Number of sales

# Azuka's Art
# Sales Report

**EXPLORATORY ANALYSIS.**
A comprehensive report on key
sales influencers on artworks
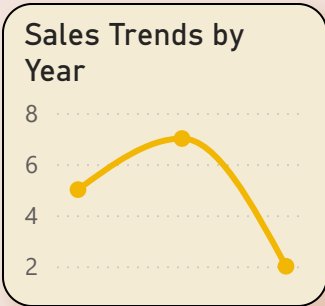over three years.
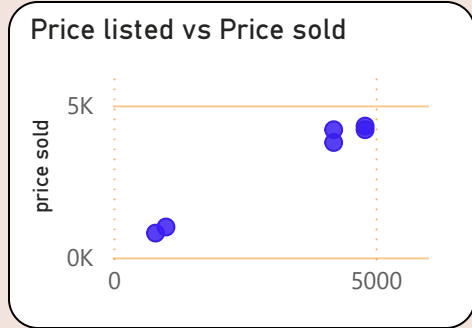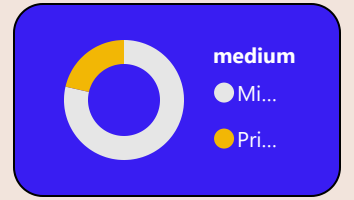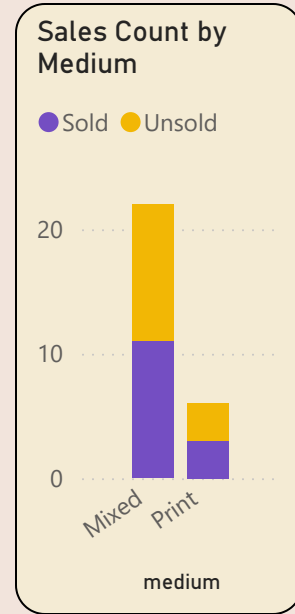
🔻

year sold

**Created works**

**28**

## Sales Trends by Year



**Sold Works**

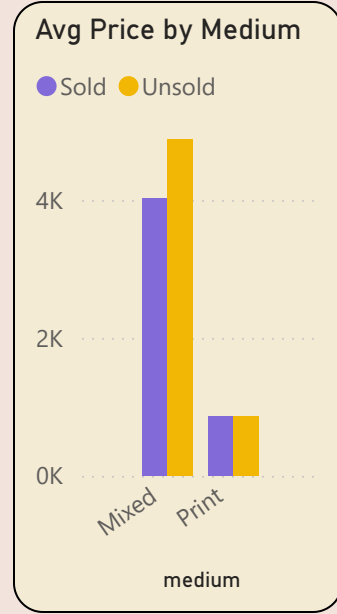**14**

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

## Price listed vs Price sold



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

## Avg Price by Medium

● Sold ● Unsold



medium

## Sales Count by Medium

● Sold ● Unsold



medium

**medium**
● Mi...
● Pri...



Mixed Media works appear to dominate both sold and unsold

The average price of unsold Mixed media works are higher than the average price of the sold ones.

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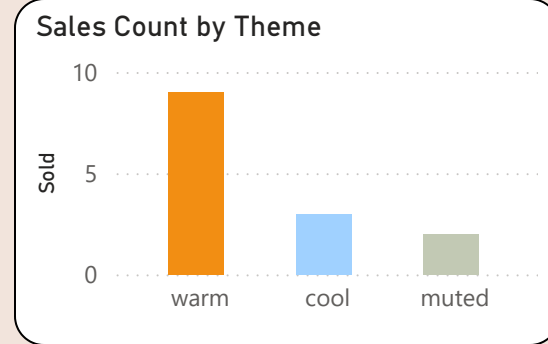
**Sales in 2024**

