

Capstone Project

Company name: - AXON

Problem: - 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.

Goal: - To design and implement a BI solution using PowerBI and SQL that can help the company manage and analyze their sales data effectively.

Name: - Ankit Kumar Rai

Cohort: - DS26

Structure Of the Business Report

1. Introduction
2. Data Exploration
3. Data Modelling
4. Dashboards
5. Data Interpretation
6. SQL Analytics

Sales Analysis Report - Axon Classic Cars

Introduction

Hello there! We've taken a closer look at the sales data of Axon Classic Cars, and we're excited to share some insights with you.

The Data was provided in the form of SQL script in that script there were various scripts for creation of,

1. **Database:** - In which Database was created with the name of "Classicmodels".
2. **Tables:** - In which under database we have to create various tables and input the values of those tables.

MySQL Sample Database Schema

Schema name is "Classicmodels"

The MySQL sample database schema consists of the following 8 tables:

1. **Customers:** stores customer's data.
2. **Products:** stores a list of scale model cars.
3. **Product Lines:** stores a list of product line categories.
4. **Orders:** stores sales orders placed by customers.
5. **OrderDetails:** stores sales order line items for each sales order.
6. **Payments:** stores payments made by customers based on their accounts.
7. **Employees:** stores all employee information as well as the organization structure such as who reports to whom.
8. **Offices:** stores sales office data

Data Exploration

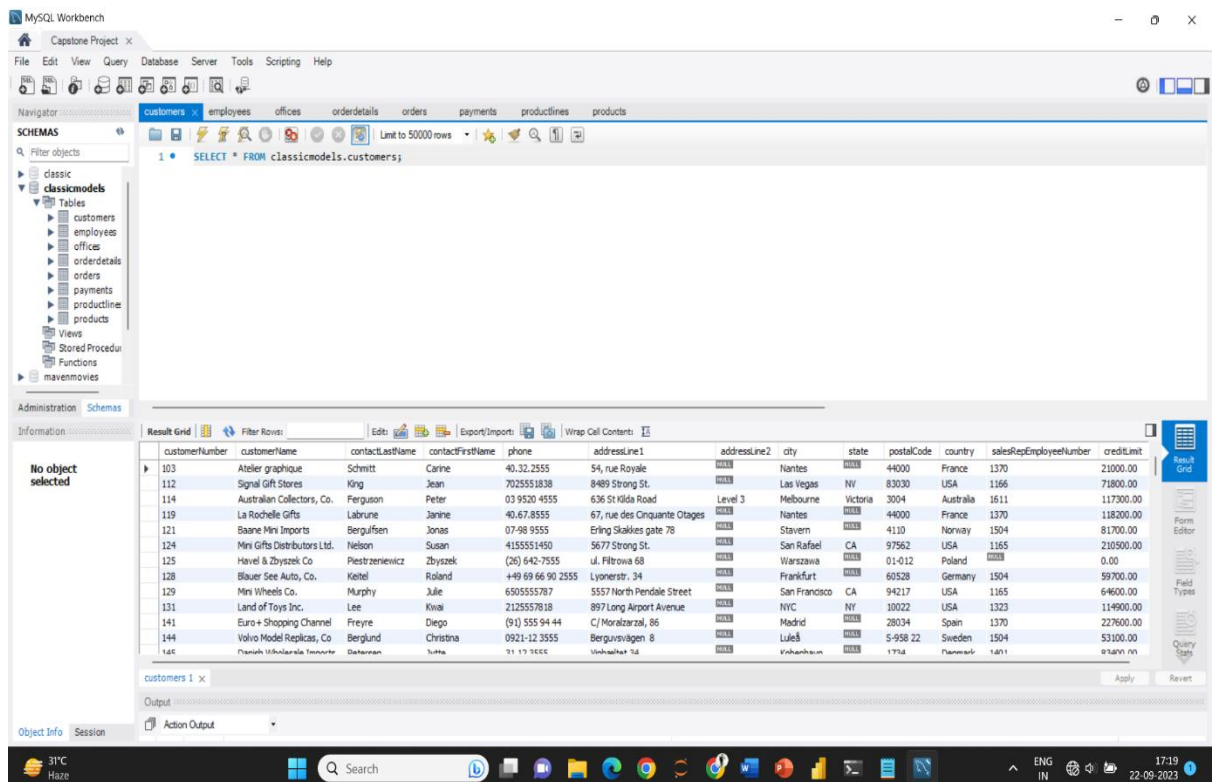
Data Quality Assessment and 'clean up'

Key Issues for data Quality Assessment

- **Accuracy:** Correct values
- **Completeness:** Data Fields with values
- **Currency:** Values up to date
- **Relevancy:** data item with value meta-data
- **Validity:** Data containing Allowable values
- **Uniqueness:** Records that are duplicated
- **Consistency:** Values free from contradiction

Table wise data Exploration: -

1. Customers: -



The screenshot shows the MySQL Workbench interface. The 'SCHEMAS' pane on the left displays the 'classicmodels' database with its tables: customers, employees, offices, orderdetails, orders, payments, productlines, and products. The 'Result Grid' pane shows the output of a query: 'SELECT * FROM classicmodels.customers;'. The query result is a table with 14 columns: customerNumber, customerName, contactLastName, contactFirstName, phone, addressLine1, addressLine2, city, state, postalCode, country, salesRepEmployeeNumber, and creditLimit. The table contains 14 rows of customer data.

customerNumber	customerName	contactLastName	contactFirstName	phone	addressLine1	addressLine2	city	state	postalCode	country	salesRepEmployeeNumber	creditLimit
103	Atelier graphique	Schmitt	Carine	40.32.2555	54, rue Royale		Nantes		44000	France	1370	21000.00
112	Signal Gift Stores	King	Jean	7025551838	8489 Strong St.		Las Vegas	NV	83030	USA	1166	71800.00
114	Australian Collectors, Co.	Ferguson	Peter	03 9520 4555	636 St Kilda Road	Level 3	Melbourne	Victoria	3004	Australia	1611	117300.00
119	La Rochelle Gifts	Labruno	Janine	40.67.8555	67, rue des Cinquante Otages		Nantes		44000	France	1370	118200.00
121	Baane Mini Imports	Bergulfen	Jonas	07-98 9555	Erling Skakkes gate 78		Stavern		4110	Norway	1504	81700.00
124	Mini Gifts Distributors Ltd.	Nelson	Susan	4155551490	5677 Strong St.		San Rafael	CA	97562	USA	1165	210500.00
125	Havel & Zbyszek Co	Piestrzeniewicz	Zbyszek	(26) 642-7555	ul. Filtrów 68		Warszawa		01-012	Poland		0.00
128	Blauer See Auto, Co.	Kittel	Roland	+49 69 66 90 2555	Lyonenstr. 34		Frankfurt		60528	Germany	1504	59700.00
129	Mini Wheels Co.	Murphy	Julie	6505555787	5557 North Pendale Street		San Francisco	CA	94217	USA	1165	64600.00
131	Land of Toys Inc.	Lee	Kwai	2125557818	897 Long Airport Avenue		NYC	NY	10022	USA	1323	114900.00
141	Euro + Shopping Channel	Freyre	Diego	(91) 555 94 44	C/ Morabazaral, 86		Madrid		28034	Spain	1370	227600.00
144	Volvo Model Replicas, Co	Berglund	Christina	0921-12 3555	Berguvägen 8		Luleå		5-958 22	Sweden	1504	53100.00
145	Plasmatic Windstarline Techno	Dietzen	Tobias	91 17 7555	Uthaugtest 14		København		1794	Denmark	1491	81490.00

2. Employees: -

MySQL Workbench

Capstone Project x

File Edit View Query Database Server Tools Scripting Help

Navigator

SCHMAS

Filter objects

classic

classicmodels

Tables

customers

employees

offices

orderdetails

orders

payments

productlines

products

Views

Stored Procedure

Functions

mavenmovies

Administration Schemas

No object selected

Information

1 • SELECT * FROM classicmodels.employees;

Limit to 50000 rows

Result Grid

employeeNumber	lastName	firstName	extension	email	officeCode	reportsTo	jobTitle
1002	Murphy	Diane	x5800	dmurphy@classicmodelcars.com	1		President
1056	Patterson	Mary	x4611	mpatterson@classicmodelcars.com	1	1002	VP Sales
1076	Finelli	Jeff	x9273	jfinelli@classicmodelcars.com	1	1002	VP Marketing
1088	Patterson	William	x4871	wpatterson@classicmodelcars.com	6	1056	Sales Manager (APAC)
1102	Bondur	Gerard	x5408	gbondur@classicmodelcars.com	4	1056	Sales Manager (EMEA)
1143	Bow	Anthony	x5428	abow@classicmodelcars.com	1	1056	Sales Manager (NA)
1165	Jennings	Leslie	x3291	ljennings@classicmodelcars.com	1	1143	Sales Rep
1166	Thompson	Leslie	x4865	lthompson@classicmodelcars.com	1	1143	Sales Rep
1188	Finelli	Julie	x2173	jfinelli@classicmodelcars.com	2	1143	Sales Rep
1216	Patterson	Steve	x4334	spatterson@classicmodelcars.com	2	1143	Sales Rep
1286	Tseng	Foon Yue	x2248	ftseng@classicmodelcars.com	3	1143	Sales Rep
1323	Vanauf	George	x1002	gvanauf@classicmodelcars.com	3	1143	Sales Rep
1337	Bondur	Lou	x6493	lbondur@classicmodelcars.com	4	1102	Sales Rep
1376	Klemm	Gerard	x7178	gklemm@classicmodelcars.com	4	1102	Sales Rep

employees 1 x

Output

Object Info Session

31°C Haze

Search

ENG IN

17:34 22-09-2023

3. Offices: -

MySQL Workbench

Capstone Project x

File Edit View Query Database Server Tools Scripting Help

Navigator

SCHMAS

Filter objects

classic

classicmodels

Tables

customers

employees

offices

orderdetails

orders

payments

productlines

products

Views

Stored Procedure

Functions

mavenmovies

Administration Schemas

No object selected

Information

1 • SELECT * FROM classicmodels.offices;

