

Axon Company Sales Report

Total Sales9.60M

Total Profit3.83M

Total Countries27

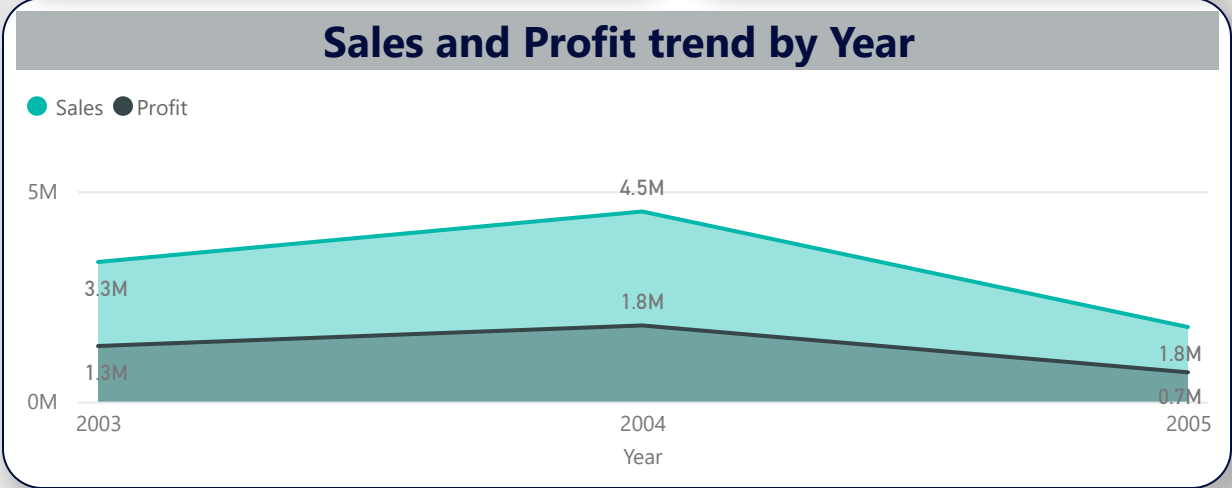
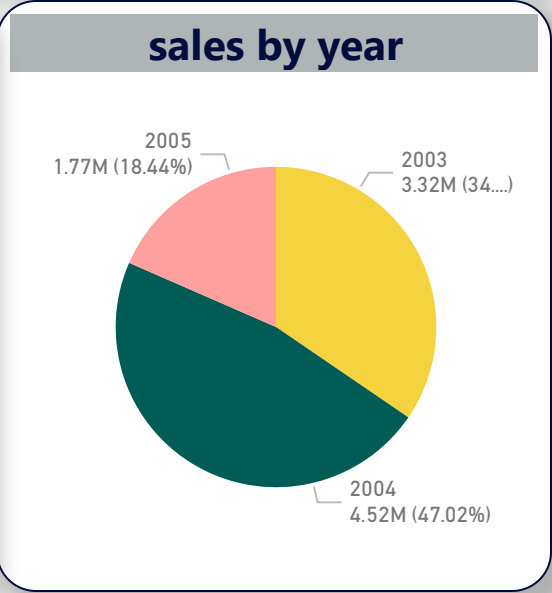
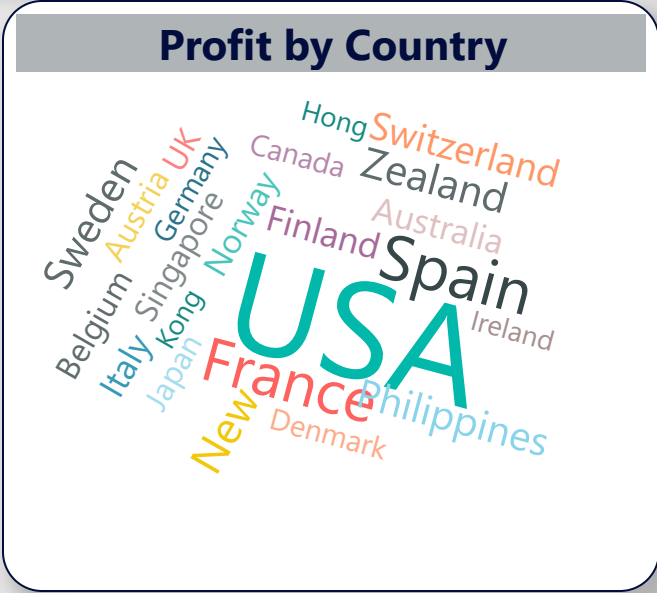
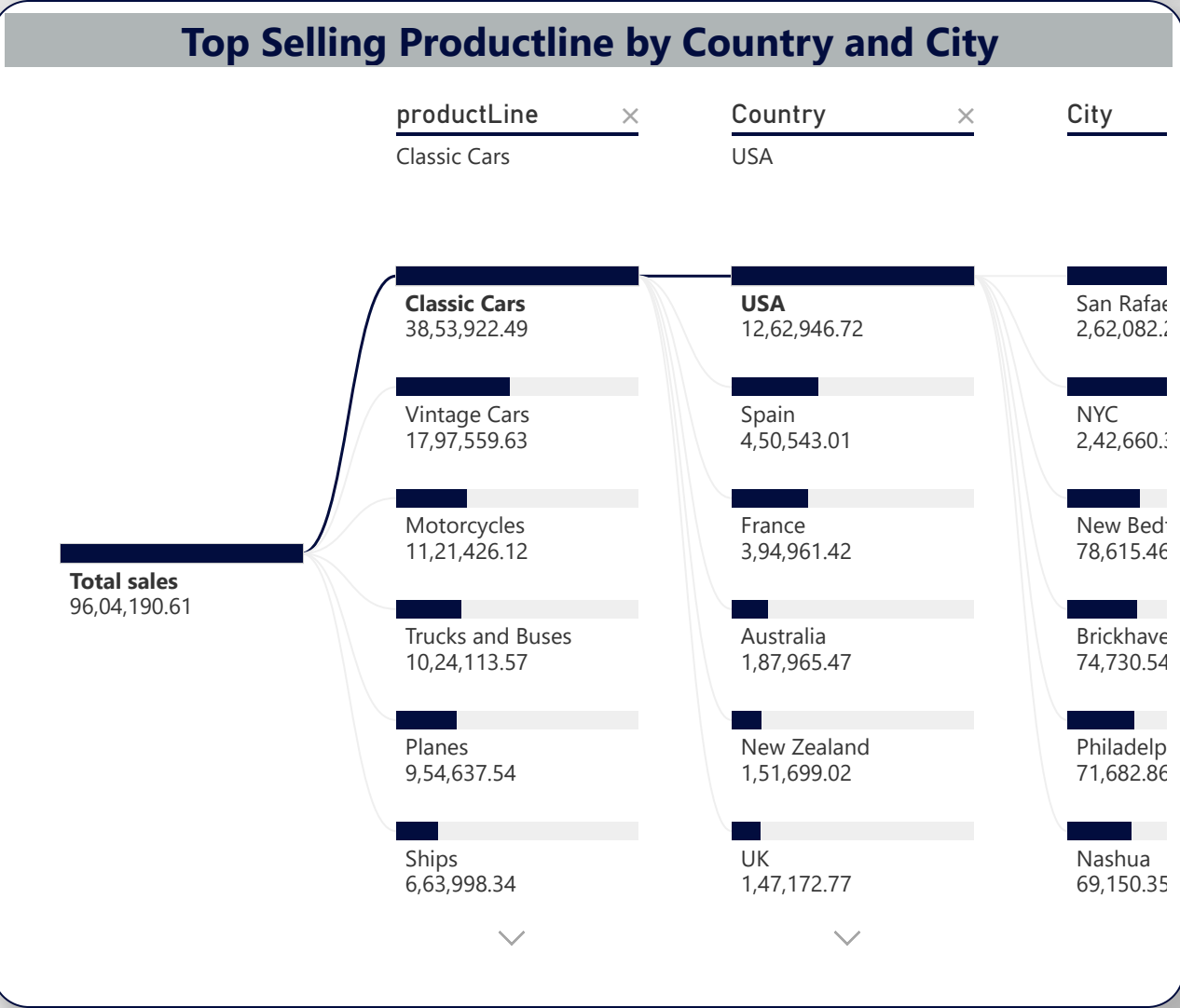
Total Products110

