

AXON SALES AND PERFORMANCE INSIGHTS

Year

2003

2004

2005

ProductLine

All

Sales

Orders

SalesTrends

Products

TOTAL SALES

9.6M

TOTAL PROFIT

3.8M

TOTAL ORDERS

312

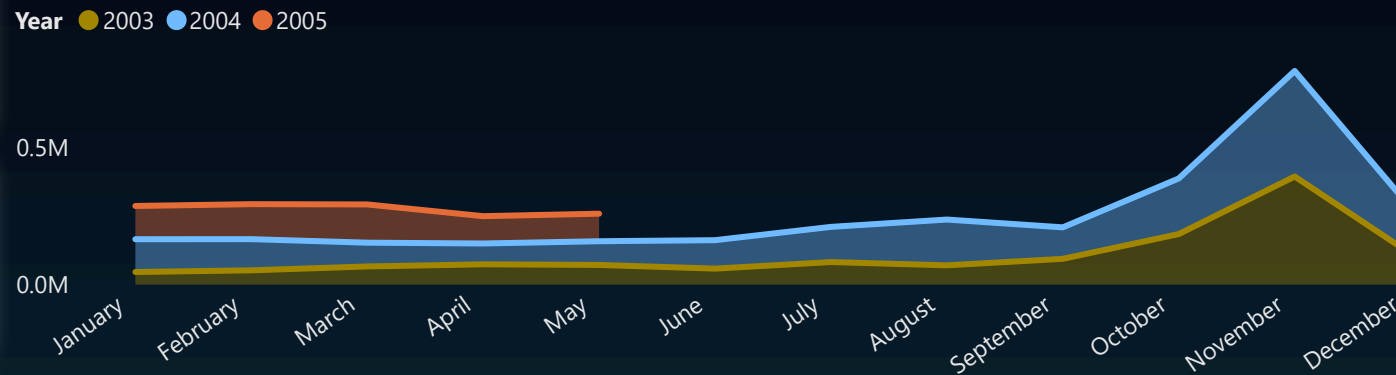
TOTAL CUSTOMERS

100

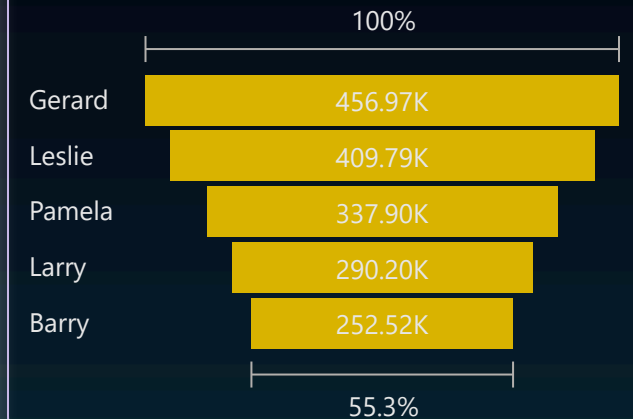
TOTAL VENDORS

13

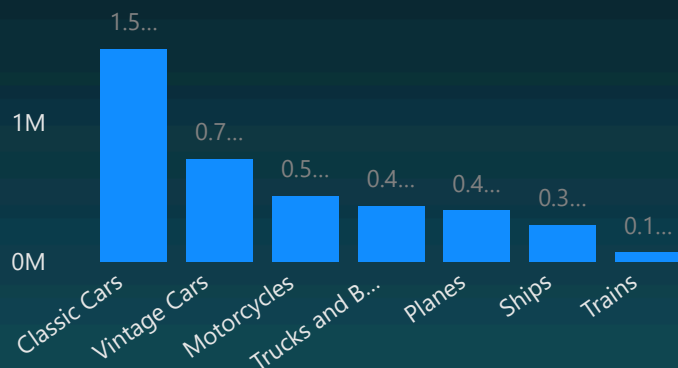
Profit by Month and Year



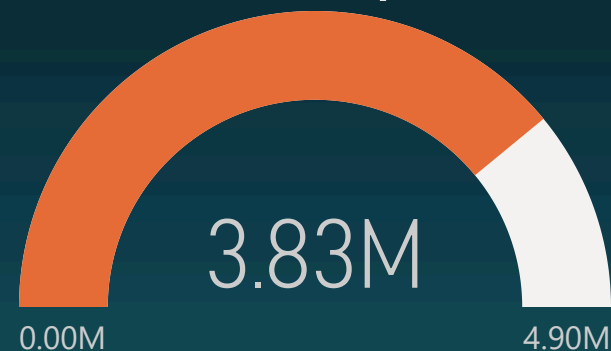
Top 5 Employees by Profit



Profit by ProductLine



Profit against maximum achievable profit



Top 5 vendors by Profit



EXECUTIVE SALES SYNOPSIS

Year

2003

2004

2005

ProductLine

All

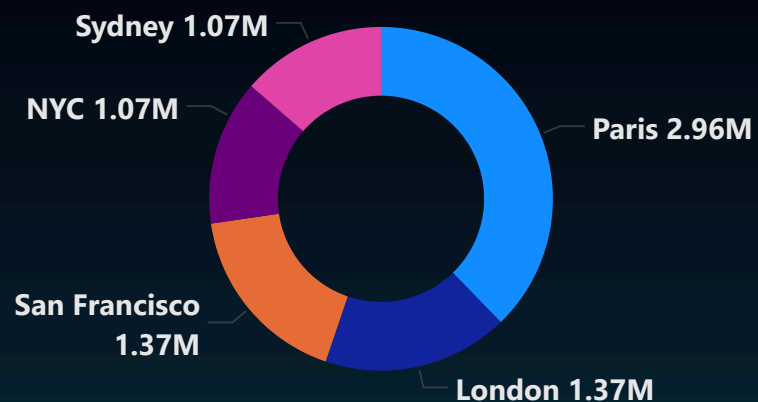
Profits

Orders

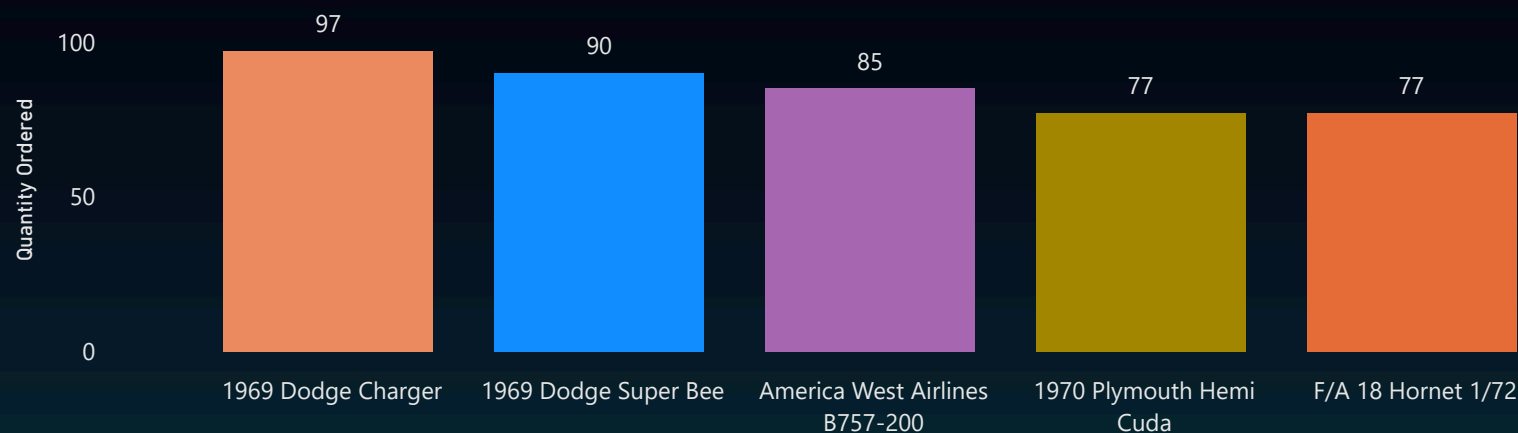
SalesTrends

Products

Sales by OfficeLocation



