

Number of sales

Azuka's Art Sales Report

EXPLORATORY ANALYSIS.

A comprehensive report on key sales influencers on artworks over three years.



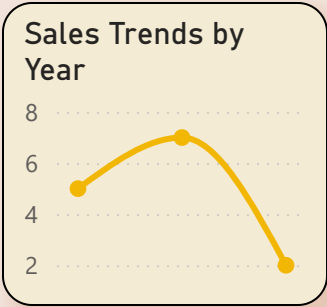
year sold

Created works

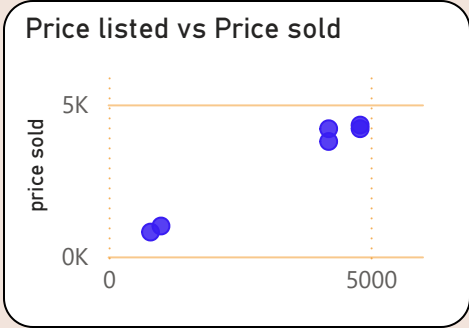
28

Sold Works

14

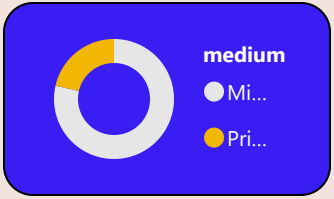
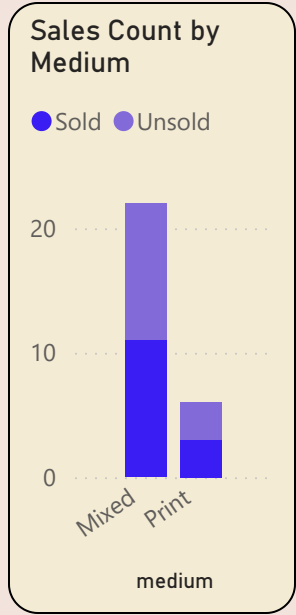
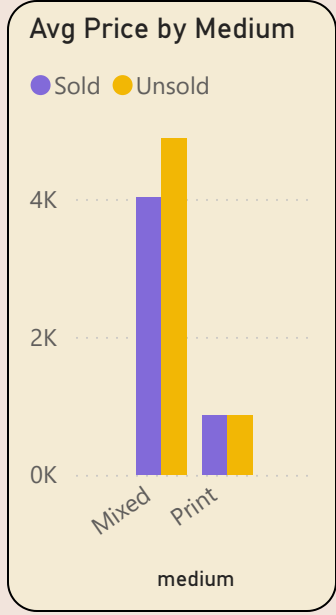


From 2021 to 2023, 28 artworks were created and 14 were sold, with 2023 having the highest number of sales.



There is a strong correlation between the prices listed for artworks and how much they eventually sold for.

This suggests that the sold works were adequately priced and did not need to be raised or lowered.



Mixed Media works appear to dominate both sold and unsold artworks

The average price of unsold Mixed media works are higher than the average price of the sold ones. They may be overpriced!

Sales dwindled in 2024..

This correlates with the number of artworks created in 2024.

