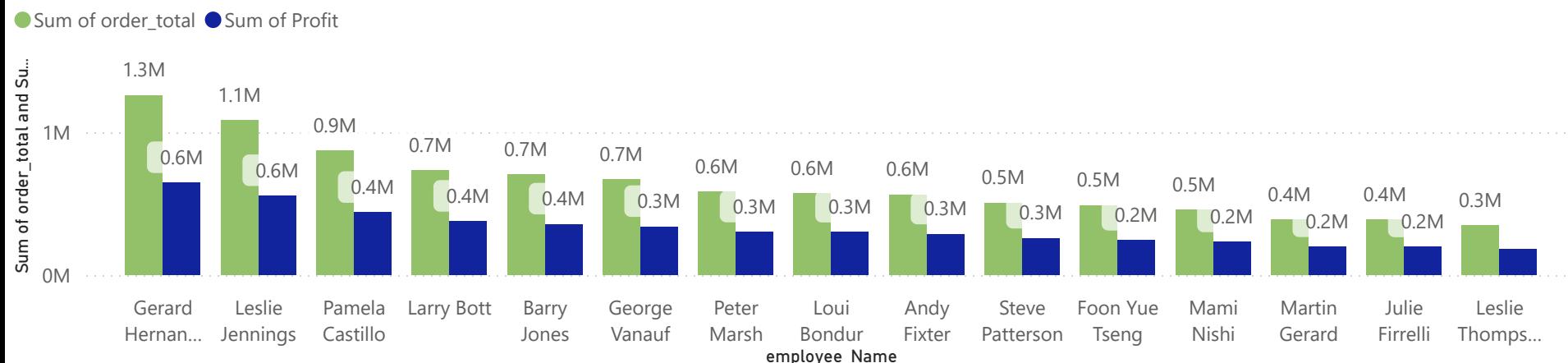
Employee Rep. to Customers



Employees by Country



Employee by Sales and Profit



PRODUCTS DETAIL

Category Count

7

Total Product

110

Quantity sale

106K

Total Sales

9.60M

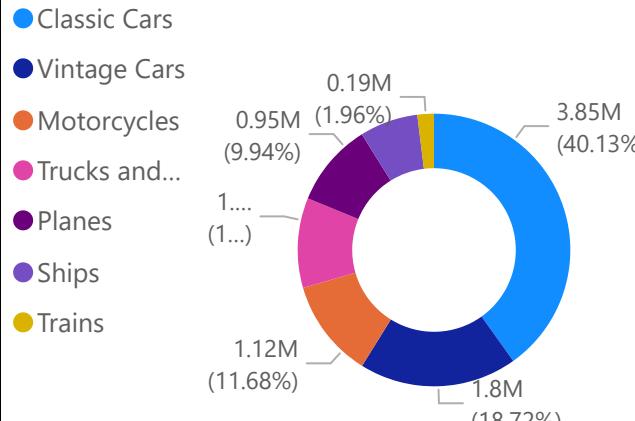
Total Profit

4.90M

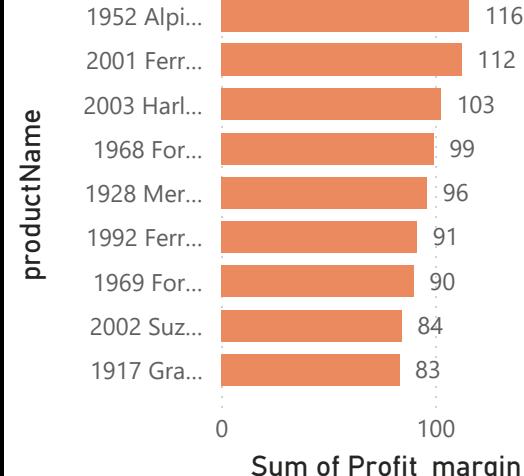
Vendor Name

- Autoart Studio Design
- Carousel DieCast Legen...
- 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 Productio...