Total Customers122

Orders Received326

Year

All



Sales

Total Sales

9.60M

Average Sales

3.21K

Country

All



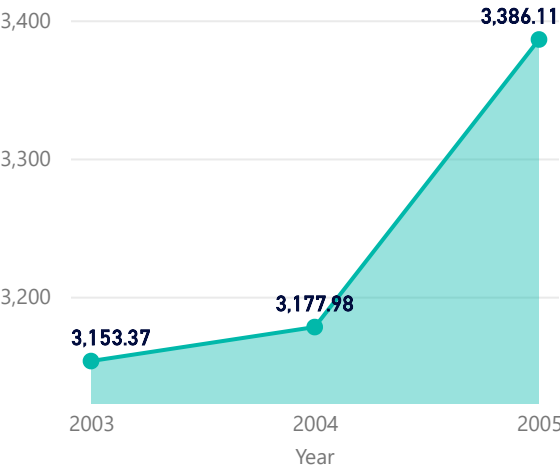
Year

2003

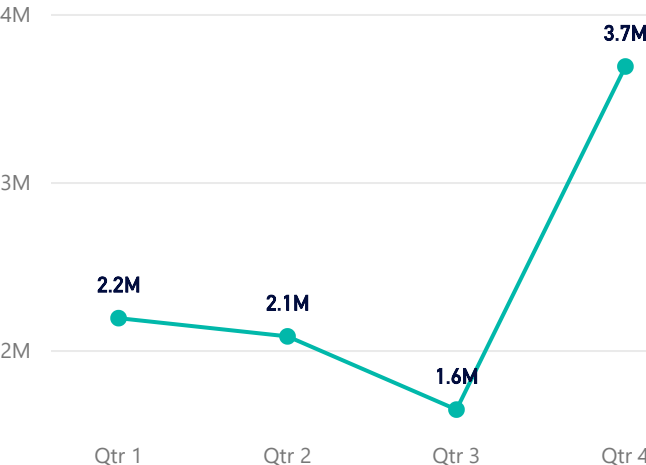
2004

2005

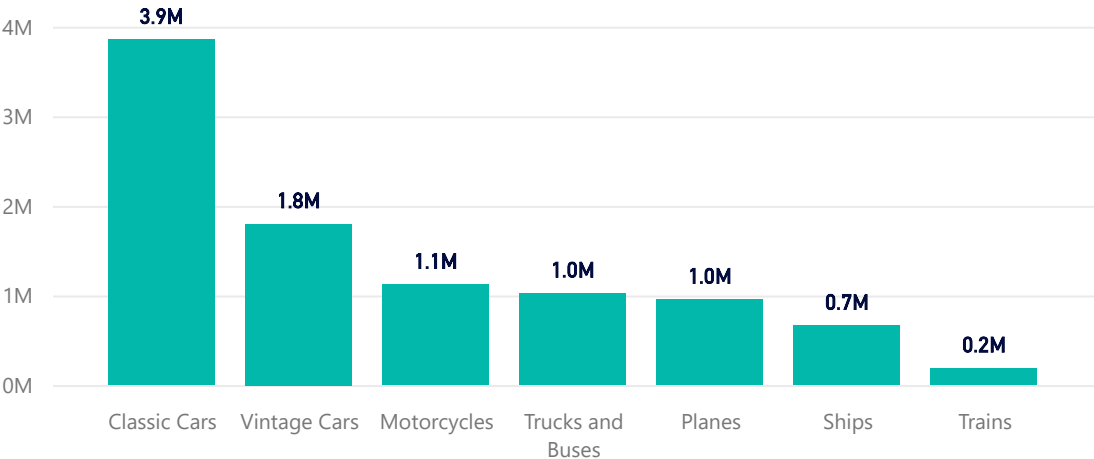
Average Sales by Year



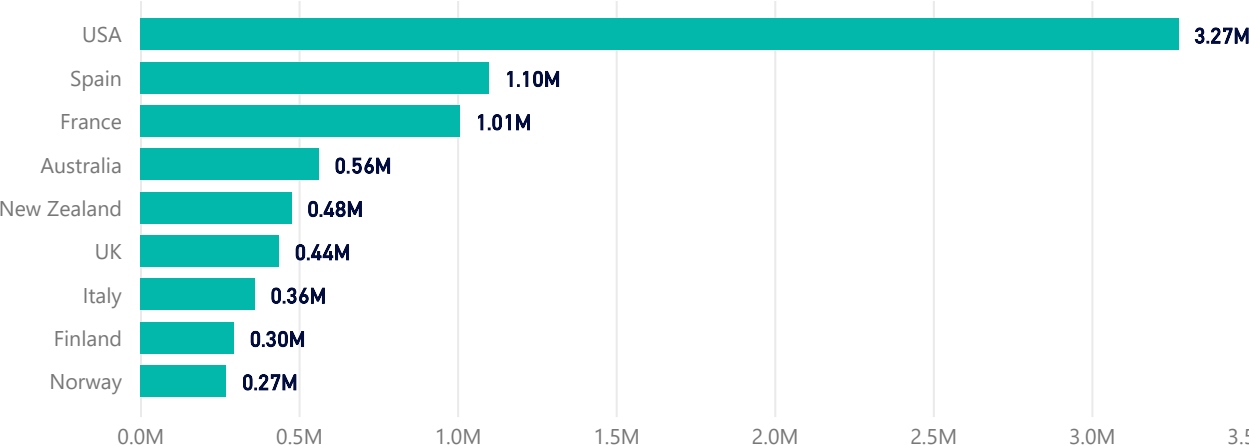