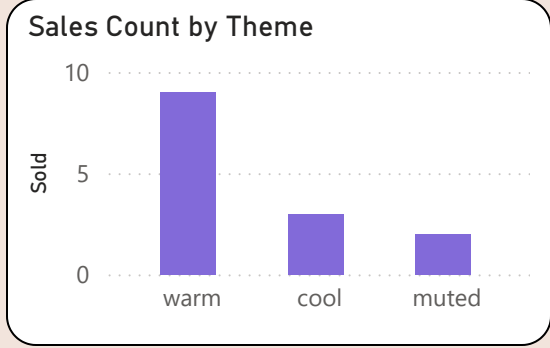
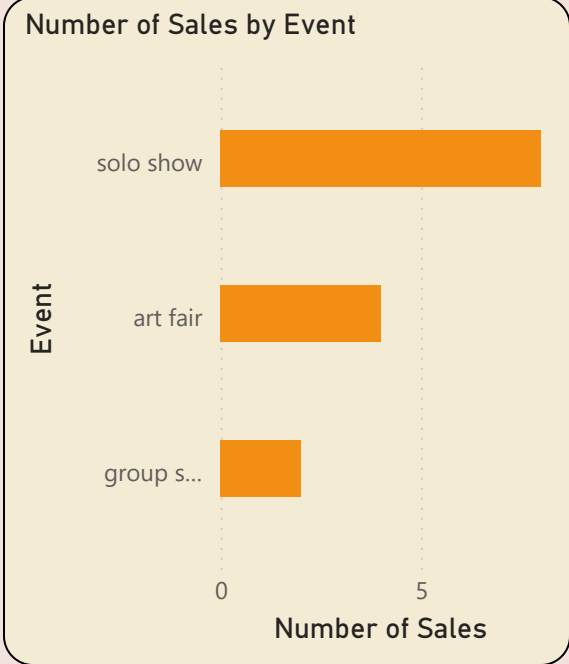
The least performing collection was created in 2023 and available for sale in 2024.

Sales in 2024

2

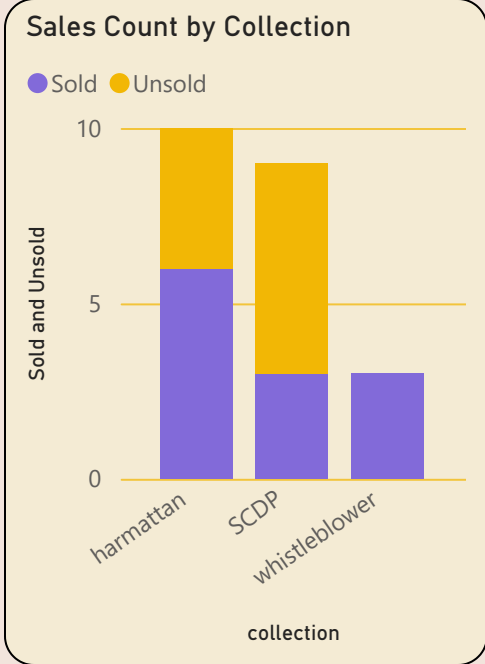


More sales were made in Solo shows



Harmattan was the best selling collection in Mixed Media works, with SCDP performing poorly.

Warm toned artworks also tend to sell better.



2023 recorded the highest number of sold artworks.

From 2021 to 2023, 28 artworks were created and 14 were sold, with 2023 having the highest number of sales.

Sales dwindled in 2024..
This correlates with the number of artworks created in 2024. Also, the least performing collection was created in 2023 and available for sale in 2024.