Limit to 50000 rows

Result Grid

officeCode	city	phone	addressLine1	addressLine2	state	country	postalCode	territory
1	San Francisco	+1 415 219 4782	100 Market Street	Suite 300	CA	USA	94108	NA
2	Boston	+1 215 837 0825	1550 Court Place	Suite 102	MA	USA	02107	NA
3	NYC	+1 212 555 3000	523 East 53rd Street	apt. 5A	NY	USA	10022	NA
4	Paris	+33 14 723 4404	43 Rue Jouffroy D'abbeaux			France	75017	EMEA
5	Tokyo	+81 33 224 5000	4-1 Kiacho			Chiyoda-ku	102-8578	Japan
6	Sydney	+61 2 9264 2451	5-11 Wentworth Avenue	Floor #2		Australia	NSW 2010	APAC
7	London	+44 20 7877 2041	25 Old Broad Street	Level 7		UK	EC2N 1AH	EMEA

offices 1 x

Output

Object Info Session

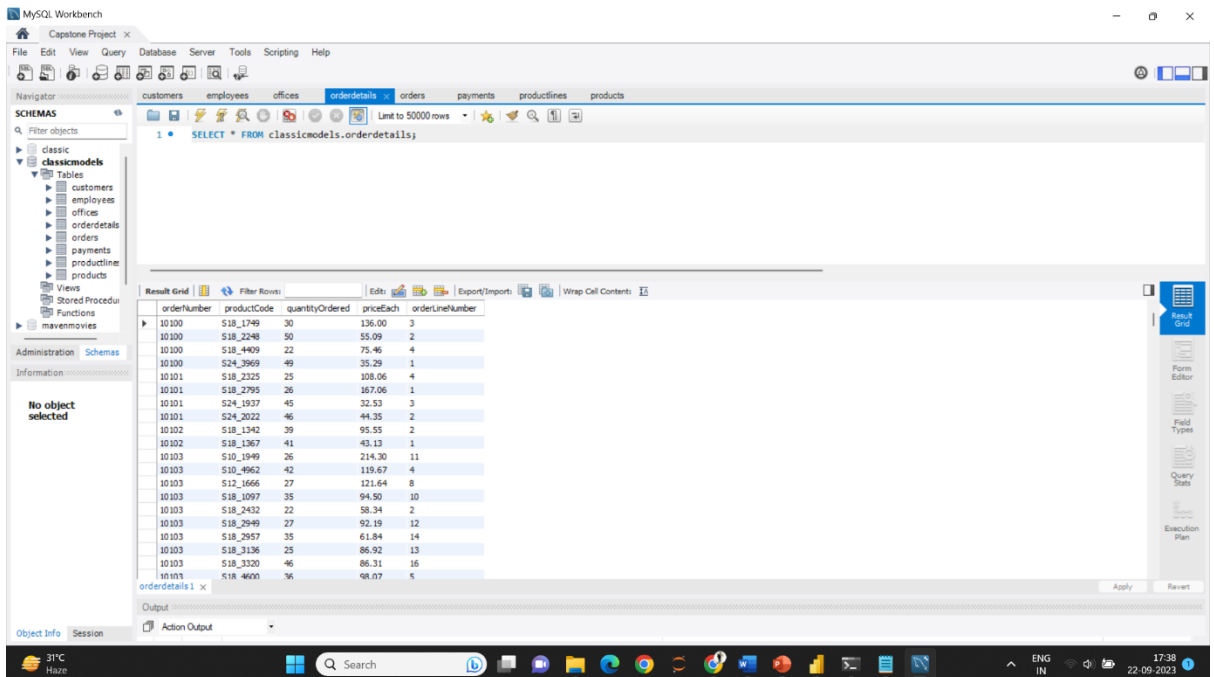
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Search

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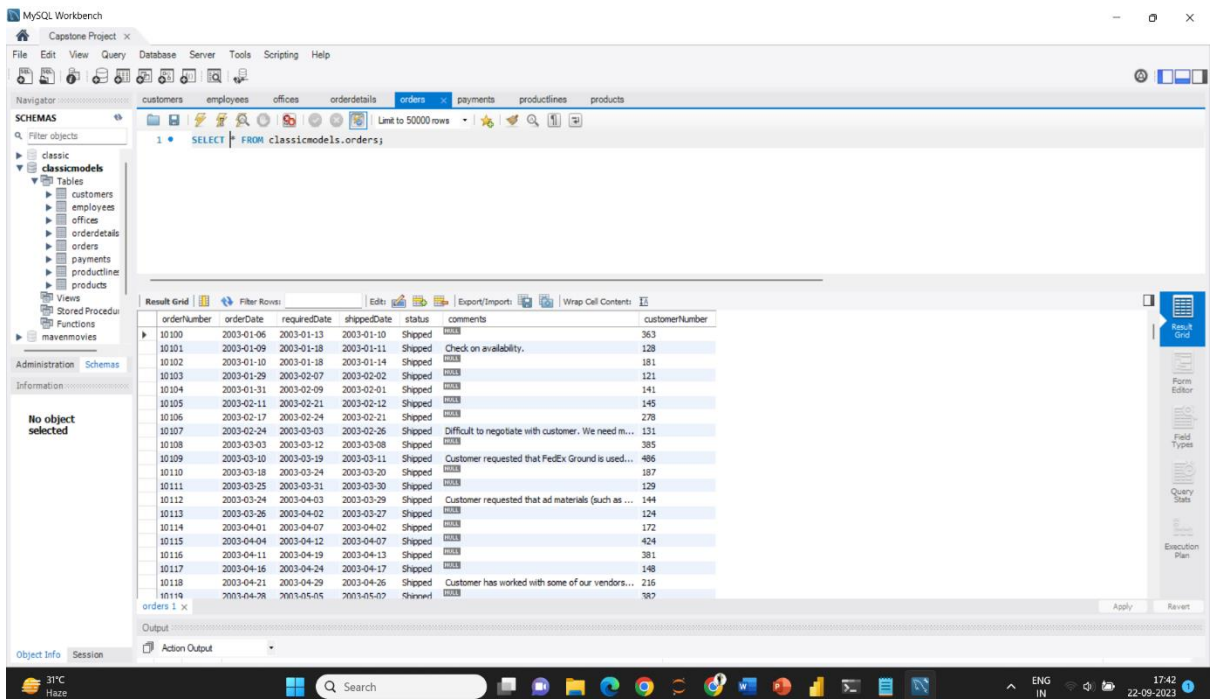
4. OrderDetails: -



The screenshot shows the MySQL Workbench interface with the 'classicmodels' database selected. The 'orderdetails' table is highlighted in the Navigator pane. The SQL editor contains the query: `SELECT * FROM classicmodels.orderdetails;`. The Result Grid displays the following data:

orderNumber	productCode	quantityOrdered	priceEach	orderLineNumber
10100	518_1749	30	136.00	3
10100	518_2248	50	55.09	2
10100	518_4409	22	75.46	4
10100	524_3969	49	35.29	1
10101	518_2325	25	108.06	4
10101	518_2795	26	167.06	1
10101	524_1937	45	32.53	3
10101	524_2022	46	44.35	2
10102	518_1342	39	95.55	2
10102	518_1367	41	43.13	1
10103	510_1949	26	214.30	11
10103	510_4962	42	119.67	4
10103	512_1666	27	121.64	8
10103	518_1097	35	94.50	10
10103	518_2432	22	58.34	2
10103	518_2949	27	92.19	12
10103	518_2957	35	61.84	14
10103	518_3136	25	86.92	13
10103	518_3320	46	86.31	16
10103	518_4603	36	98.07	5

5. Orders: -



The screenshot shows the MySQL Workbench interface with the 'classicmodels' database selected. The 'orders' table is highlighted in the Navigator pane. The SQL editor contains the query: `SELECT * FROM classicmodels.orders;`. The Result Grid displays the following data:

orderNumber	orderDate	requiredDate	shippedDate	status	comments	customerNumber
10100	2003-01-06	2003-01-13	2003-01-10	Shipped		363
10101	2003-01-09	2003-01-18	2003-01-11	Shipped	Check on availability.	128
10102	2003-01-10	2003-01-18	2003-01-14	Shipped		181
10103	2003-01-29	2003-02-07	2003-02-02	Shipped		121
10104	2003-01-31	2003-02-09	2003-02-01	Shipped		141
10105	2003-02-11	2003-02-21	2003-02-12	Shipped		145
10106	2003-02-17	2003-02-24	2003-02-21	Shipped		278
10107	2003-02-24	2003-03-03	2003-02-26	Shipped	Difficult to negotiate with customer. We need m...	131
10108	2003-03-03	2003-03-12	2003-03-08	Shipped		385
10109	2003-03-10	2003-03-19	2003-03-11	Shipped	Customer requested that FedEx Ground is used...	486
10110	2003-03-18	2003-03-24	2003-03-20	Shipped		187
10111	2003-03-25	2003-03-31	2003-03-30	Shipped		129
10112	2003-03-24	2003-04-03	2003-03-29	Shipped	Customer requested that ad materials (such as ...	144
10113	2003-03-26	2003-04-02	2003-03-27	Shipped		124
10114	2003-04-01	2003-04-07	2003-04-02	Shipped		172
10115	2003-04-04	2003-04-12	2003-04-07	Shipped		424
10116	2003-04-11	2003-04-19	2003-04-13	Shipped		381
10117	2003-04-16	2003-04-24	2003-04-17	Shipped		148
10118	2003-04-21	2003-04-29	2003-04-26	Shipped	Customer has worked with some of our vendors...	216
10119	2003-04-28	2003-05-05	2003-05-02	Shipped		382