Total Sales By Quater



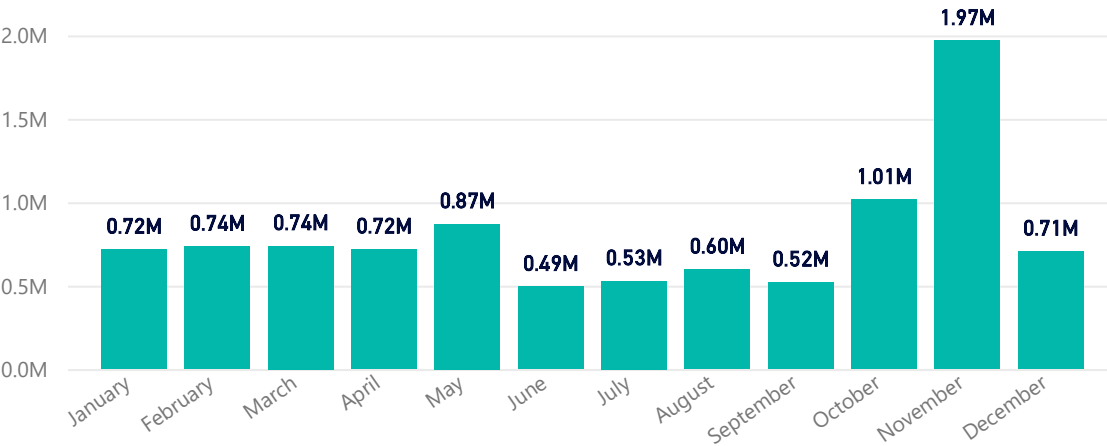
Total sales by productLine



Total sales by Top 10 Country



Total sales by Month



Profit

Total Profit

3.83M

Average Profit

1.28K

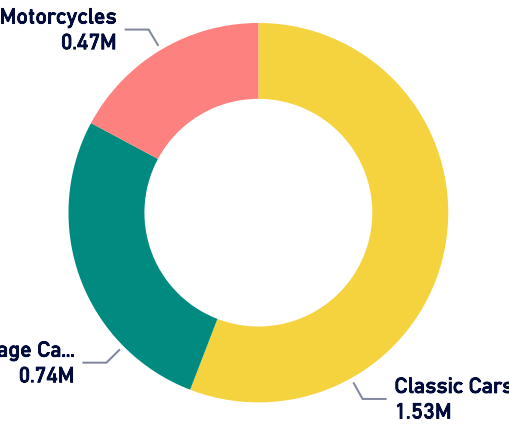
Year

2003

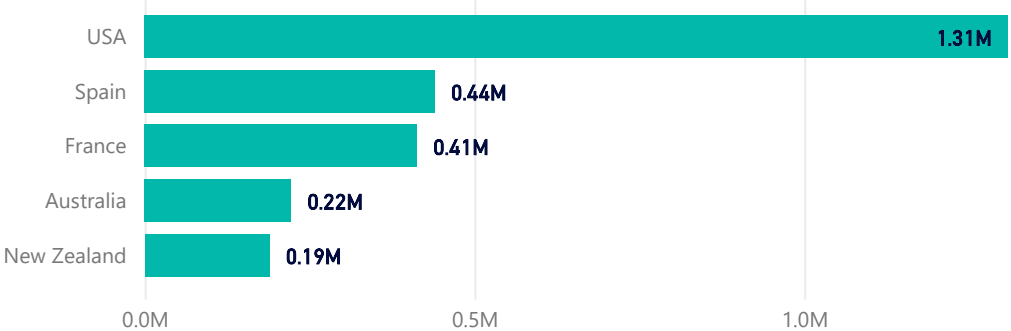
2004

2005

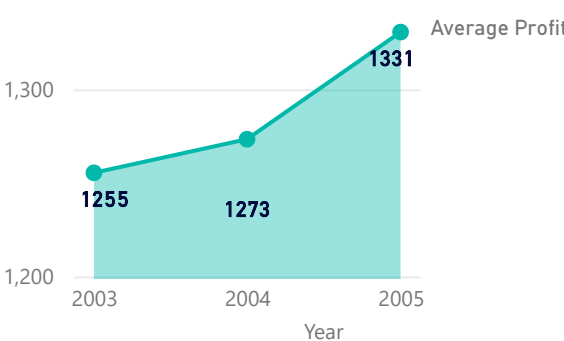