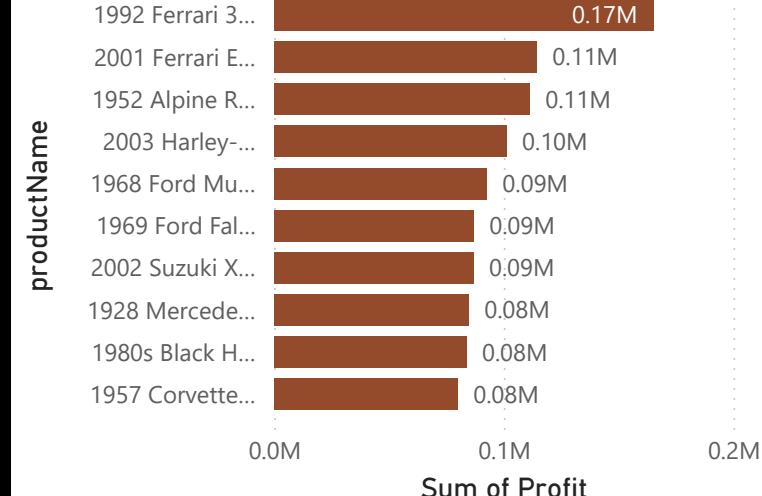
Category by Sales



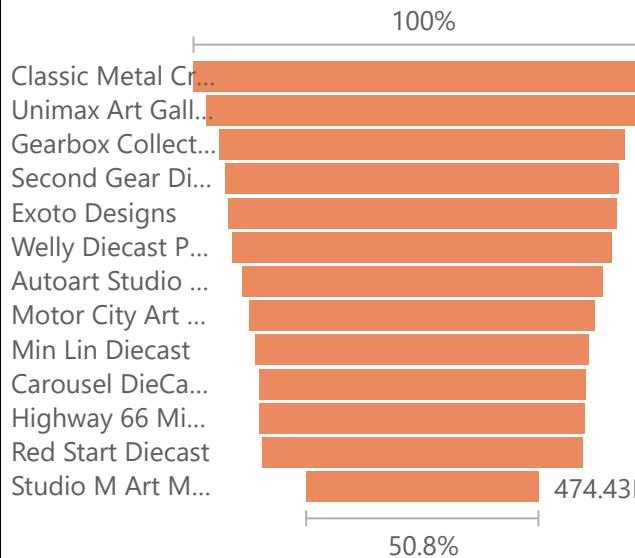
Top Products by Profit Margin



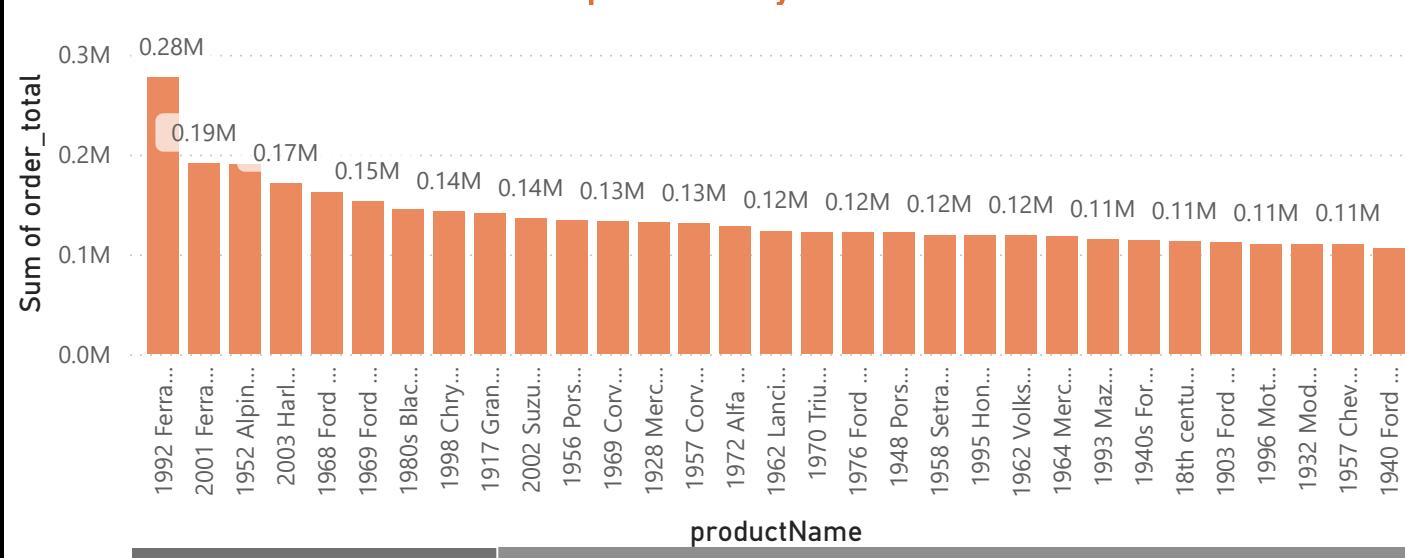
Top Products by Profit



Top Vendor by sales



Top Products by Sales



Category, Product

- ▷ Classic Cars
- ▷ Motorcycles
- ▷ Planes
- ▷ Ships
- ▷ Trains