6. Payment: -

The screenshot shows the MySQL Workbench interface with the 'payments' table selected in the 'classicmodels' database. The query 'SELECT * FROM classicmodels.payments;' is entered in the SQL editor. The 'Result Grid' displays the following data:

customerNumber	checkNumber	paymentDate	amount
103	HQ336336	2004-10-19	6066.78
103	JM555205	2003-06-05	14571.44
103	OM314933	2004-12-18	1676.14
112	BO864823	2004-12-17	14191.12
112	HQ55022	2003-06-06	32641.98
112	ND748579	2004-08-20	33347.88
114	GG31455	2003-05-20	45864.03
114	MA765515	2004-12-15	82261.22
114	NP603840	2003-05-31	7565.08
114	NR27552	2004-03-10	44894.74
119	DB933704	2004-11-14	19501.82
119	LN373447	2004-08-08	47924.19
119	NG94694	2005-02-22	49523.67
121	DB889831	2003-02-16	50218.95
121	FD317790	2003-10-28	1491.38
121	KQ831359	2004-11-04	17876.32
121	MA302151	2004-11-28	34638.14
124	AE215433	2005-03-05	101244.59
124	BG255406	2004-08-28	85410.87
124	CT787947	2003-04-11	11044.90

7. ProductLines: -

The screenshot shows the MySQL Workbench interface with the 'productlines' table selected in the 'classicmodels' database. The query 'SELECT * FROM classicmodels.productlines;' is entered in the SQL editor. The 'Result Grid' displays the following data:

productline	textDescription	htmlDescription	image
Classic Cars	Attention car enthusiasts: Make your wildest car ownership dreams come true. Whether you are looking for classic muscle cars, dream spor...	HTML	IMAGE
Motorcycles	Our motorcycles are state of the art replicas of classic as well as contemporary motorcycle legends such as Harley Davidson, Ducati and Ve...	HTML	IMAGE
Planes	Unique, diecast airplane and helicopter replicas suitable for collections, as well as home, office or classroom decorations. Models contain stu...	HTML	IMAGE
Ships	The perfect holiday or anniversary gift for executives, clients, friends, and family. These handcrafted model ships are unique, stunning wo...	HTML	IMAGE
Trains	Model trains are a rewarding hobby for enthusiasts of all ages. Whether you're looking for collectible wooden trains, electric streetcars or L...	HTML	IMAGE
Trucks and Buses	The Truck and Bus models are realistic replicas of buses and specialized trucks produced from the early 1920s to present. The models range...	HTML	IMAGE
Vintage Cars	Our Vintage Car models realistically portray automobiles produced from the early 1900s through the 1940s. Materials used include Bakelite,...	HTML	IMAGE

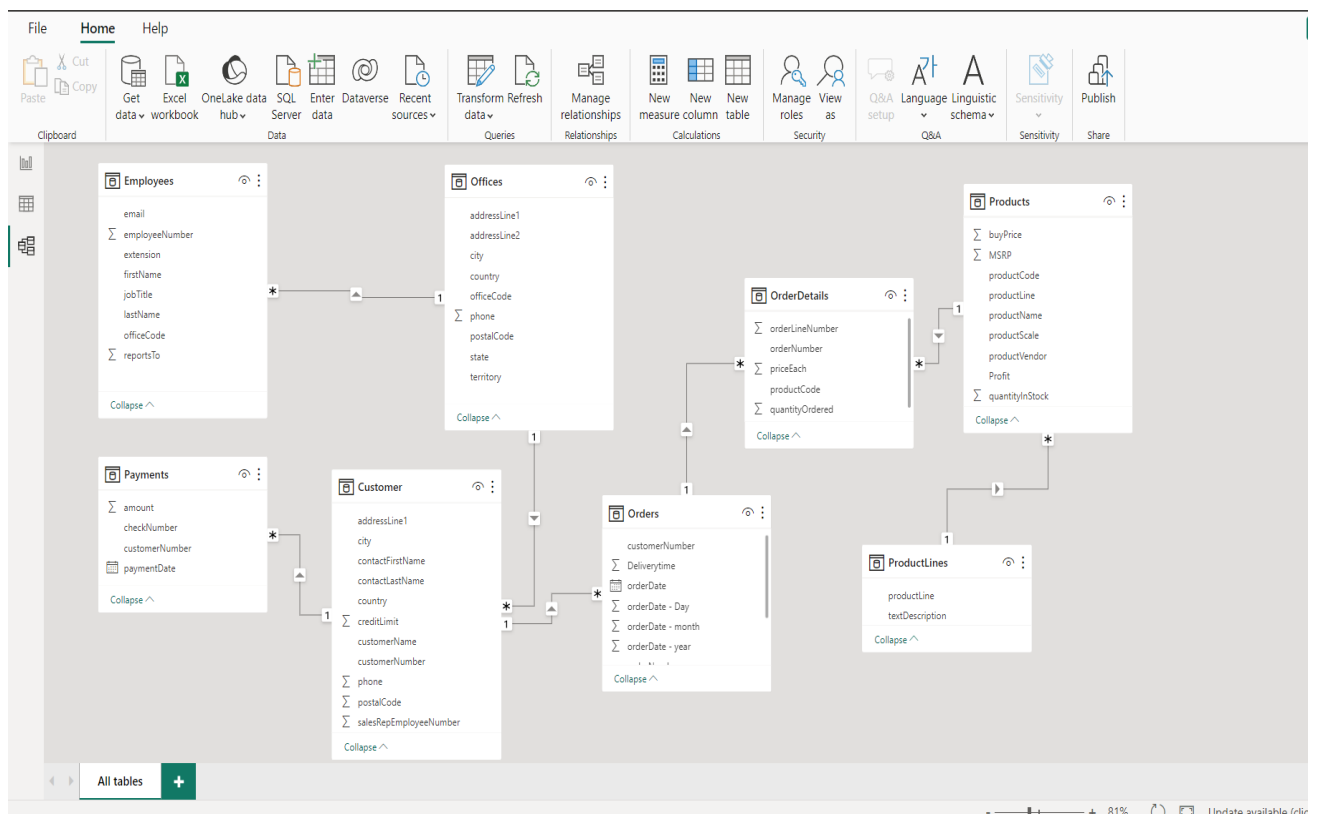
8. Products:-

MySQL Workbench interface showing the 'products' table in the 'classicmodels' database. The table structure and data are as follows:

productCode	productName	productLine	productScale	productVendor	productDescription	quantityInStock	buyPrice	MSRP
S10_1678	1969 Harley Davidson Ultimate Chopper	Motorcycles	1:10	Min Lin Decast	This replica features working kickstand, front su...	7933	48.81	95.70
S10_1949	1952 Alpine Renault 1300	Classic Cars	1:10	Classic Metal Creations	Turnable front wheels; steering function; detail...	7305	98.58	214.30
S10_2016	1996 Moto Guzzi 1100	Motorcycles	1:10	Highway 66 Mini Classics	Official Moto Guzzi logos and insignias, saddle b...	6625	68.99	118.94
S10_4698	2003 Harley-Davidson Eagle Drag Bike	Motorcycles	1:10	Red Start Decast	Model features, official Harley Davidson logos a...	5582	91.02	193.66
S10_4757	1972 Alfa Romeo GTA	Classic Cars	1:10	Motor City Art Classics	Features include: Turnable front wheels; steeri...	3252	85.68	136.00
S10_4962	1962 Lancia Delta 16V	Classic Cars	1:10	Second Gear Decast	Features include: Turnable front wheels; steeri...	6791	103.42	147.74
S12_1099	1968 Ford Mustang	Classic Cars	1:12	Autoart Studio Design	Hood, doors and trunk all open to reveal highly ...	68	95.34	194.57
S12_1108	2001 Ferrari Enzo	Classic Cars	1:12	Second Gear Decast	Turnable front wheels; steering function; detail...	3619	95.59	207.80
S12_1666	1958 Setra Bus	Trucks and Buses	1:12	Welly Decast Productions	Model features 30 windows, skylights & glare re...	1579	77.90	136.67
S12_2823	2002 Suzuki XREO	Motorcycles	1:12	Unimax Art Galleries	Official logos and insignias, saddle bags located ...	9997	66.27	150.62
S12_3148	1969 Corvair Monza	Classic Cars	1:18	Welly Decast Productions	1:18 scale die-cast about 10" long doors open, ...	6906	89.14	151.08
S12_3380	1968 Dodge Charger	Classic Cars	1:12	Welly Decast Productions	1:12 scale model of a 1968 Dodge Charger. Ha...	9123	75.16	117.44
S12_3891	1969 Ford Falcon	Classic Cars	1:12	Second Gear Decast	Turnable front wheels; steering function; detail...	1049	83.05	173.02
S12_1000	1971 BMW 4th Series Coupe	Classic Cars	1:12	Unimax Art Galleries	Turnable front wheels; steering function; detail...	6661	91.67	90.80