Top 3 productLine



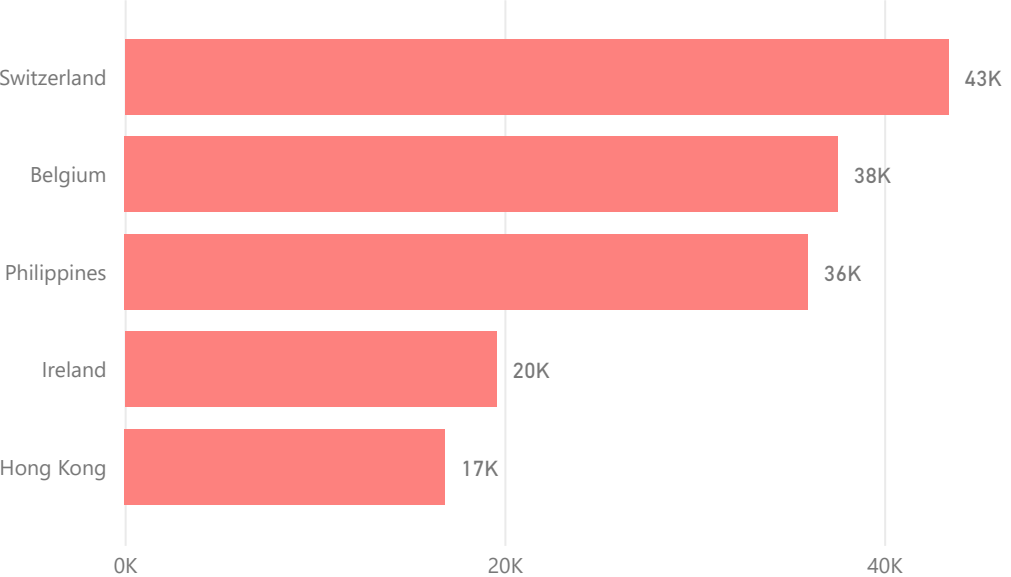
Most Profitable Countries



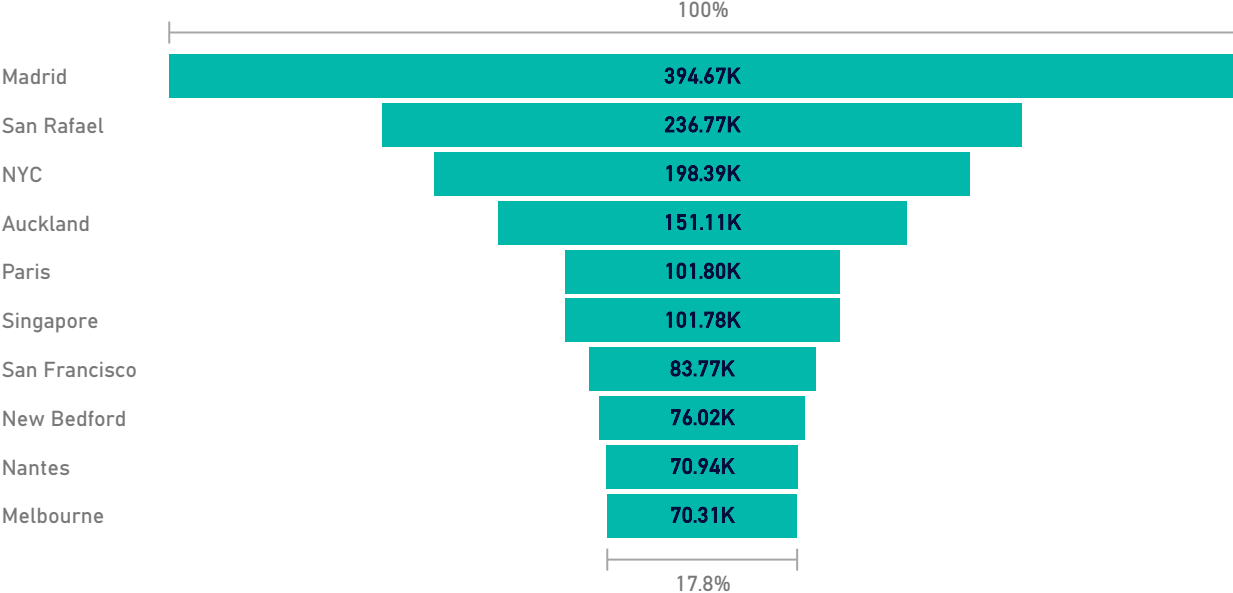
Average Profit by Year



Low Profit giving Country



Profit by City



Product Details

Total Products

110

Quantity stock

555K

Quantity Ordered

106K

Quantity Delivered

97K

Country