Created works

28

Sold Works

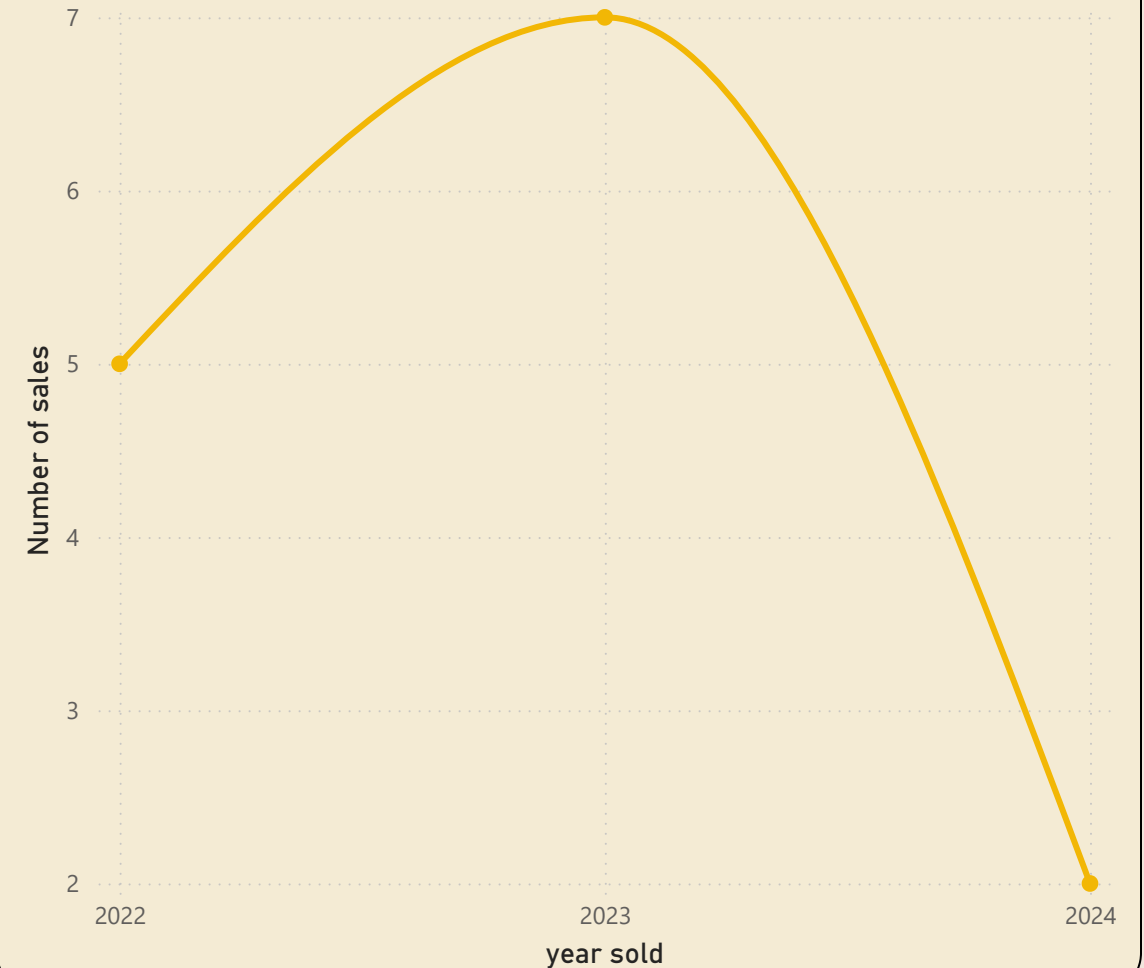
14

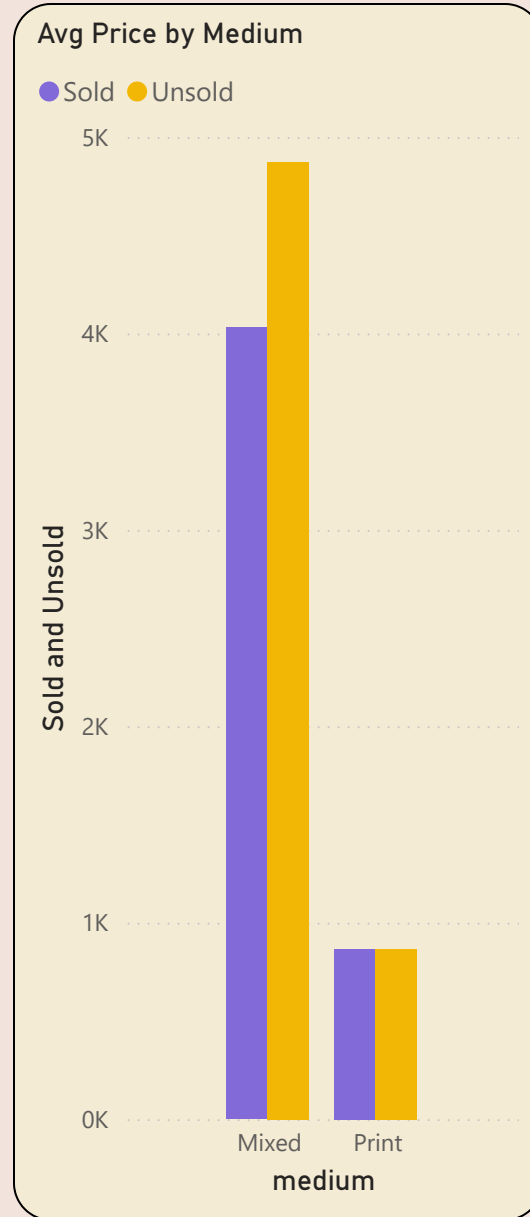
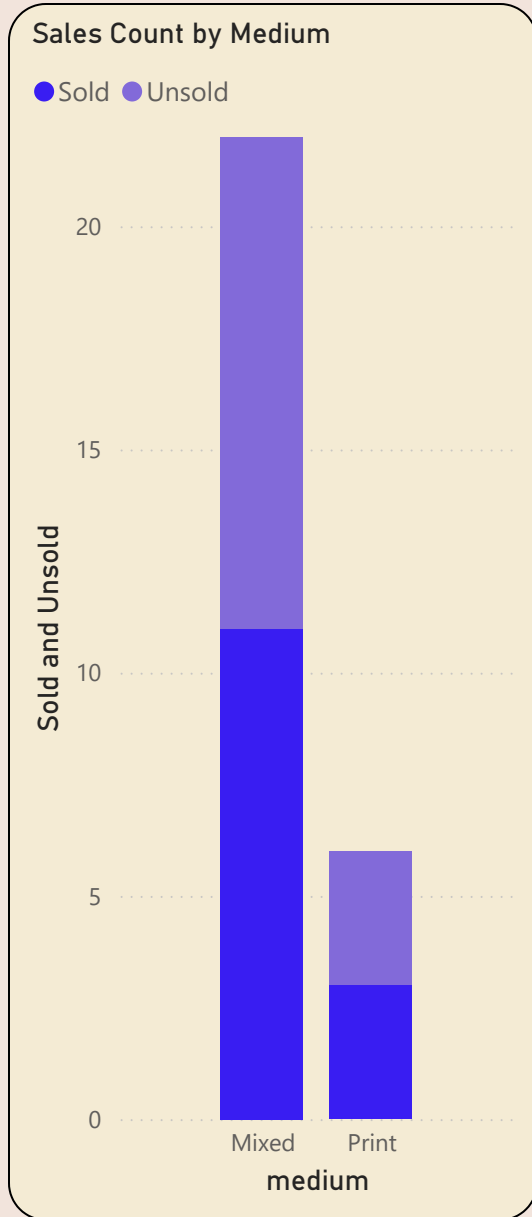
Sales in 2024

2



Sales Trends by Year





There are 22 Mixed Media artworks (11 sold) and 6 Prints (3 sold).

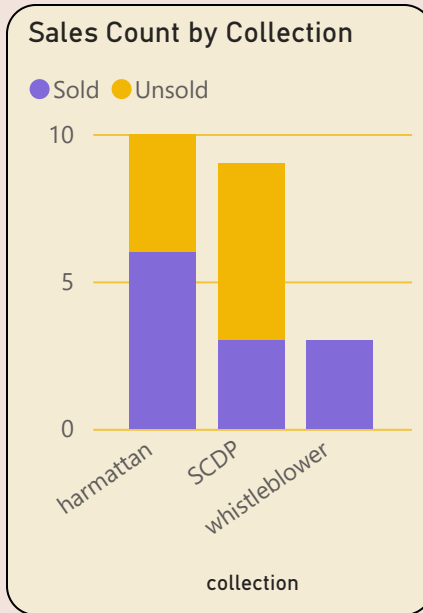
Medium did not appear to have an impact on sales.

There is an equal number of sold and unsold items in both Prints and Mixed Media artworks.

Prices seemed to affect sales in Mixed Media works, though.

The average price of unsold Mixed Media works were higher than the average price of the sold ones. The unsold Mixed Media works may be overpriced!