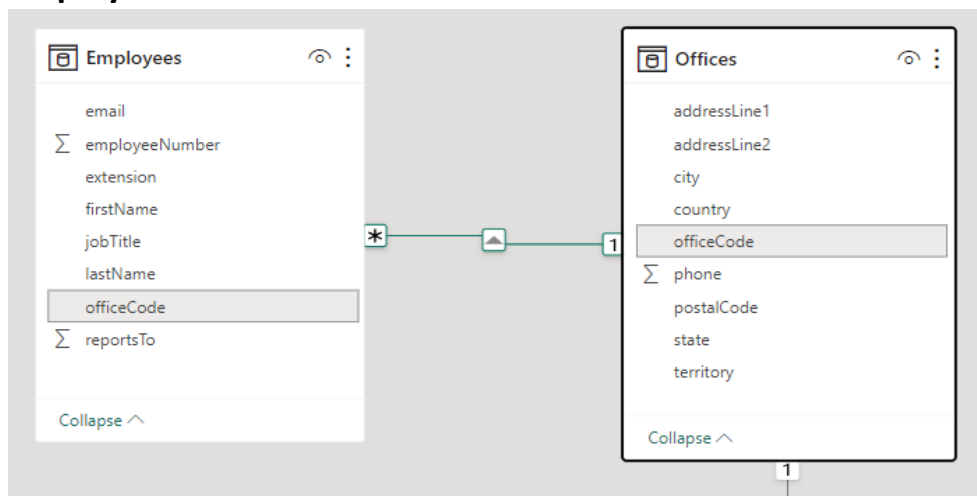
Data Modeling

Cardinality between the tables: -

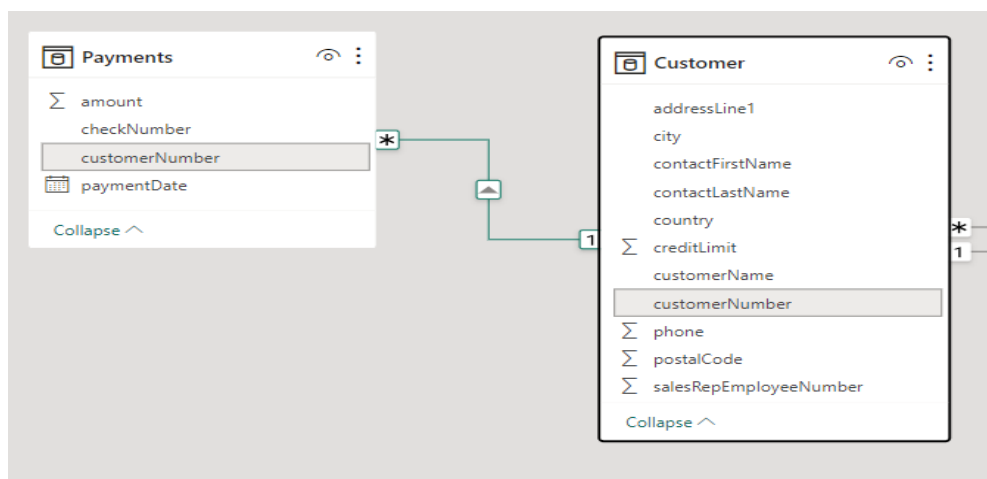


1. Many- to-One: - This cardinality is present between many tables which are

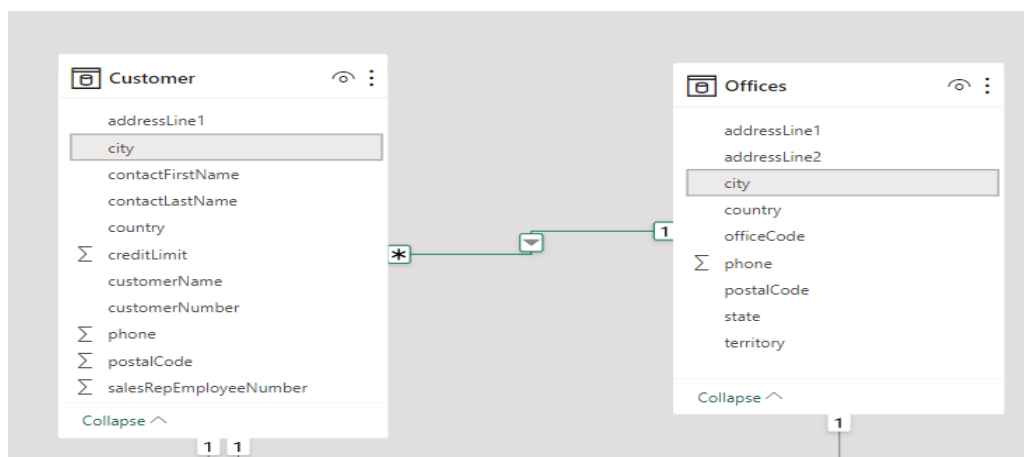
a. Employees-Offices



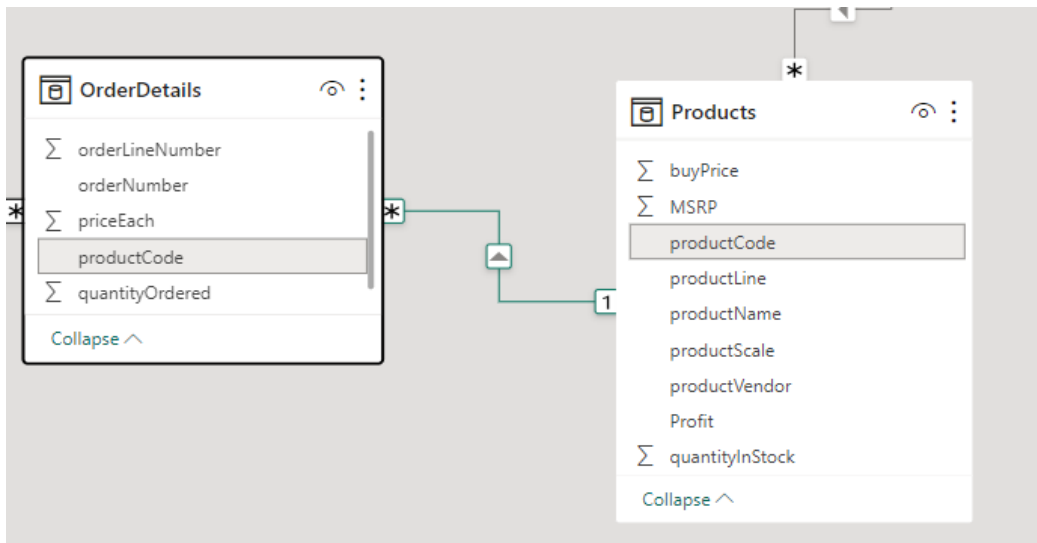
b. Payments-Customer



c. Customer-Offices

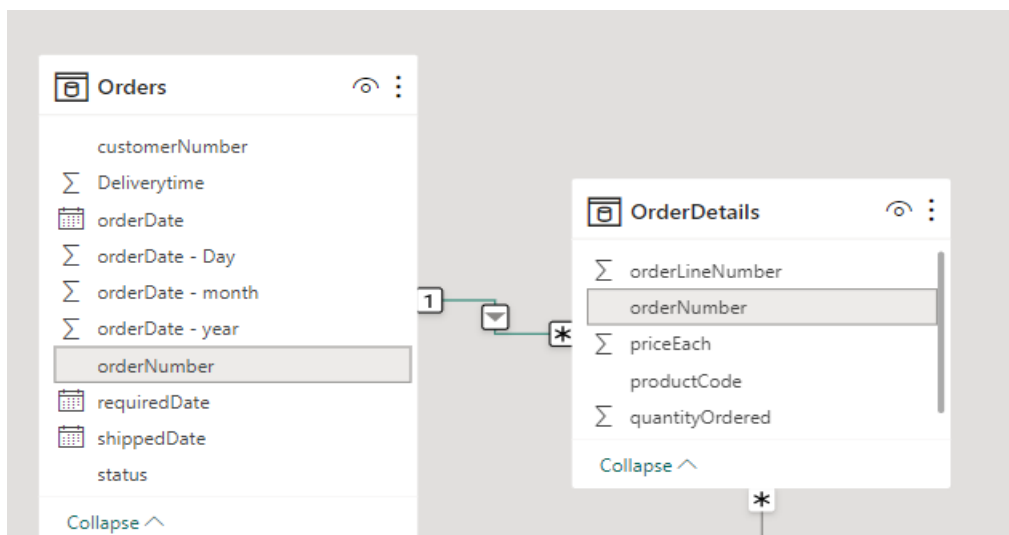


d. OrderDetails-Products

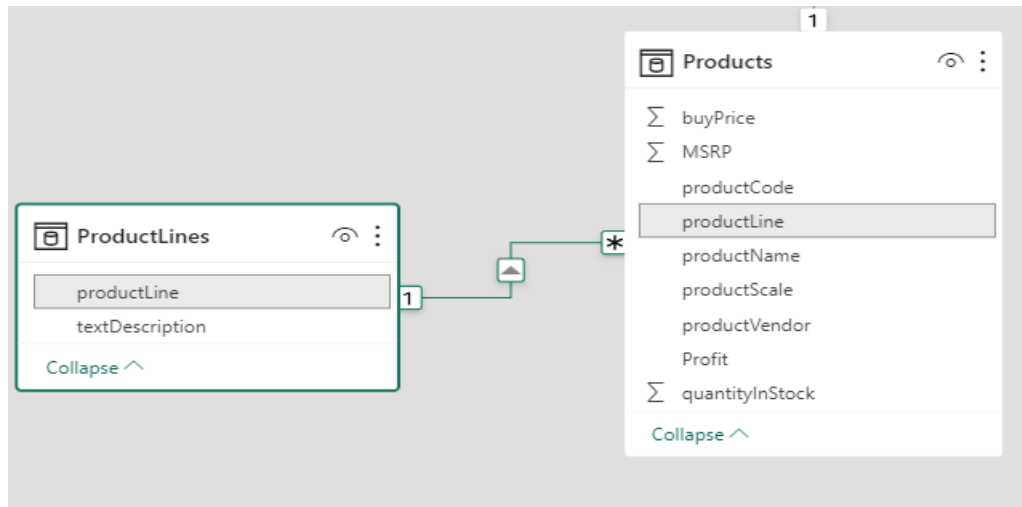


2. One -to-Many: - This cardinality is present between many tables which are

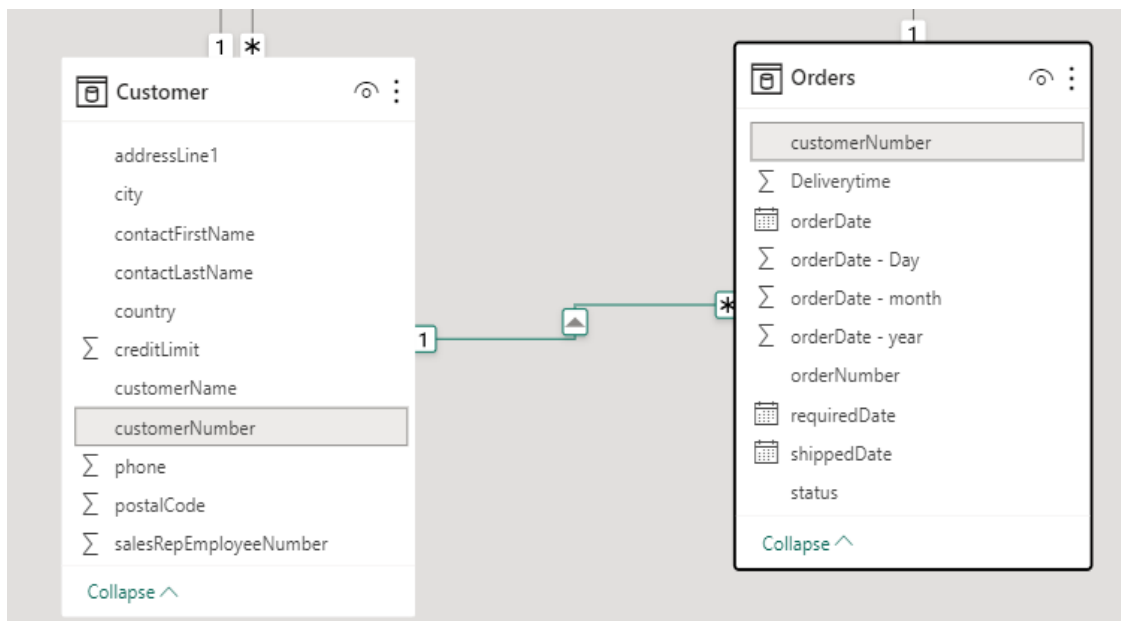