**2**

More sales were made in Solo shows

## Number of Sales by Event



Event

Number of Sales

## Sales Count by Theme
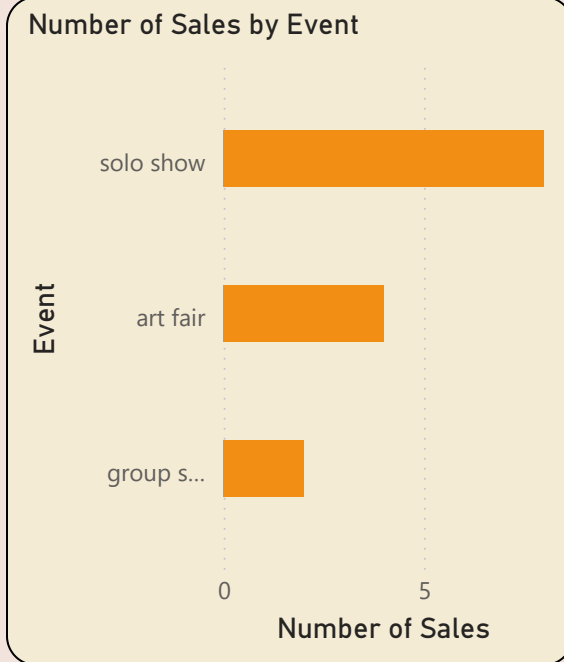


Harmattan was the best selling collection in Mixed Media works, with SCDP performing poorly.

Warm toned artworks had a higher number of sales compared to other color themes...