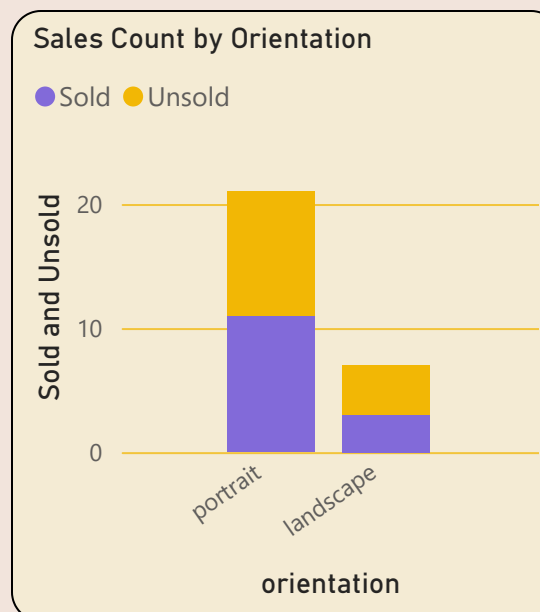
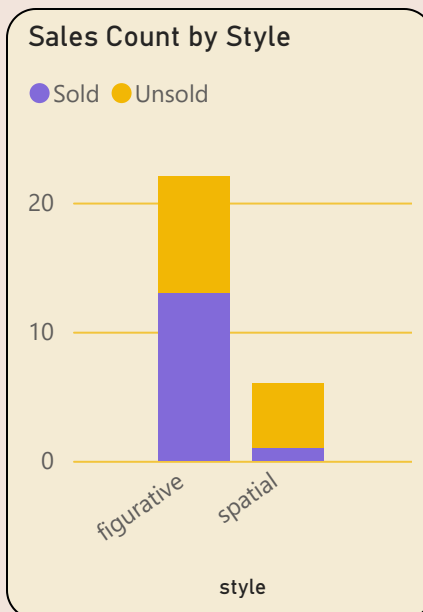
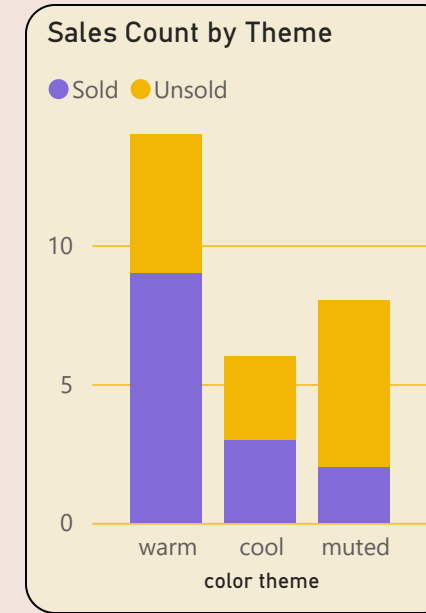
Unsold Mixed Media
average price
4.87K



The Whistleblower collection sold out all 3 works in it, with the Harmattan collection coming in second selling 6 of 10 works.