a. Orders-OrderDetails



b. ProductLines – Products

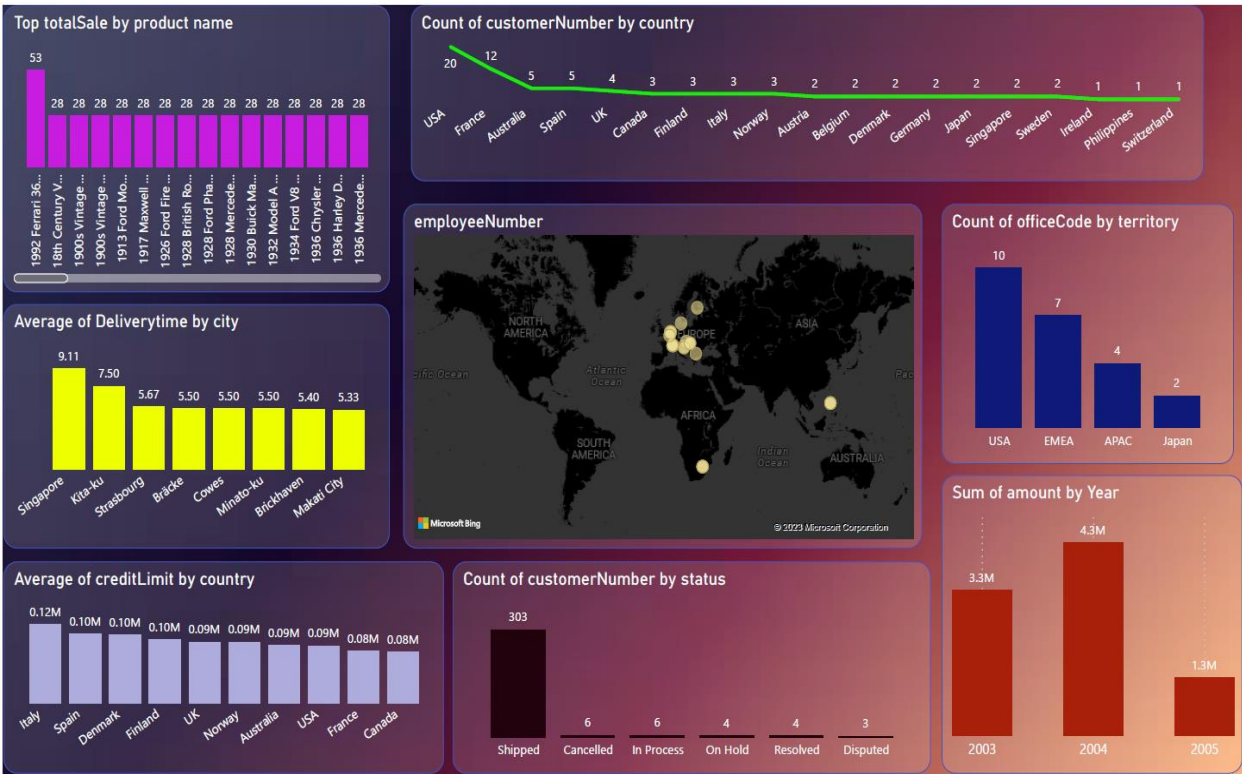


c. Customers- Orders



Dashboards

AXON Sales Dashboard





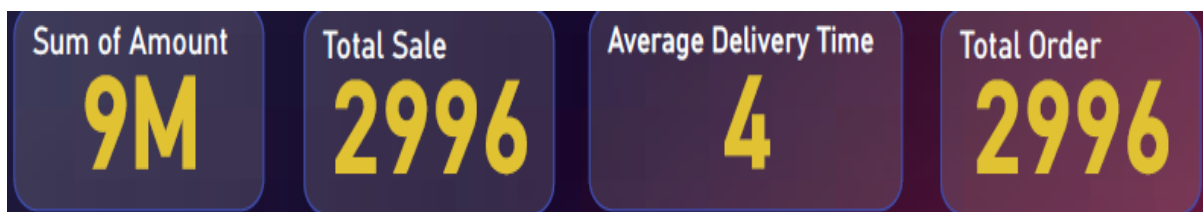
DATA INTERPRETATION

Sales Overview

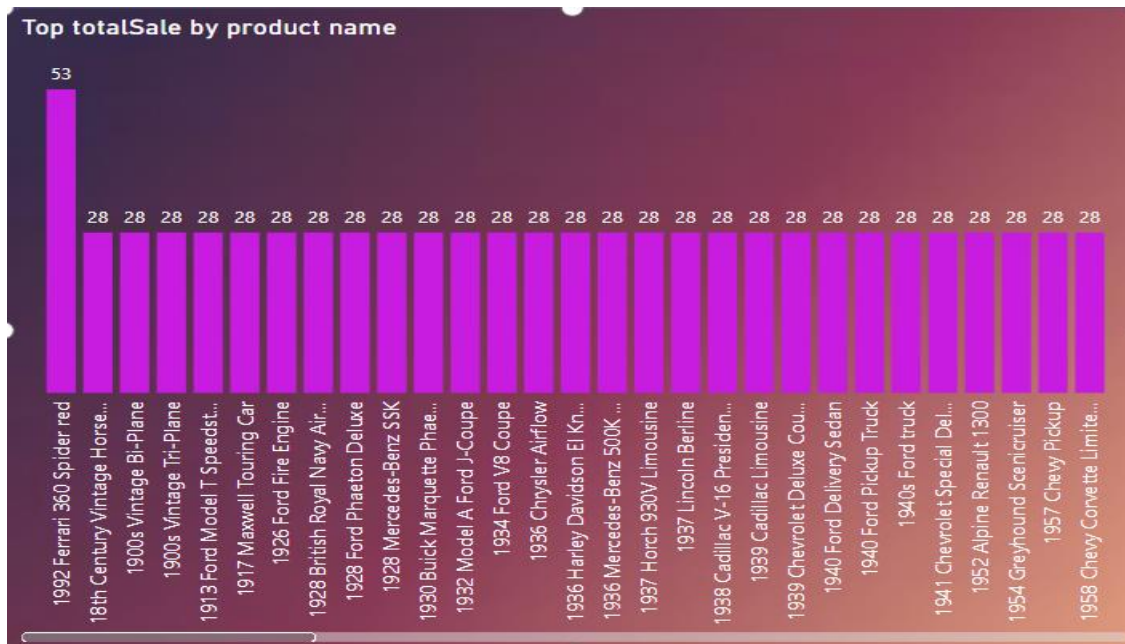
Let's dive right in. The dashboard shows us a snapshot of sales performance. It's like having a quick chat with your sales data. Here's what we found:

Total Sale: Axon has been doing pretty well. The total Sale is up to 2996. Nice work done

Total Revenue: Well, Axon has been doing pretty well. The total revenue is up 9 million.