All



Year

2003

2004

2005

Productline

Classic Cars

Motorcycles

Planes

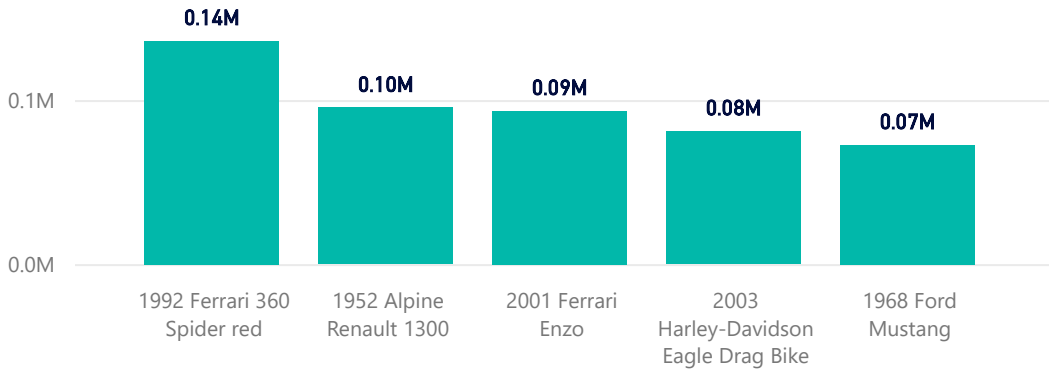
Ships

Trains

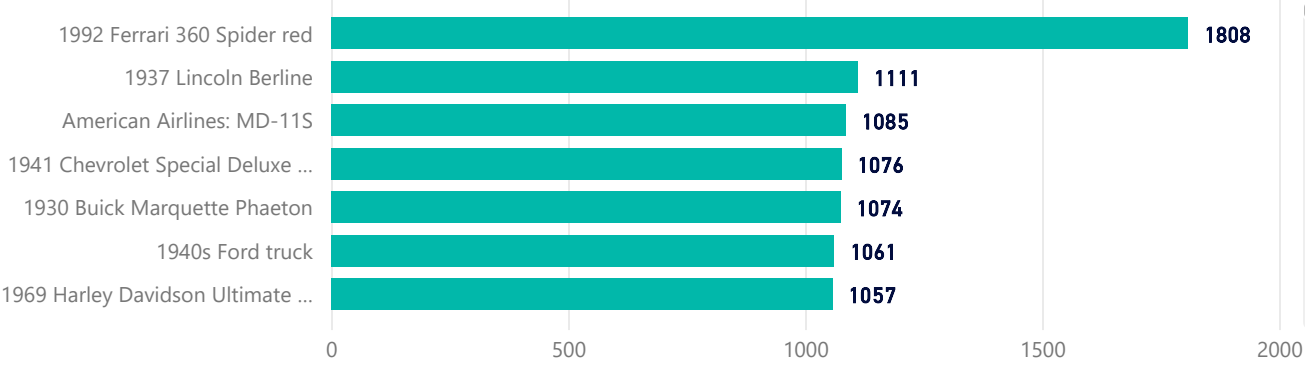
Trucks and Buses

Vintage Cars

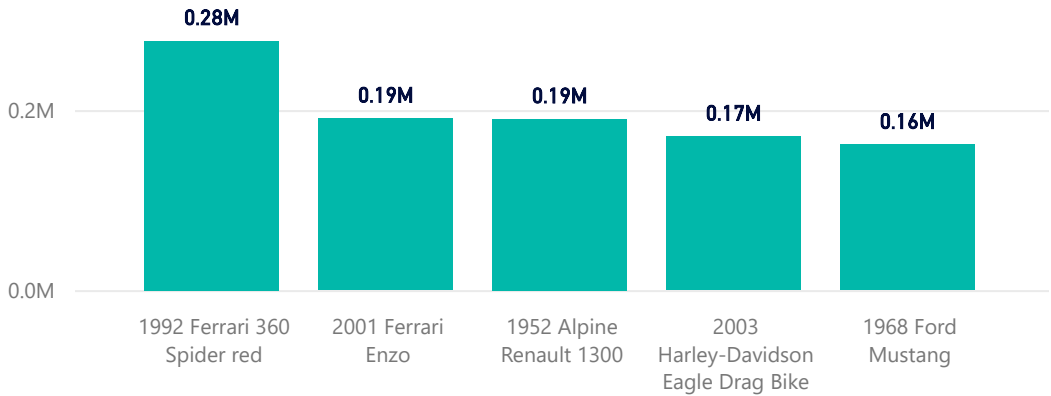
Top 5 Products by profit



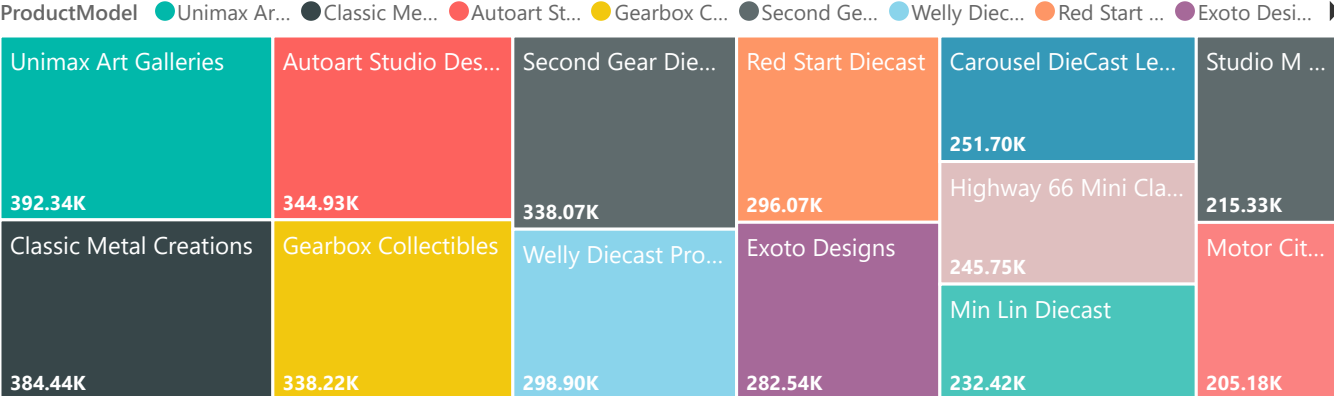
Maximum Ordered Products