## Sales Count by Collection

● Sold ● Unsold



collection

# 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.
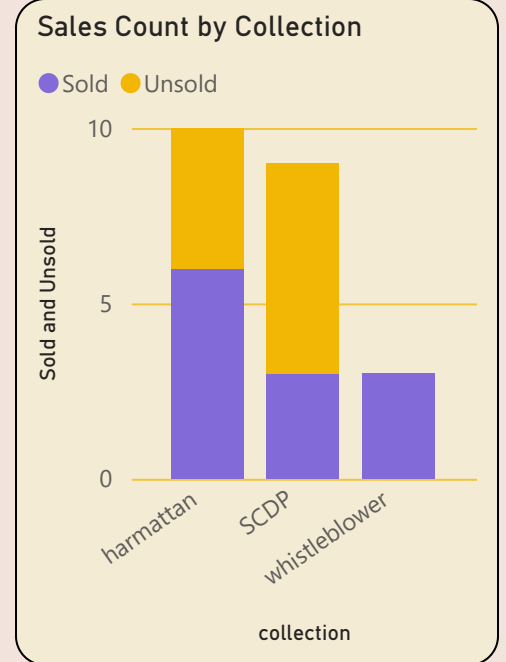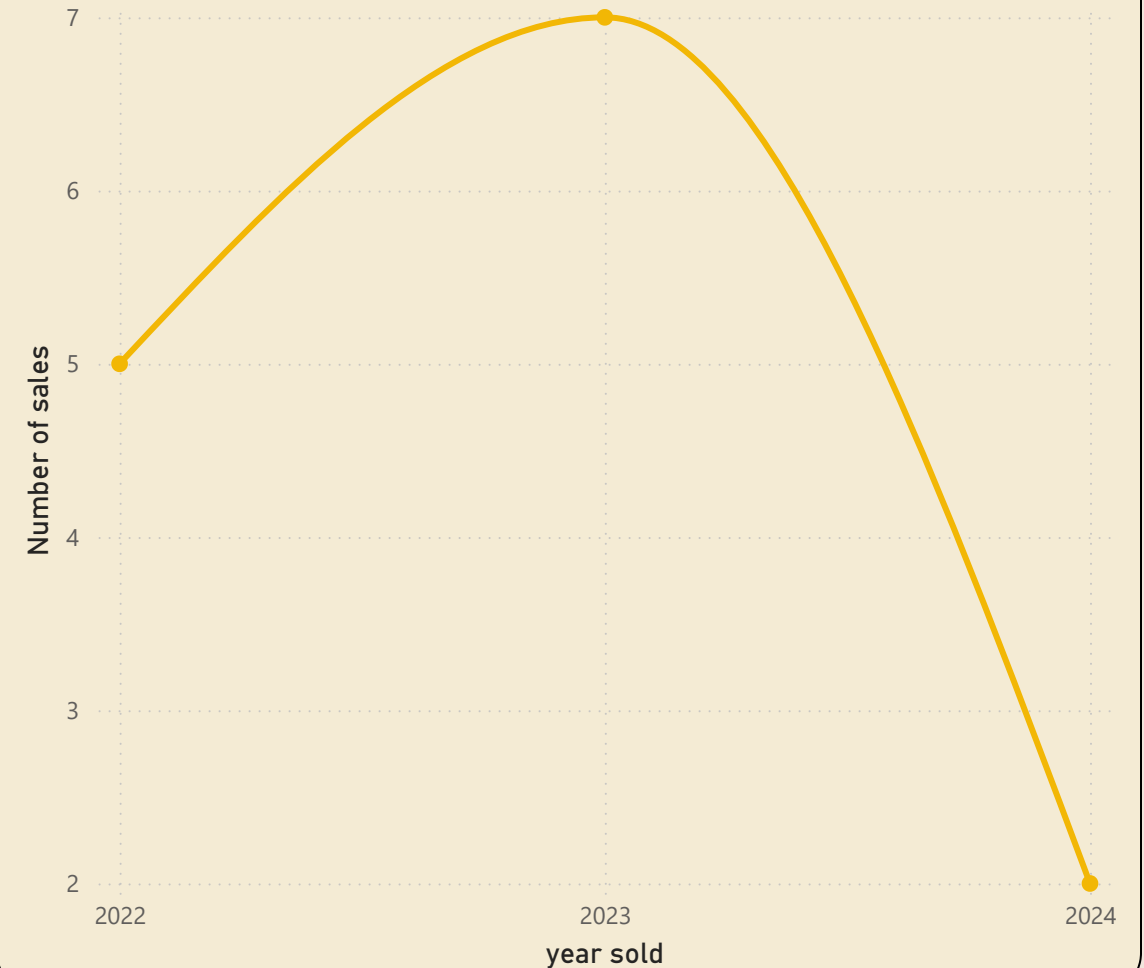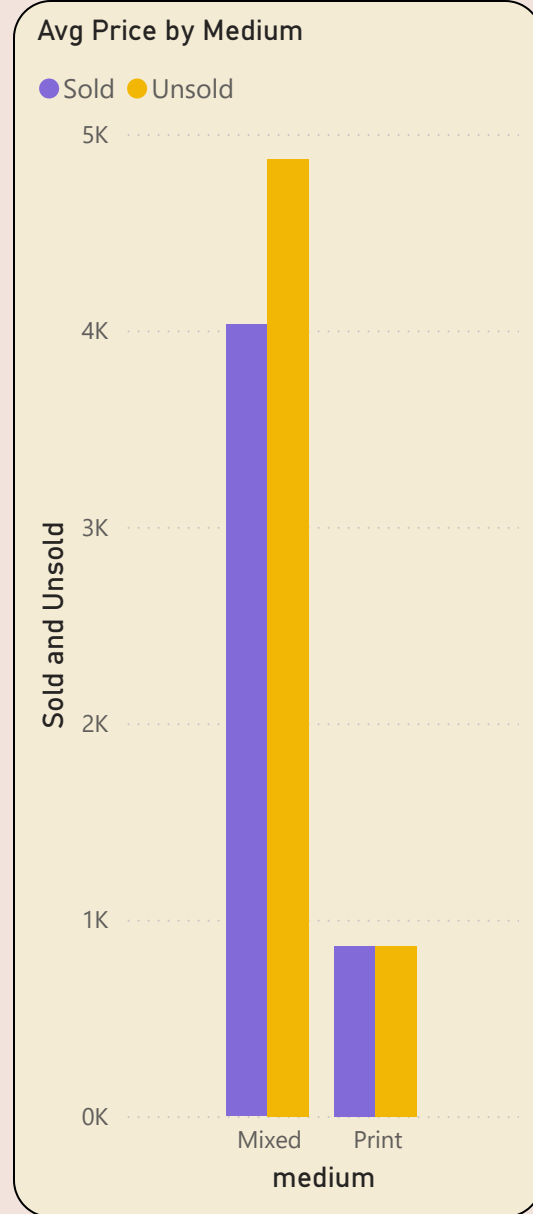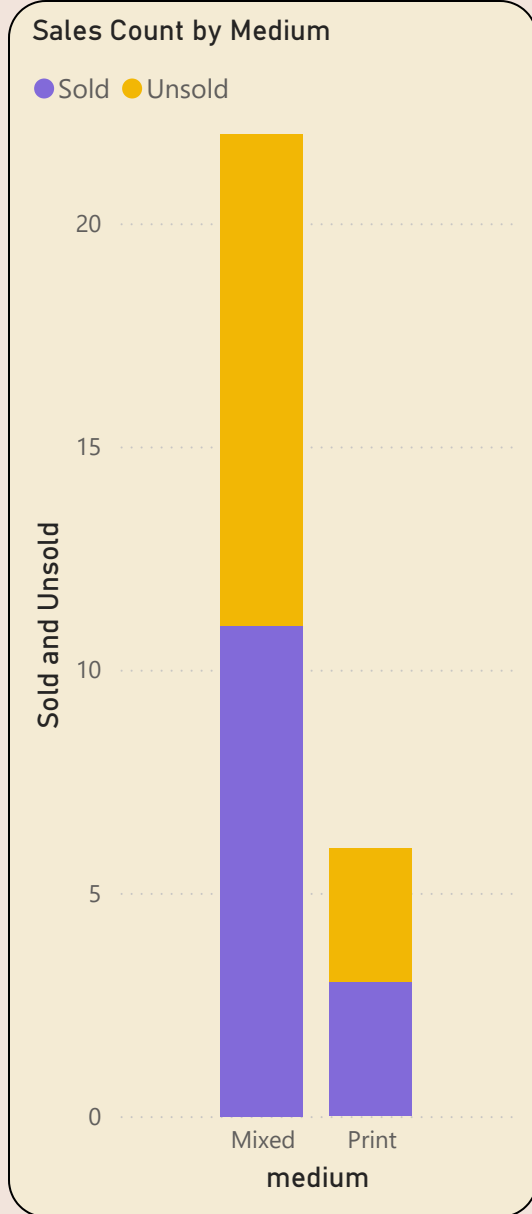
**Created works**