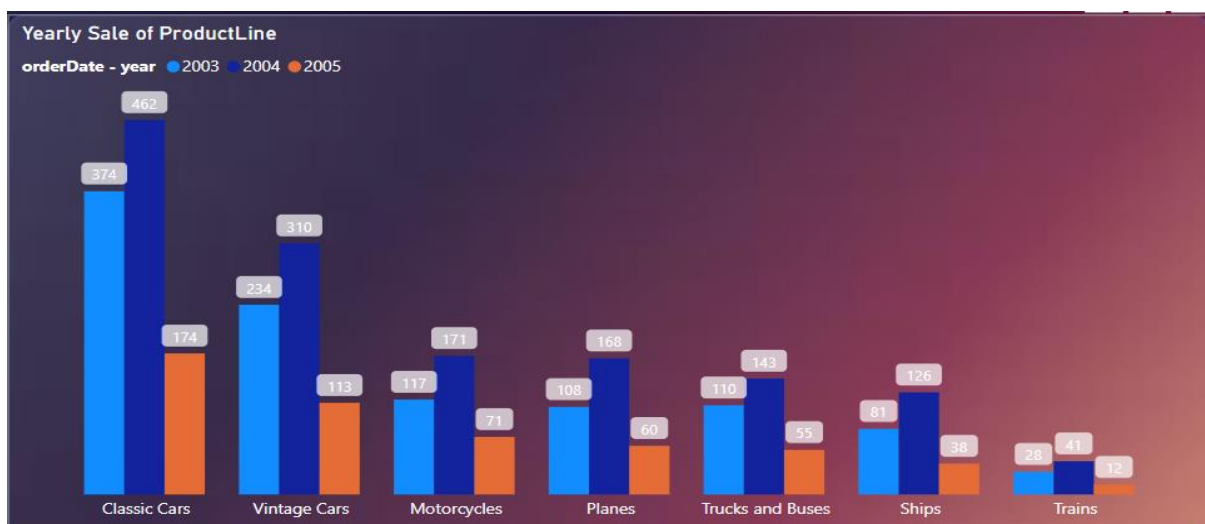
Top-Selling Products: The 1992 Ferrari 360 Spider Red seems to be a crowd favorite. It's leading the sales charts.



Customer Insights

Now, let's talk about those who keep Axon's wheels turning - your customers!

Customer Distribution: Axon's customers are well-distributed across different regions. No wonder classic cars have universal appeal. Most of them likes Classic Car due to this the sales of classic car are also highest. And Classic car sales is increased as compared to 2003 sales in 2004. In 2003 sales of classic car sale is 374 and in 2004 it is 462. In every Product Line the sale was improved as compared to 2003 in 2004.



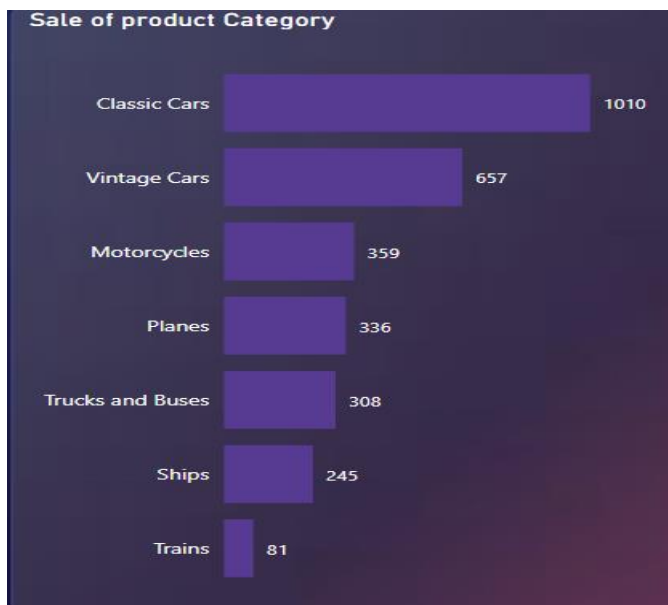
Customer Types: We have a mix of individuals and corporate clients. It's good to see diversity in your customer base. And customers are from all over the world like USA, France, Canada, Austria, Germany, Sweden, Switzerland and many more.



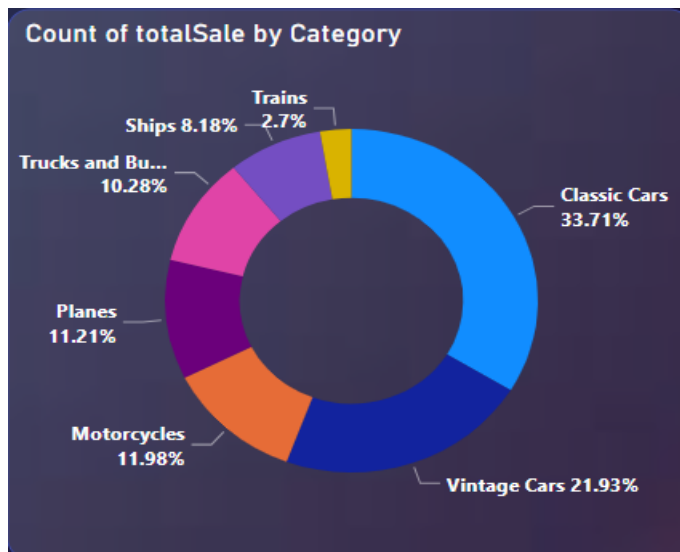
Product Performance

The bread and butter of Axon - classic cars! Here's what we noticed:

Product Categories: Classic cars are a big hit, followed by vintage cars, Motorcycles, Planes, Truck & Buses, Ships and Trains.



Sales by Product Line: "Classic Cars" is the leader with 33.71% of total sale , followed by "Vintage Cars" with 21.93% and "Motorcycles " with 11.98% of total sale.



Sales Trends

Let's take a stroll through the seasons:

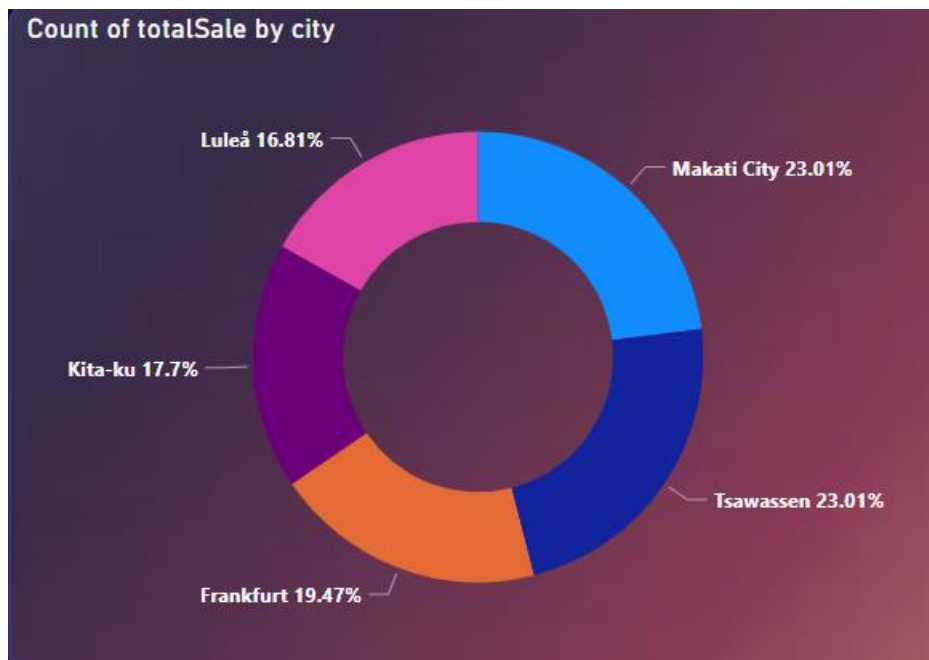
Monthly Sales Trends: Sales seem to peak in the month of November in last 2 years 2003 and 2004. People must love cruising in classic cars when the weather is nice.



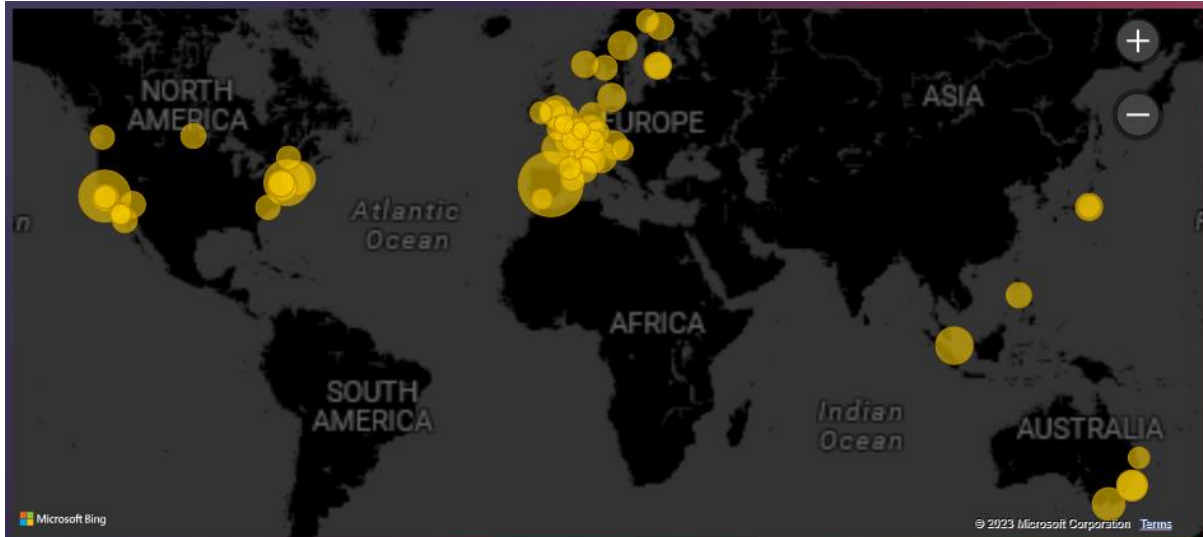
Quarterly Sales Growth: The fourth quarter shows the most significant growth in last 2 years 2003 and 2004.



