

Axon Sales Capstone Project

- For the visual **Total Sales by Country** At \$32,73,280, USA had the highest Sales and was 586.44% higher than New Zealand, which had the lowest Sales at \$4,76,847. USA accounted for 50.99% of Total Sales. Across all 5 countries, Sales ranged from \$4,76,847 to \$32,73,280.
- For the visual **Total Sales by Customers** At \$8,20,690, Euro+ Shopping Channel had the highest Sales and was 417.55% higher than La Rochelle Gifts, which had the lowest Sales at \$1,58,573. Euro+ Shopping Channel accounted for 42.53% of Total Sales. Across all 5 customers, Sales ranged from \$1,58,573 to \$8,20,690.
- For the visual **Number of Customers by Country** Number of Customers was highest for USA at 36, followed by Germany and France. Across all 27 Country, Number of Customers ranged from 1 to 36.
- For the visual **Total Sales by Territory** EMEA had the highest Sales at \$45,20,712, followed by NA, APAC, and Japan. EMEA accounted for 47.07% of Total Sales.
- For the Visual **Total Sales by Year**, 2004 had the highest Total Sales at \$45,15,906, followed by 2003 and 2005. 2004 accounted for 47.02% of Total Sales.
- For the visual **Total Sales by Product Line** Classic Cars accounted for 40.13% of total Sales.

- For the visual **Total Sales by Year** Sales trended down, resulting in a 46.62% decrease between 2003 and 2005. Sales started trending down on 2003, falling by 46.62% (\$15,46,412) in 2 years. Sales dropped from \$33,17,348 to \$17,70,937 during its steepest decline between 2003 and 2005.
- For the visual **Total Sales by Products** At \$2,76,840, 1992 Ferrari 360 Spider red had the highest Sales and was 81.48% higher than 1969 Ford Falcon, which had the lowest Sales at \$1,52,543. 1992 Ferrari 360 Spider red accounted for 24.23% of Total Sales. Across all 6 products, Sales ranged from \$1,52,543 to \$2,76,840.
- For the visual **Total Sales by Product Line** at \$38,53,922, Classic Cars had the highest Sales and was 1,944.16% higher than Trains, which had the lowest Sales at \$1,88,533. Classic Cars accounted for 40.13% of Total Sales. Across all 7 product Line, Sales ranged from \$1,88,533 to \$38,53,922.
- For the visual **Total Sales by Employees** At \$12,58,578, Gerard Hernandez had the highest Sales and was 78.56% higher than Barry Jones, which had the lowest Sales at \$7,04,854. Gerard Hernandez accounted for 27.09% of Total Sales. Across all 5 Employees, Sales ranged from \$7,04,854 to \$12,58,578.
- For the visual **Total Sales by Product Vendor** At \$9,34,554, Classic Metal Creations had the highest Sales and was 17.79% higher than Exoto Designs, which had the lowest Sales at \$7,93,392. Classic Metal Creations accounted for 22.02% of Total Sales. Across all 5 Product Vendor, Sales ranged from \$7,93,392 to \$9,34,554.