**28**

**Sold Works**

**14**

**Sales in 2024**

**2**

## Sales Trends by Year



Number of sales vs. year sold, showing values rising from 5 at 2022 to a peak of 7 at 2023, then declining to 2 at 2024.

## Sales Count by Medium

● Sold  ● Unsold



Sold and Unsold

20
15
10
5
0

Mixed    Print

medium

## Avg Price by Medium

● Sold  ● Unsold



Sold and Unsold

5K
4K
3K
2K
1K
0K

Mixed    Print

medium

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

# Medium did not appear to correlate with sales.

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

**Prices correlated with sales in Mixed Media works, though.**

The average price of unsold Mixed Media works were higher than the average price of the sold ones.
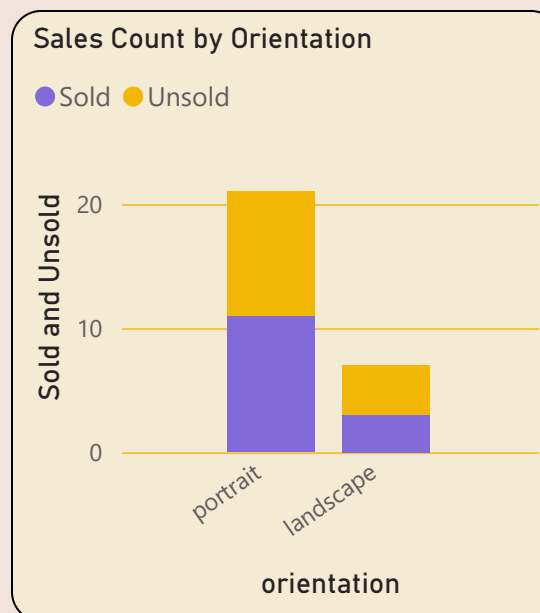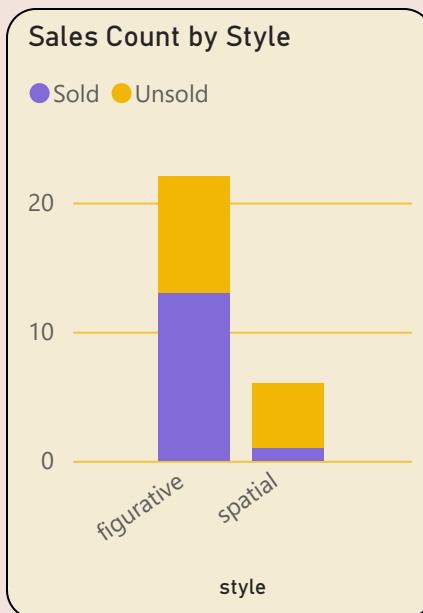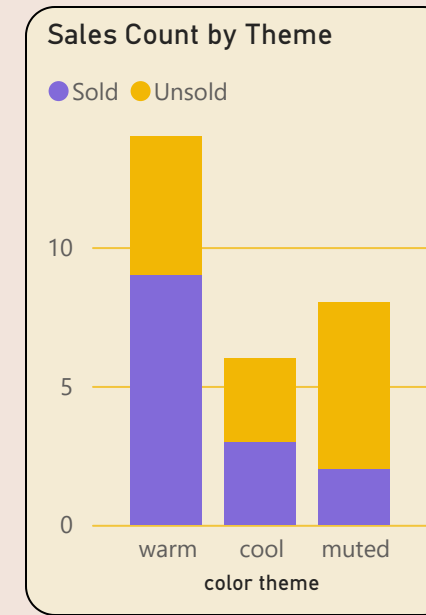
Unsold Mixed Media