Top 5 Selling Products



Profit by ProductModel



Order Analysis

Orders Received

326

Successful Orders

303

Quantity Delivered

97K

Year

All

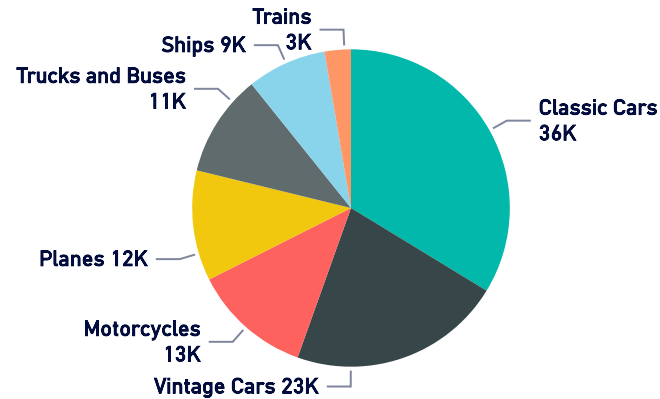


Orders by Status

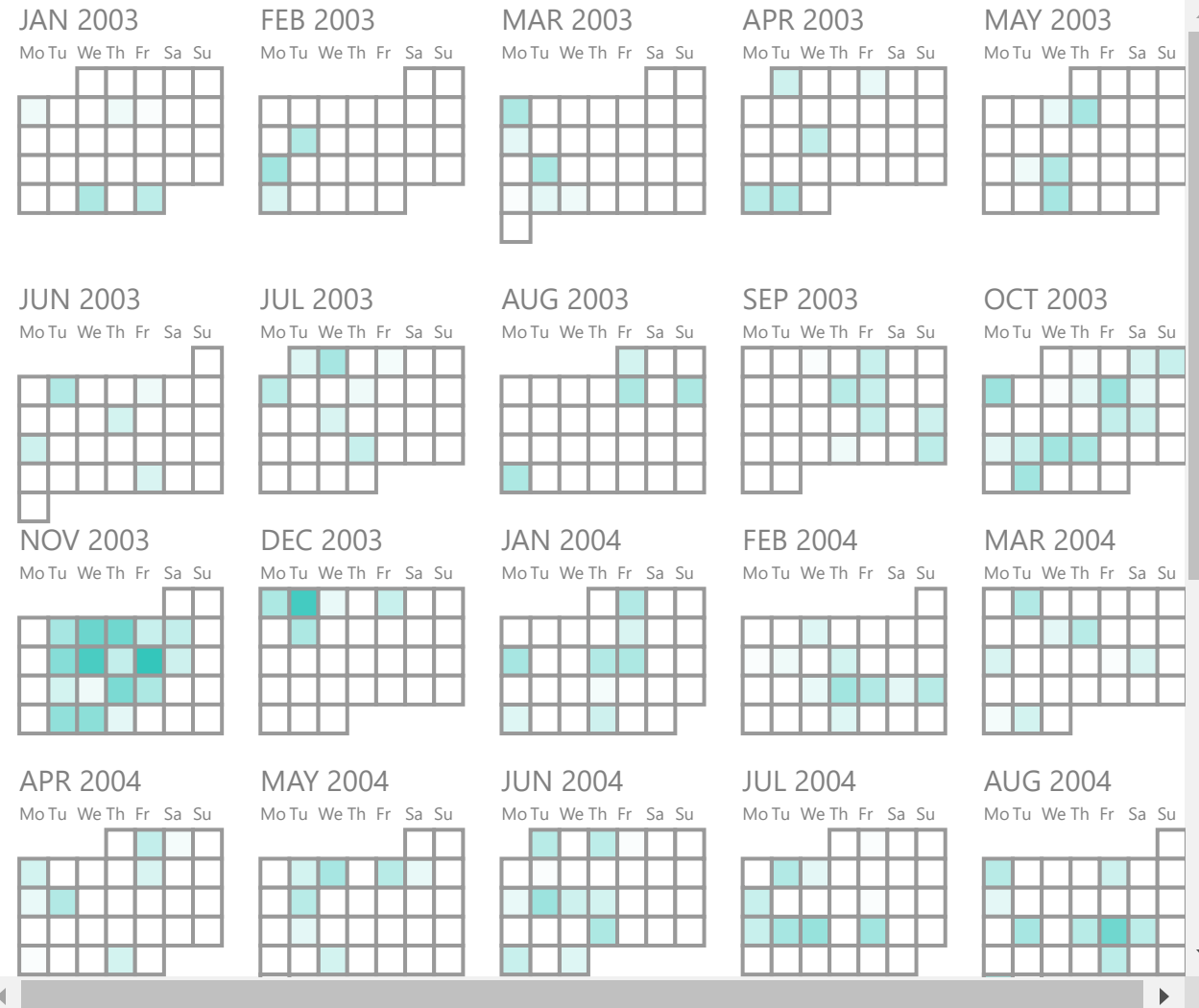
Status	No.of Orders
Completed	10
Cancelled	5
On Hold	3
Pending	2
Shipped	1