- ▷ Trucks and Bus...
- ▷ Vintage Cars

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Sales Overview

Total Sales

9.60M

Total Profit

4.90M

Qty. Ordered

106K

DATE

06-01-2003

31-05-2005

Country

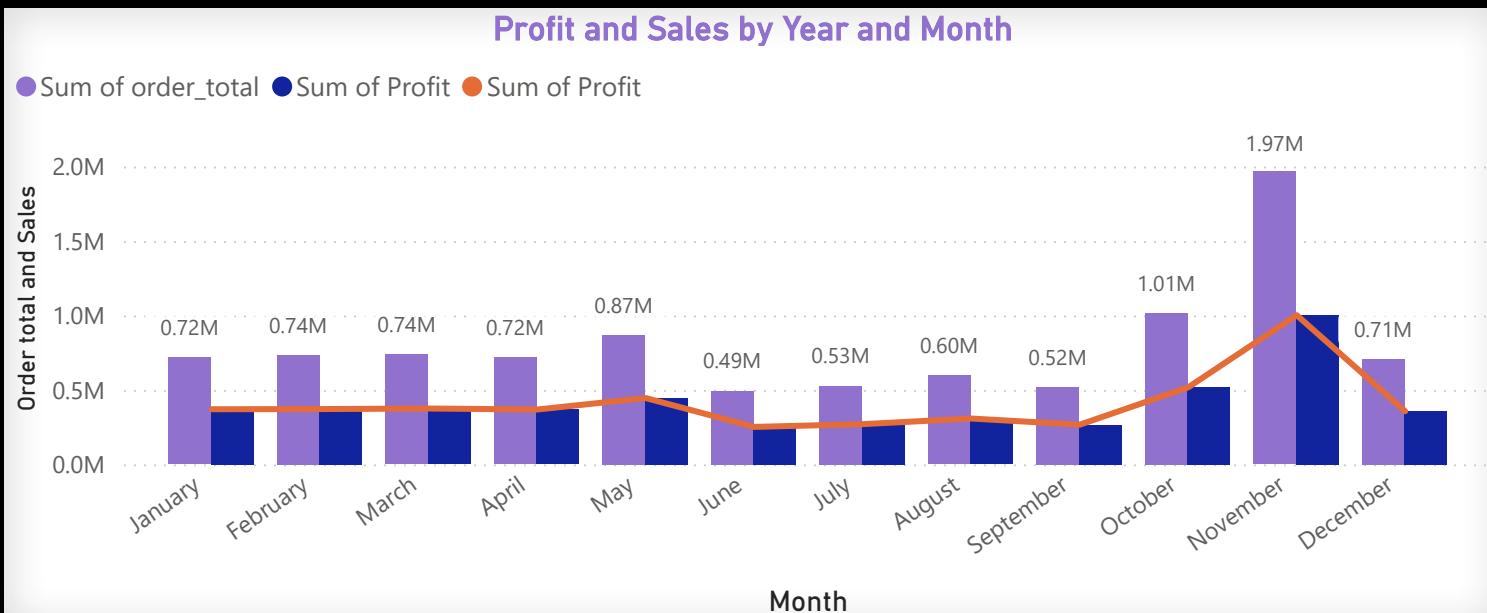
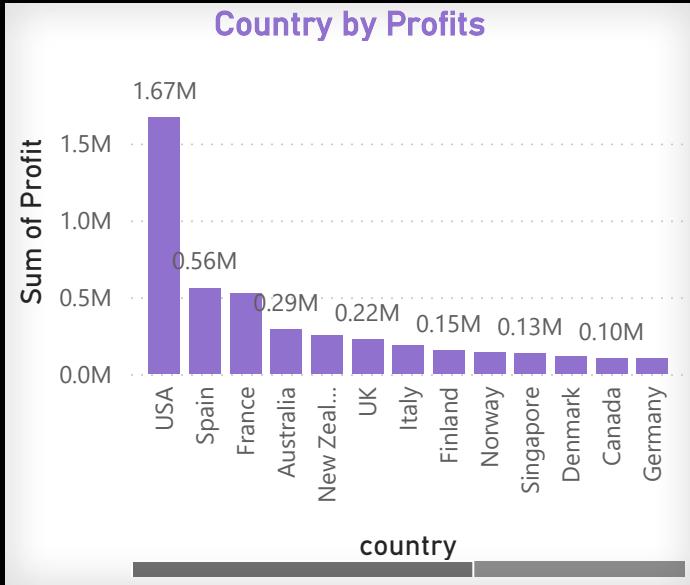
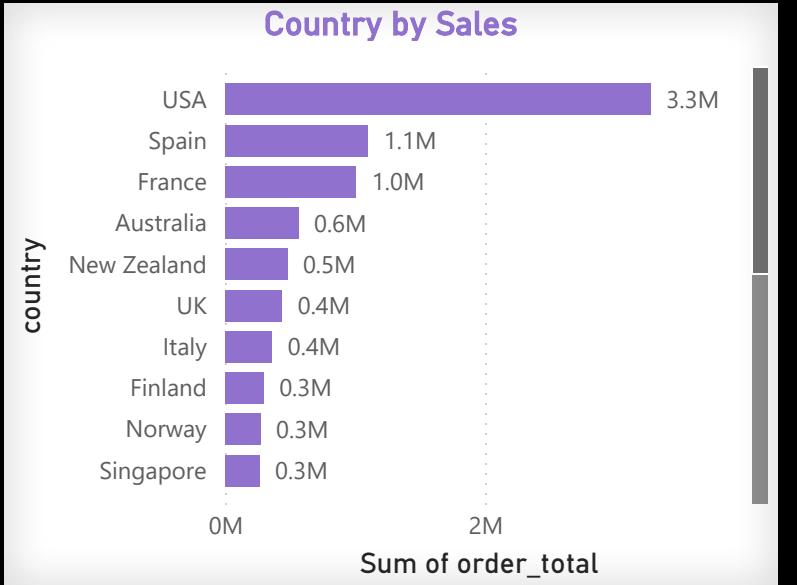
Category