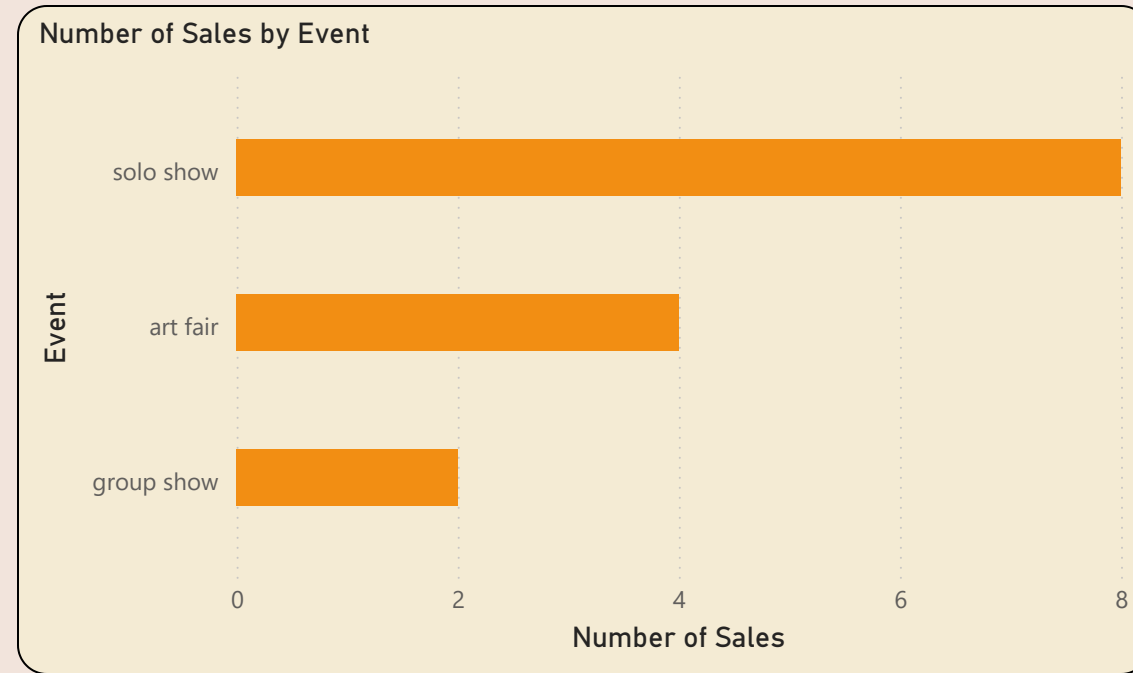


SCDP performed poorly, selling only 3 of 9 works.

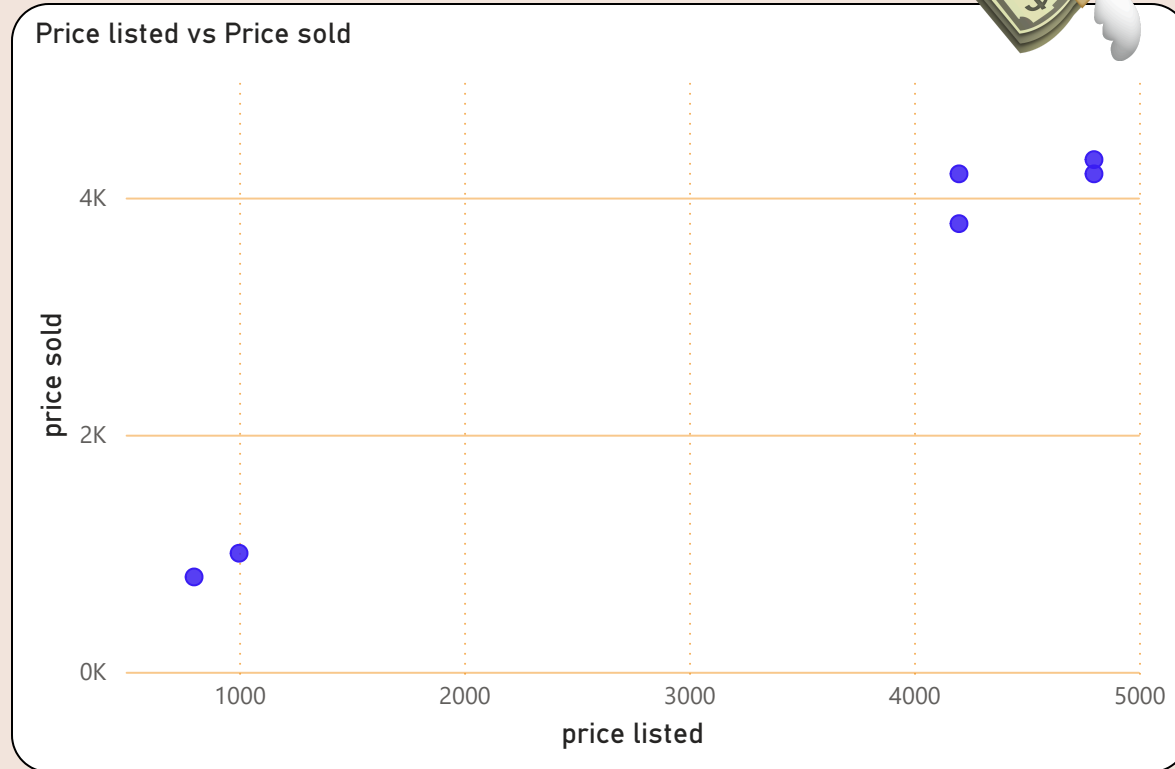


Figurative portraits with warm tones had the highest selling probability.

