**PROJECT – AXON RETAILERS**

Axon is a retail business; they sell classic cars. These are vintage and collectible automobiles, often sought after by enthusiasts and collectors.

**PROBLEM STATEMENT:**

The objective of this project is to implement a robust Business Intelligence (BI) solution using Microsoft Power BI and SQL. The solution aims to enable Axon to efficiently manage and analyze their sales data, derive valuable insights, and empower their sales team and management with data-driven decision-making capabilities.

**Terminologies:**

* Sales Growth Rate: A measure of how much sales have increased or decreased compared to a previous period, expressed as a percentage.
* Credit Limit: The maximum amount of credit a customer can obtain.
* MSRP (Manufacturer's Suggested Retail Price): The price at which a manufacturer suggests a product be sold.
* Total Expenses: The sum of all costs incurred in the business.
* Total Revenue: The total income generated from sales.
* Net Profit: Total revenue minus total expenses, representing the profit earned by the business.
* Profit Margin: Net profit divided by total revenue, expressed as a percentage.

**Insights:**

* Out of 122 customers, only 98 placed orders, suggesting that the remaining customers may be new or that there could be data entry errors. Additionally, these customers have a credit limit of 0.
* Sales growth rate decreased significantly from 2004 (36.14%) to 2005 (-60%), which could be attributed to various factors.
* Classic cars are the most ordered products, and exploring the possibility of increasing their cost price for improved profitability should be considered.
* A scatter chart reveals that many customers with low credit limits have made payments, indicating potential opportunities for addressing their needs.
* The USA is a significant market due to its high number of customers and orders. Spain has shown a high interest in orders, potentially indicating expansion opportunities.
* Customers paying more than their credit limit may signify high customer satisfaction or loyalty but could also lead to payment issues and bad debts.

**Analysis:**

1. Customer Behaviour: There is a need to understand why some customers are not placing orders or placing fewer orders. Initiating communication, surveys, and feedback mechanisms can help address this issue.
2. Employee Performance: Analysing top-performing employees and sharing best practices with others, along with training, setting clear goals, and introducing incentives, can enhance overall employee performance.
3. Product Pricing: Investigate the possibility of increasing the cost price of popular products, such as classic cars, to improve profitability.
4. Market Expansion: Spain appears to be a promising market. Consider strategies for expanding into this region.
5. Credit Management: Monitor and address issues related to customers exceeding their credit limits to prevent payment problems and bad debts.

**Recommendations:**

* Engage with customers to understand their needs, challenges, and reasons for not placing orders or placing fewer orders.
* Conduct surveys and gather feedback on products via email or phone.
* Offer discounts for early payments to incentivize customers.
* Create personalized offers or promotions tailored to specific customer needs.
* Continuously monitor the impact of these efforts and adjust strategies if necessary.
* Analyze top-performing employees and implement training and development programs for product knowledge and customer engagement.
* Establish clear and achievable goals for each employee.
* Implement incentives and rewards for employees and their respective managers.

By addressing customer behaviour, employee performance, product pricing, and market expansion, Axon can enhance its sales growth rate, revenue, and overall profitability. Continuously monitoring and adapting strategies will be essential for sustainable success.