Product Name

Order Status

Vendor

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INSIGHTS

Sales

Total Sales: **9.60M**

Profits: **4.90M**

Peaks:

- **USA, Spain, France** had the highest sales and profit.
- **November** was the peak month for sales and profits worth **1.97M** and **1M** respectively.

Lows:

- **Hong Kong, Ireland, Philippines** had the least sales and profit.
- **June** had the least sales and profits worth **0.49M** and **0.25M** respectively.

Employee

Total Employees: **23**

Highs:

- **USA** has the highest portion **43.48%** of work force
- **Pamela Castillo** has the most customer acquisition handling **10** customers in **France**.
- **Gerard Hernandez** from **France** has been the star employee having done 1.3M dollar sales

Lows:

- **UK** has the least portion **8.7%** of work force.
- **Peter Marsh** has the least customer acquisition handling only **5** customers in **Australia**.
- **Leslie Thompson** from **USA** has done the least sales worth 0.35 million
- Both Employees sold most products of **Classic cars** category.



Product

Highs:

- Dominant category are **Classic cars** and **Vintage cars** with **40.13%** and **18.72%** share in total sales respectively.
- **1992 Ferrari 360 Spider red** a Classic car with most sales and profits dominating the market.

Lows:

- Category **Ships** and **Trains** has least market share with **6.91%** and **1.96%** respectively.
- **1939 Chevrolet Deluxe Coupe** a Vintage Car has least sales and need more promotions.



Customers

Total Customer: **122**

Highs

- **USA** has the highest **29.51%** of the customer base.
- **Euro+ Shopping Channel** has been the star customer from **Spain** gave **0.82M** of Revenue.



Lows

- **South Africa, Russia, Poland, Philippines, Netherlands, Israel** are the nations having **0.82%** of customers needs more promotions.
- **Boards & Toys Co.** from **USA** gave **7.9k** of Revenue only. Extra Discounts could raise the revenue.