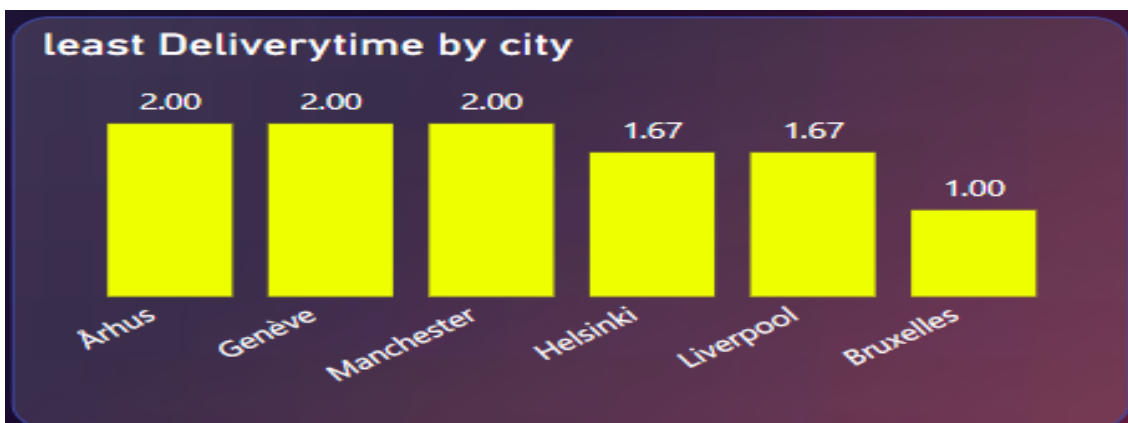
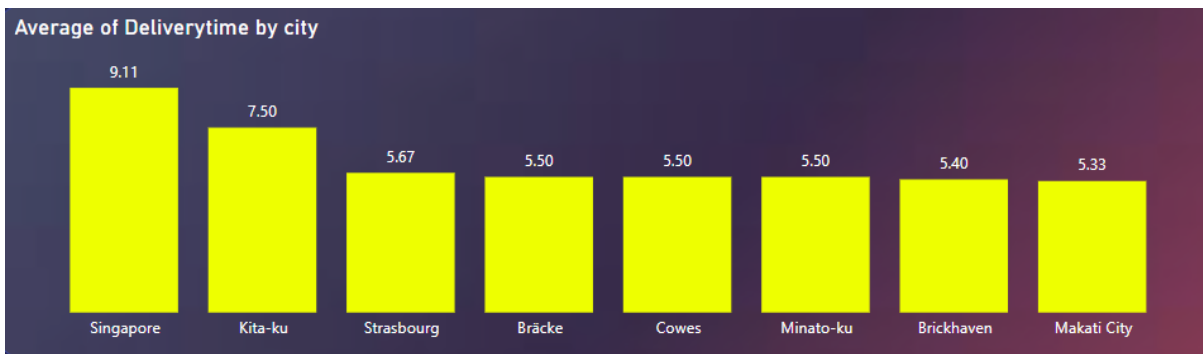
Maximum Sales from City: Maximum Sales are from the city Makati city with 23.01% and Tsawaseem with 23.01% of total sales



- Sales from various countries in the world and most of the sale is from Europe



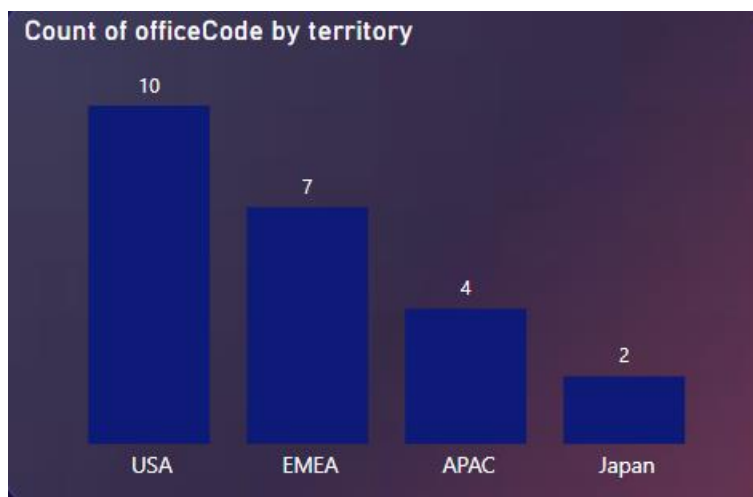
- **Delivery Time:** Average Delivery time is 4 days and maximum delivery time is 9 days in Singapore and which can be improved, and least time taken for delivery is 1 day in bruxelles.



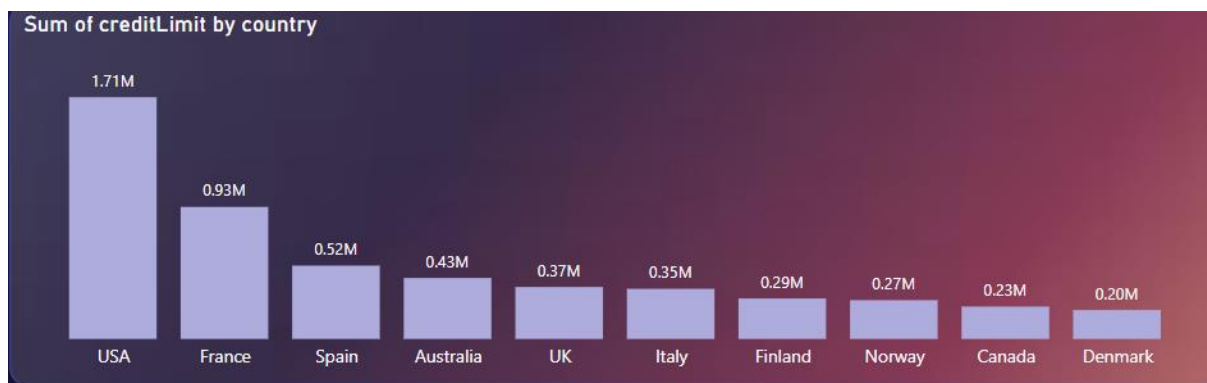
Profit By Product Category: Maximum Profit is generated through Classic cars and Vintage cars only.



Count Of Office Code by Territory:



Average of credit Limit by country:



SQL Analytics

Pivot Table

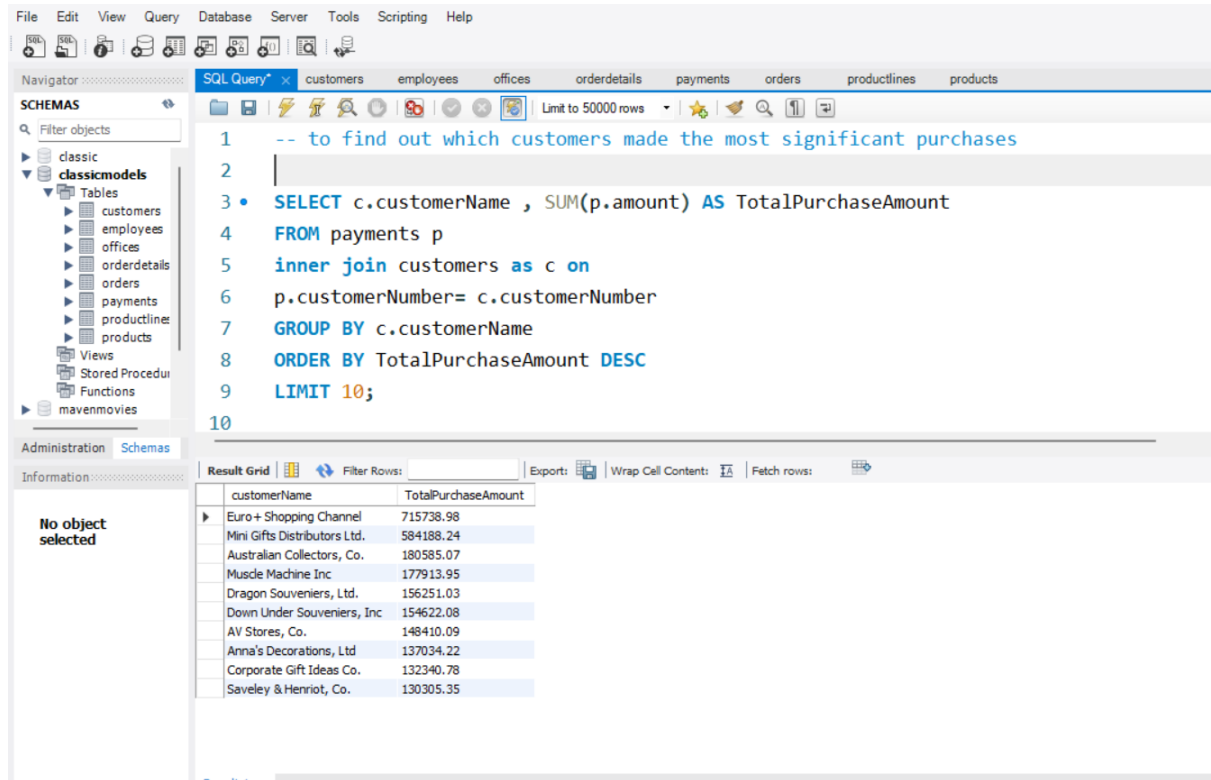
1. Monthly sale by customer

Monthly Sale to Customer													
customerName	1	2	3	4	5	6	7	8	9	10	11	12	Total
Euro+ Shopping Channel	29	41	25	9	34	28		6	13	13	4	57	258
Mini Gifts Distributors Ltd.	17	15	42		2		28	29		17	20	10	179
Australian Collectors, Co.		15		15	2						23		55
La Rochelle Gifts		15			13		18			7			53
AV Stores, Co.			16							17	18		51
Land of Toys Inc.		8			14				12		15		49
Muscle Machine Inc						15	6					27	48
Rovelli Gifts		18									30		48
Anna's Decorations, Ltd	9		10						14		13		46
Souvenirs And Things Co.					13		19					14	46
Dragon Souvenirs, Ltd.			1	12				1	11	18			43
Reims Collectables			18		5		4				6	8	41
Saveley & Henriot, Co.	15		15								11		41
Salzburg Collectables				14	14		2				10		40
L'ordine Souvenirs					14		15				10		39
Scandinavian Gift Ideas			8						14	16			38
Total	194	204	208	138	203	99	136	174	130	265	517	156	2351

