**Axon Sales Dashboard Capstone Project Documentation**

**Project Overview**

**Project Name:** Axon Sales Dashboard

**Project Purpose:** The purpose of this capstone project is to design and implement a comprehensive sales dashboard for Axon as part of the capstone project.

**Project Objectives:**

* Apply data analysis and visualization skills.
* Create a user-friendly sales dashboard for decision-making.
* Gain practical experience in Power BI.

**Project Scope**

This project encompasses the development of a sales dashboard specifically for Axon sales department.

**Data Sources**

1. **Sales Data:** Raw sales data provided by Odinschool in SQL file.
   * Data Transformation: Data cleaning, transformation, and aggregation are applied as part of the project.

**Data Model**

The data model for this capstone project consists of tables: Customers, Products, Product Lines, Order, Order Details, Payments, Employees, and Offices. Relationships are established between all tables. Measures and calculated columns are used to analyse the sales data.

**Report Layout**

The report is organized into pages: Sales Dashboard, Employees and Order Status. A navigation pane allows users to switch between these pages easily.

**Visualizations & Findings:**

**Sales Dashboard Page**

* KPIs showing Total Sales, Total Customers, no of classic cars, Total Profit & Average delivery days
* A slicer to select territories, type of product & city.
* Clustered bar chart showing sales by country & it can be found that classic cars are the bestselling product (approx. 3.9 M USD) among all products.
* Stacked area chart showing monthly sales & profit by year-on-year analysis, it can be seen that in November month of all the three years highest sales & profit has been achieved.
* Clustered Bar chart showing- total customers by country, Sales by product name and it can be concluded that the most selling product is “1992 Ferrari 360 Spider red” & USA has the most no of customers among all the territories.
* Pie chart showing Sales By country and again USA achieved the highest sales with approx. 3.3M USD.
* Map chart showing Sales & profit with respect to each city of all territories.

**Employees and Order Status Page**

* KPIs showing Total office, Total employees, Total Orders and Sum of Amount
* Clustered bar chart showing sales by employee, orders done by employee and profit gain by product & it has been seen that employees named ‘Leslie’ & ‘Gerard’ have completed highest sales as well as highest orders with approx. (50 orders) & with a value of 1.4M USD & classic cars are the most profitable product.
* Clustered Bar chart showing that USA has the most number of employees among of all regions.
* Donut chart shows that the most profitable product is ‘1952 Alpine Renault 1300’.
* Donut chart shows all orders with proper status and we can say that 90 % orders are shipped
* A table showing a brief documentation of payment date with amount shows in which year or in which month what amount has been paid.
* **Calculations and Measures**
* Column Sales = multiplication of Price Each and Quantity Ordered
* Column buy price = multiplication of buy price each and Quantity Ordered
* Column profit = Sales price - buying price
* Measures = Total customers, Total employees, Total Profit, no of classic cars, Total amount, Total Offices, Total Orders, Total Products and Total Sales.

**Data Refresh**

The dataset is static for this capstone project, so there is no regular data refresh schedule. However, this would be implemented in a real-world scenario.

**Documentation Updates**

This documentation will not be regularly updated since it is specific to the capstone project submission. However, updates may be made for clarification or improvement if required.