average price

4.87K

## Sales Count by Collection

Sold ● Unsold ●
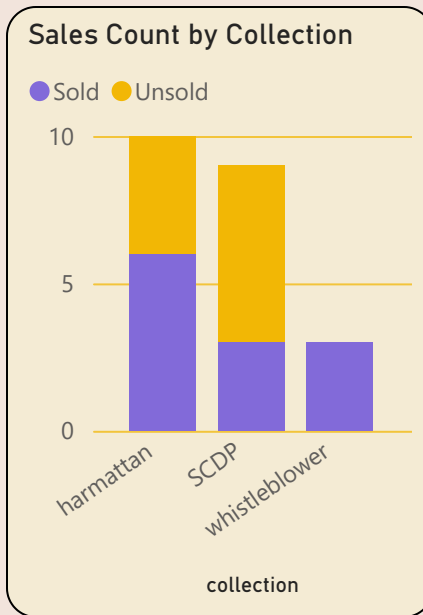


collection

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

😣 😄

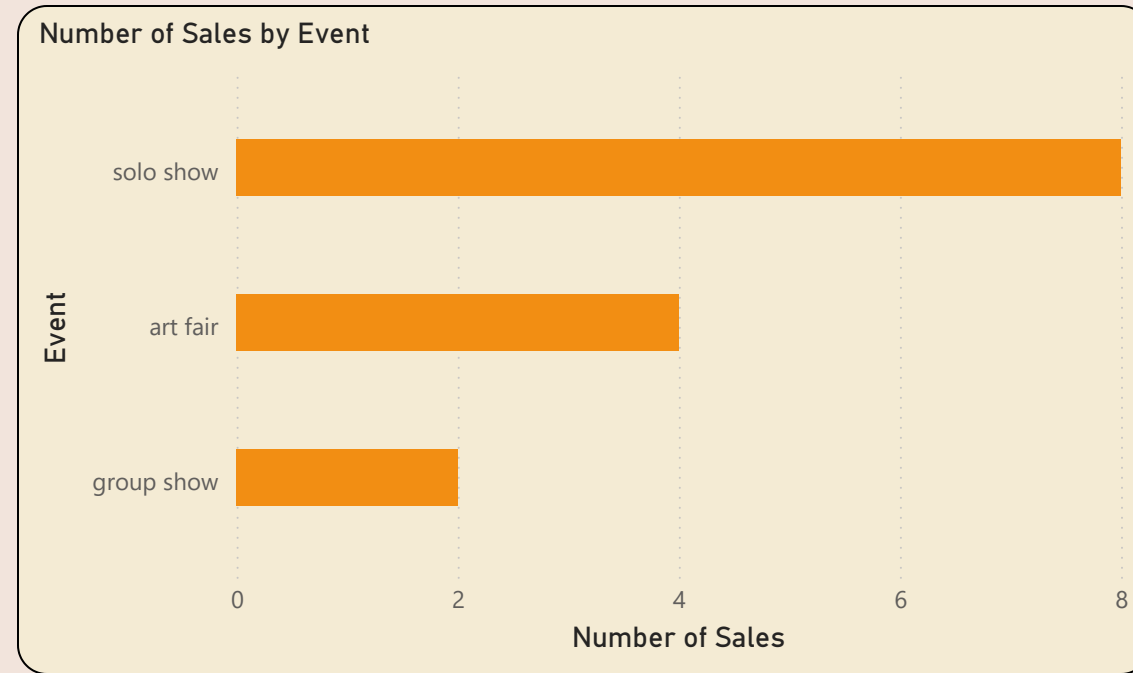SCDP performed poorly, selling only 3 of 9 works.