Spatial works, landscapes and muted tones didn't do too well in sales.



Solo shows
brought in the
most sales.



Listed Prices and Sold Prices didn't vary significantly.

There is a strong correlation between the prices listed for artworks and how much they eventually sold for.

This suggests that the sold works were appropriately priced and did not need to be raised or lowered.

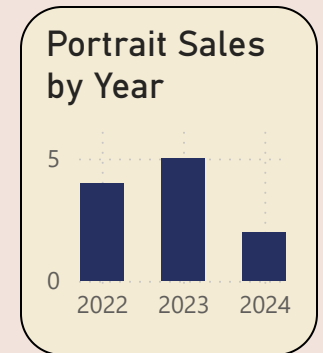
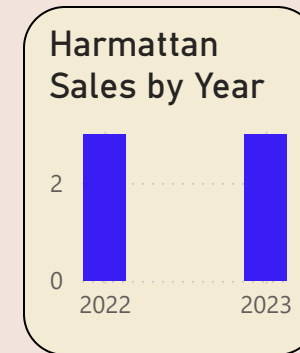
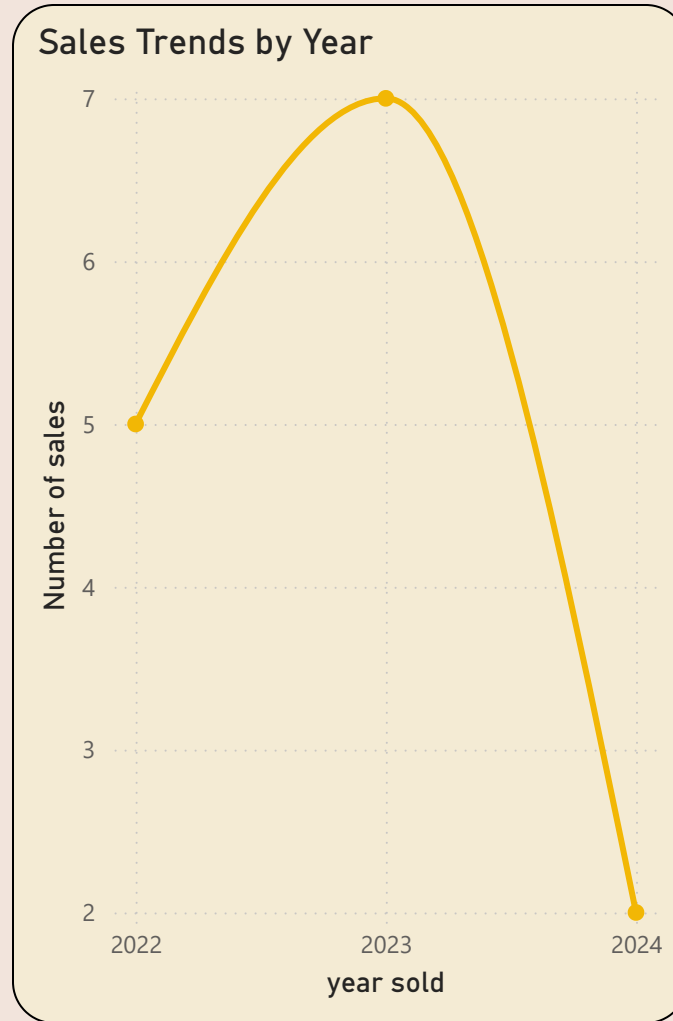
So what factors influenced the sales trend?

The works with the most marketable characteristics: Figurative Portrait works with warm tones were mostly created in 2022 and sold 2023

Only 2 sales were made in 2024.

The least performing collection SCDP had the least marketable characteristics: Spatial Landscape works with muted tones.

The works in the SCDP were created in 2023. It makes sense that poor sales were made in 2024, the year they were available on the market.



Sales in 2024

2