2. Average Delivery time of Product status

status	Average of Deliverytime
Cancelled	1.50
Disputed	5.00
Resolved	3.50
Shipped	3.76
Total	3.76

1. To find out which customers made the most significant purchases



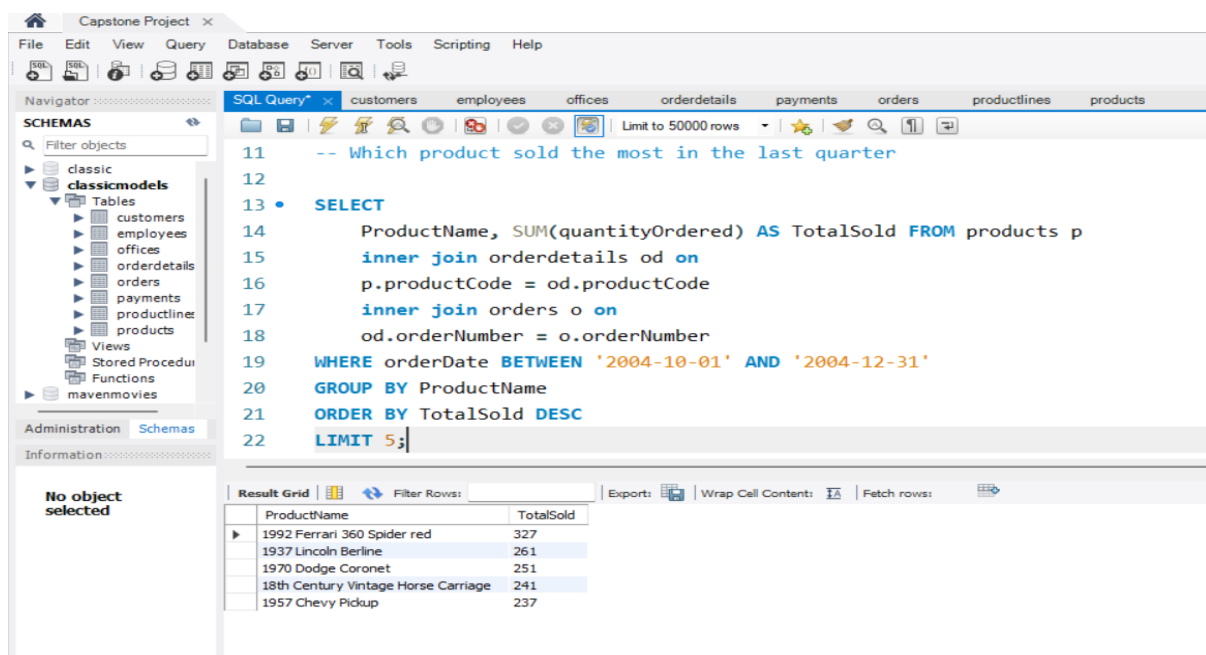
The screenshot shows the SQL Developer interface with a query window titled "SQL Query*" containing the following SQL code:

```
1 -- to find out which customers made the most significant purchases
2
3 • SELECT c.customerName , SUM(p.amount) AS TotalPurchaseAmount
4 FROM payments p
5 inner join customers as c on
6 p.customerNumber= c.customerNumber
7 GROUP BY c.customerName
8 ORDER BY TotalPurchaseAmount DESC
9 LIMIT 10;
```

The "Result Grid" at the bottom displays the results of the query:

customerName	TotalPurchaseAmount
Euro+ Shopping Channel	715738.98
Mini Gifts Distributors Ltd.	584188.24
Australian Collectors, Co.	180585.07
Muscle Machine Inc	177913.95
Dragon Souvenirs, Ltd.	156251.03
Down Under Souvenirs, Inc	154622.08
AV Stores, Co.	148410.09
Anna's Decorations, Ltd	137034.22
Corporate Gift Ideas Co.	132340.78
Saveley & Henriot, Co.	130305.35

2. Which product sold the most in the last quarter: - 1992 Ferrari 360 Spider red was most sold car



The screenshot shows the SQL Developer interface with a query window titled "SQL Query*" containing the following SQL code:

```
11 -- Which product sold the most in the last quarter
12
13 • SELECT
14     ProductName, SUM(quantityOrdered) AS TotalSold FROM products p
15 inner join orderdetails od on
16 p.productCode = od.productCode
17 inner join orders o on
18 od.orderNumber = o.orderNumber
19 WHERE orderDate BETWEEN '2004-10-01' AND '2004-12-31'
20 GROUP BY ProductName
21 ORDER BY TotalSold DESC
22 LIMIT 5;
```

The "Result Grid" at the bottom displays the results of the query:

ProductName	TotalSold
1992 Ferrari 360 Spider red	327
1937 Lincoln Berline	261
1970 Dodge Coronet	251
18th Century Vintage Horse Carriage	241
1957 Chevy Pickup	237

3. The exact car models that performed the best: - 1992 Ferrari 360 Spider red was most sold car followed by 1937 Lincon Berline.

The screenshot shows the SQL Developer interface with a query window titled 'SQL Query*'. The query is as follows:

```
-- The exact car models that performed the best.

SELECT productName AS CarModel, SUM(quantityOrdered) AS TotalSales FROM products as p
inner join orderdetails od on
    p.productCode = od.productCode
inner join orders o on
    od.orderNumber = o.orderNumber
WHERE orderDate >= '2003-01-01' AND OrderDate <= '2005-12-31'
GROUP BY productName
ORDER BY TotalSales DESC limit 10;
```

The results are displayed in a table with two columns: CarModel and TotalSales.

CarModel	TotalSales
1992 Ferrari 360 Spider red	1808
1937 Lincoln Berline	1111
American Airlines: MD-11S	1085
1941 Chevrolet Special Deluxe Cabriolet	1076
1930 Buick Marquette Phaeton	1074
1940s Ford truck	1061
1969 Harley Davidson Ultimate Chopper	1057
1957 Chevy Pickup	1056
1964 Mercedes Tour Bus	1053
1956 Porsche 356A Coupe	1052

4. Creating View for top selling Product

The screenshot shows the SQL Developer interface with a query window titled 'SQL Query*'. The query is as follows:

```
-- 4. Creating View for top selling Product

CREATE VIEW TopSellingProducts AS
SELECT productName AS CarModel, SUM(quantityOrdered) AS TotalSales FROM products as p
inner join orderdetails od on
    p.productCode = od.productCode
inner join orders o on
    od.orderNumber = o.orderNumber
WHERE orderDate >= '2003-01-01' AND OrderDate <= '2005-12-31'
GROUP BY productName
ORDER BY TotalSales DESC limit 10;

SELECT * FROM TopSellingProducts;
```

The results are displayed in a table with two columns: CarModel and TotalSales.

CarModel	TotalSales
1992 Ferrari 360 Spider red	1808
1937 Lincoln Berline	1111
American Airlines: MD-11S	1085
1941 Chevrolet Special Deluxe Cabriolet	1076
1930 Buick Marquette Phaeton	1074
1940s Ford truck	1061
1969 Harley Davidson Ultimate Chopper	1057
1957 Chevy Pickup	1056
1964 Mercedes Tour Bus	1053
1956 Porsche 356A Coupe	1052

5. **Shipping Status of the Product:** - maximum products are shipped which is 303, some are cancelled which is 6, 4 are On hold, 6 in progress

The screenshot shows the SQL Server Enterprise Manager interface. The left pane displays the 'SCHEMAS' tree with 'classicmodels' expanded, showing tables like customers, employees, offices, orderdetails, orders, payments, productlines, and products. The right pane shows a SQL query window with the following query:

```
48
49 -- Shipping Status of the product
50
51 • SELECT status, COUNT(*) AS OrderCount
52   FROM orders
53   GROUP BY status;
54
55
56
57
58
59
60
```

Below the query, the 'Result Grid' shows the following data:

status	OrderCount
Shipped	303
Resolved	4
Cancelled	6
On Hold	4
Disputed	3
In Process	6

6. **Maximum number of employees belongs which country:** - Maximum belongs to USA which are 10 in count

The screenshot shows the SQL Server Enterprise Manager interface. The left pane displays the 'SCHEMAS' tree with 'classicmodels' expanded, showing tables like customers, employees, offices, orderdetails, orders, payments, productlines, and products. The right pane shows a SQL query window with the following query:

```
55
56 -- Maximum number of employees belongs which country
57
58 • SELECT country, COUNT(*) AS EmployeeCount
59   FROM employees as e
60   inner join offices as o on
61   e.officeCode = o.officeCode
62   GROUP BY country
63   ORDER BY EmployeeCount DESC
64
65
66
67
```

Below the query, the 'Result Grid' shows the following data:

country	EmployeeCount
USA	10
France	5
Australia	4
Japan	2
UK	2

Conclusion:

The overall growth of Axon's Automobiles is remarkable, characterized by consistently high profit margins of more than 35% on average. A notable pattern in their growth is the surge in sales during the last quarter of each year, particularly considering that the 1st quarter starts from January to March. Additionally, the company boasts an impressive 92% success rate in delivering products, demonstrating its strong operational capabilities. However, an area that warrants attention is their train segment, which generates relatively low revenue compared to other segments.

This may be considered an exceptional case. Regarding the year 2005, we are currently unable to make extensive predictions due to limited data availability. However, if we obtain the full dataset for 2005, we would be delighted to provide further actionable insight.