## Sales Count by Theme

Sold ● Unsold ●



color theme

## Sales Count by Style

Sold ● Unsold ●



style

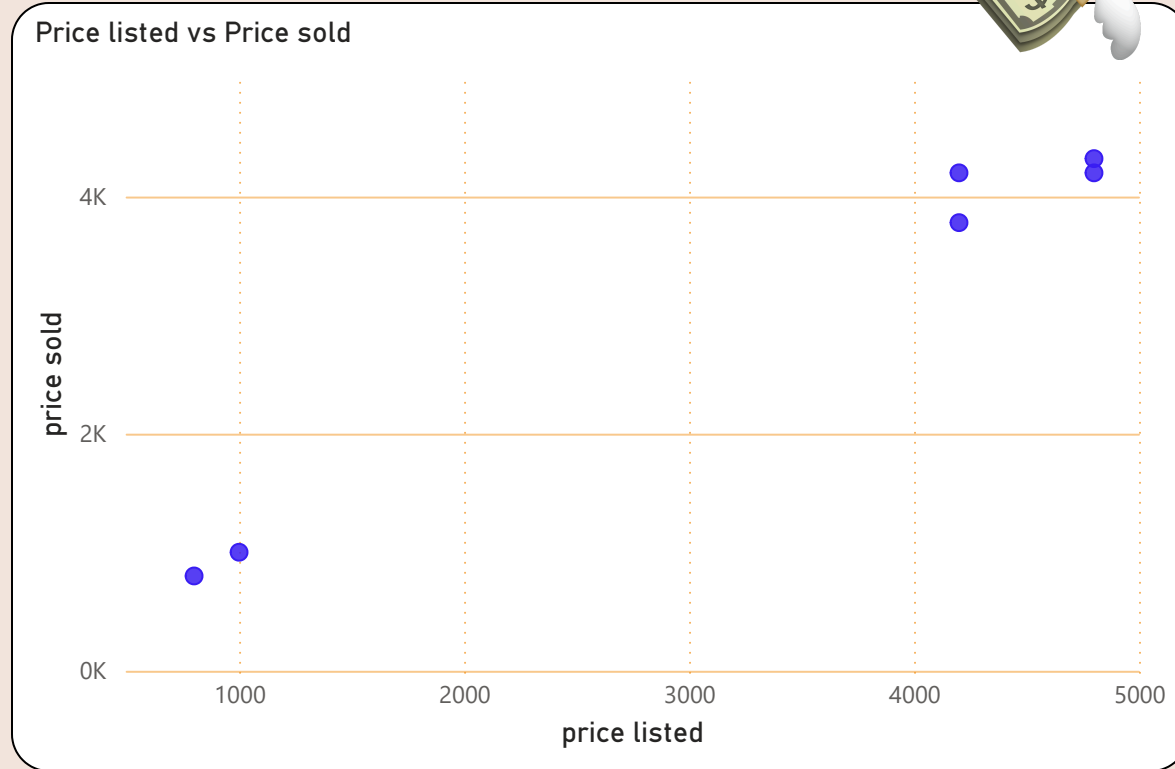## Sales Count by Orientation

Sold ● Unsold ●



orientation

Figurative portraits with warm tones had the highest selling probability.