Shipped	303
Resolved	4
On Hold	4
In Process	6
Disputed	3
Cancelled	6
Total	326

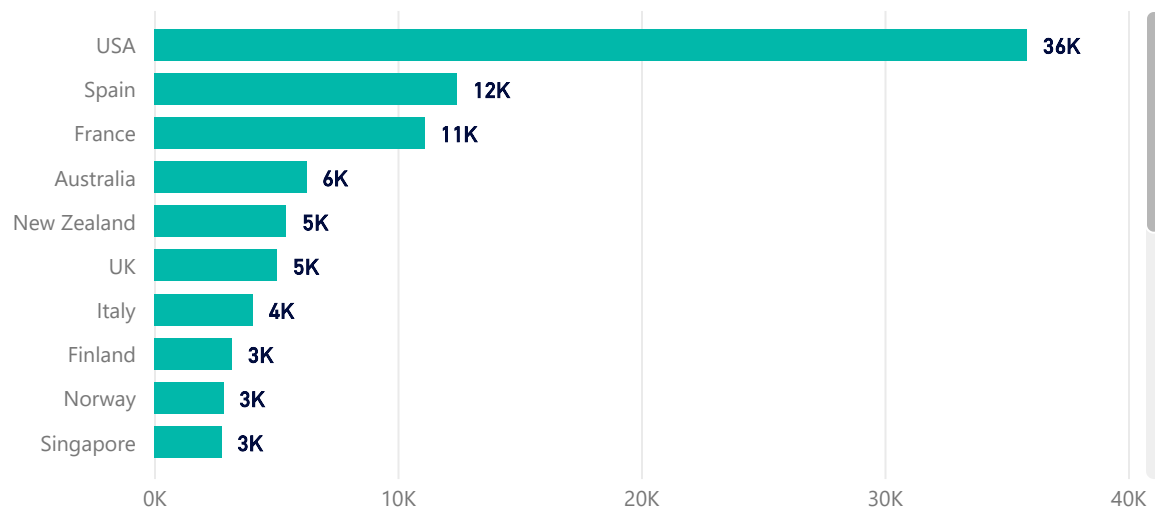
QuantityOrdered by Productline



Orders Received by Year, Month and Day



Maximum QuantityOrdered by Location



Customers

Total Customers

122

Total Credit Limit

8.25M

Company

122

City

95

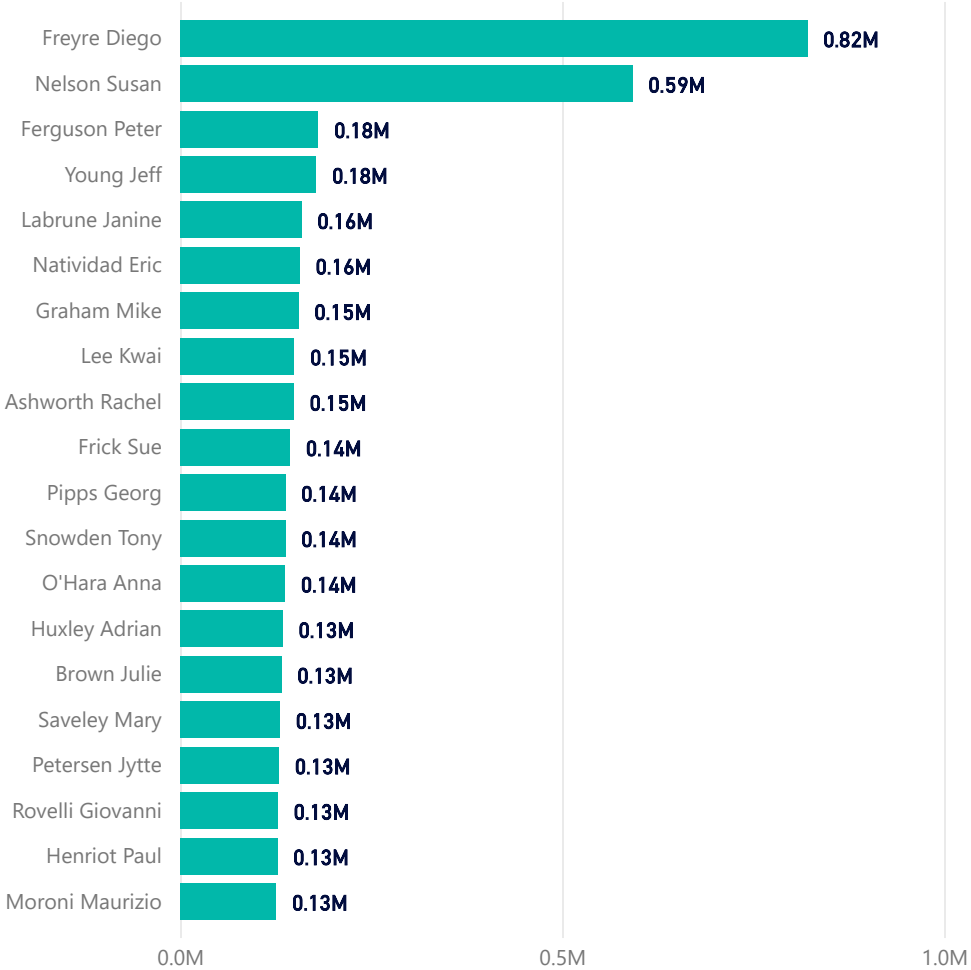
Credit limit of top10 customers

CustomerName	Credit_Limit
Freyre Diego	2,27,600.00
Nelson Susan	2,10,500.00
Holz Mihael	1,41,300.00
Young Jeff	1,38,500.00
Ashworth Rachel	1,36,800.00
Saveley Mary	1,23,900.00
Hernandez Marta	1,23,700.00
Moroni Maurizio	1,21,400.00
Ibsen Palle	1,20,800.00
Pfalzheim Henriette	1,20,400.00

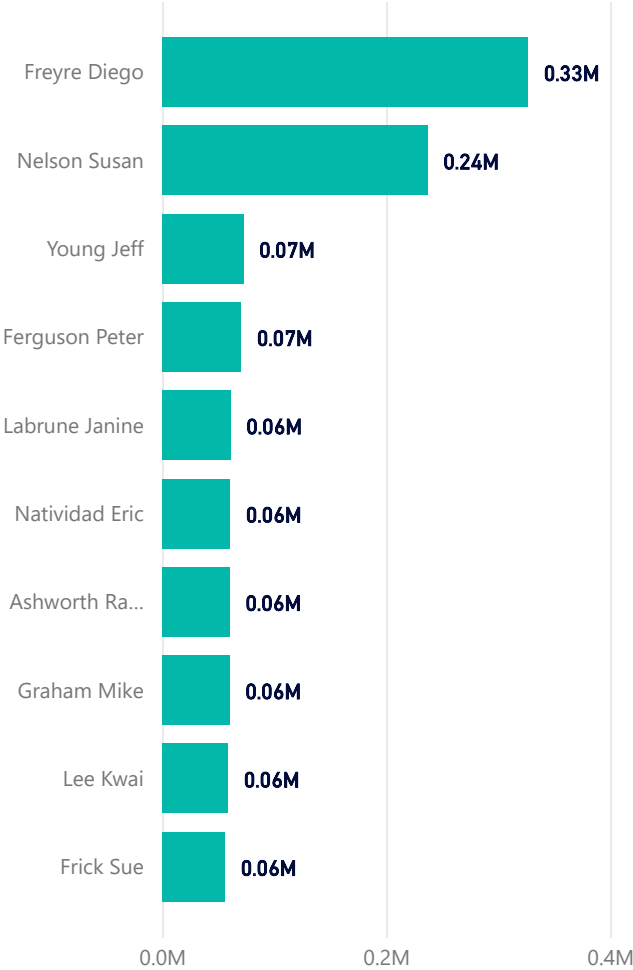
Customers by Country

Country	No. of customers
USA	36
Germany	13
France	12
Spain	7
Australia	5
UK	5
Italy	4
Total	101

Total sales by CustomerName



Top Profit Yielding Customers



Insights

***The data of company ranges from 2003 to mid-2005. The company had offices across 27 countries. Average sales and average profit had the increasing trend b/w 2003 to 2005. Average sales trended up resulting in 7.38% increase b/w 2003 to 2005. Average profit trended up resulting in 5.99% increase b/w 2003 to 2005.**

***2004 has the highest sales , also high profit by year. Qtr4 had the highest followed by Qtr1,Qtr2 and Qtr3. Qtr4 accounted for 38.39% of total sales. November has the highest which accounted for 20.48% while June had the lowest sales. 2005 had the highest average orders followed by 2004 and 2003. While in 2004 November made up maximum number of orders.**

***USA is the top country by sales and profit .It accounted for 33.97% of total sales and 50.86% of profit. Maximum customers are located here only and so is the maximum ordered quantity.**

***Maximum ordered quantity were received for product 1992 Ferrari 360 Spider red and it is the highest selling product which is also generating highest profit across all year . Thus, it is the top performing profit in terms of sales and profit followed by 1952 Alpine 1300 and 2001 Ferrari Enzo. Low profit yielding country is Hong Kong followed by Ireland.**

***Highest performing productline is Classic Cars followed by Vintage Cars by sales and lowest performing is trains and ships.**

***Madrid is the highest profit generating city.**

***Diego Fregre from Spain and Susan Nelson from USA are top profit driving customers .**

***Out of 27 countries there are 121 countries which did not ordered .**