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

## Number of Sales by Event



🎪

# Solo shows brought in the most sales.

Price listed vs Price sold

price sold

4K

2K

0K
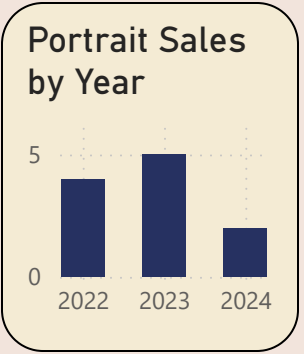
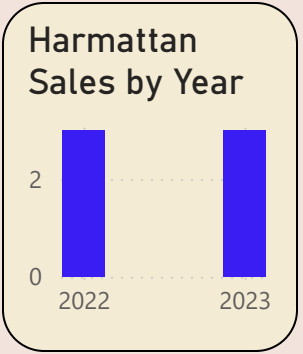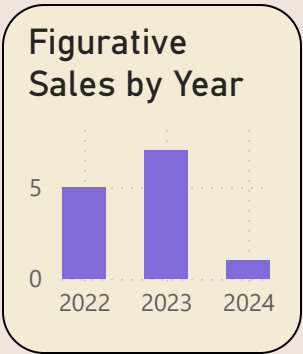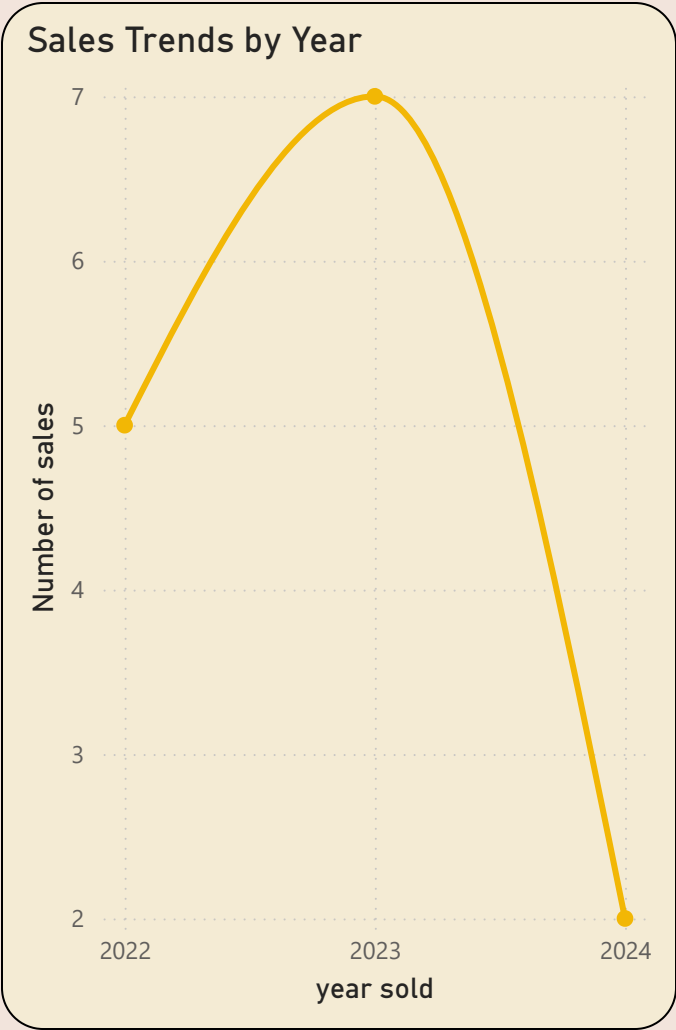1000    2000    3000    4000    5000

price listed

# 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.

# So what factors correlated with the sales trend?

The works with the highest selling 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 selling characteristics: Spatial Landscape works with muted tones.
The works in the SCDP collection were created in 2023 and were available on the market in 2024

## Sales Trends by Year



## Figurative Sales by Year



## Warm tone Sales by Year



## Harmattan Sales by Year



## Portrait Sales by Year



### Sales in 2024

**2**

# Summary

This analysis found associations between sales and characteristics such as color theme, medium and event type.

Warm tones and figurative works showed higher sales, while muted tones and spatial landscapes were less frequently sold.

Future analysis could explore why certain themes may attract higher sales and whether other factors such as market conditions, influence these trends.

Sales Trends by Year

8

6

4

2