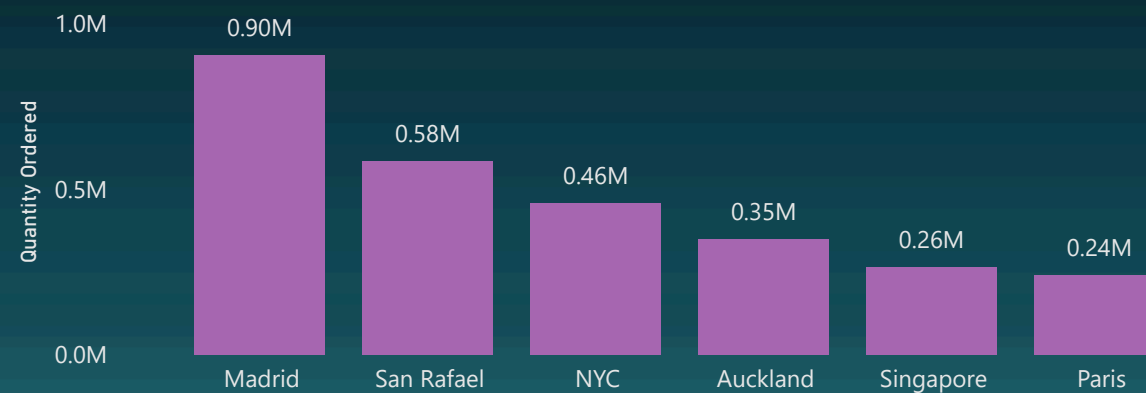
Highest selling products by Quantity



Sales volume by Geography



Cities with highest sales volume



ORDER OVERVIEW - SUMMARY OF TRANSACTIONS

AVG DAYS TO SHIP

4

Year

2003

2004

2005

Profits

Sales

SalesTrends

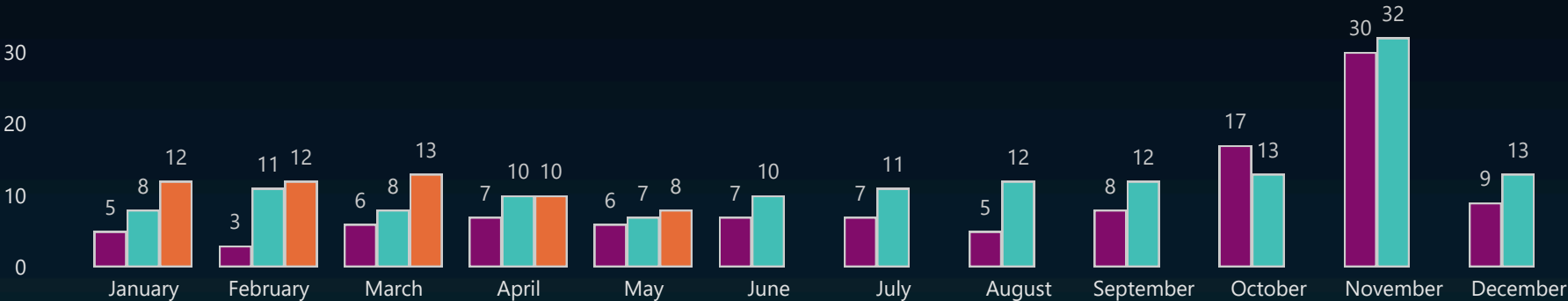
Products

Ordercount by status

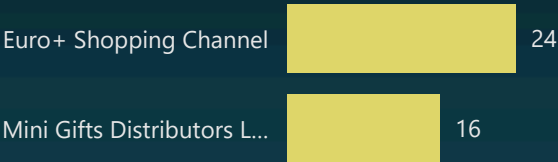
Status	Number of Orders
Shipped	303
Resolved	4
Disputed	3
Cancelled	2
Total	312

Order Trends

Year ● 2003 ● 2004 ● 2005



Customers with most Orders



CustomerName	CreditLimit
AV Stores, Co.	1,36,800.00
Euro+ Shopping Channel	2,27,600.00
Mini Gifts Distributors Ltd.	2,10,500.00
Muscle Machine Inc	1,38,500.00
Saveley & Henriot, Co.	1,23,900.00
Vida Sport, Ltd	1,41,300.00

Orders by Employees



ANALYSIS OF SALES DYNAMICS AND TRENDS

ProductLine

All

Year

2003

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Profits

Sales

Orders

Products

QOQ Sales Growth%

Year	total_sales	lastQuarter	QoQ%
2003			
Qtr 1	4,05,613.55		
Qtr 2	5,15,754.91	4,05,613.55	27%
Qtr 3	6,16,895.32	5,15,754.91	20%
Qtr 4	17,34,917.52	6,16,895.32	181%
2004			
Qtr 1	7,99,579.31	17,34,917.52	-54%
Qtr 2	6,52,991.86	7,99,579.31	-18%
Qtr 3	10,28,690.38	6,52,991.86	58%
Qtr 4	18,85,349.84	10,28,690.38	83%
2005			
Qtr 1	9,84,641.15	18,85,349.84	-48%
Qtr 2	5,04,462.60	9,84,641.15	-49%
Qtr 3		5,04,462.60	-100%

Sales by Country

country	Classic Cars	Motorcycles	Planes	Ships	Trains	Trucks and Buses	Vintage Cars	Total
USA	68	26	21	23	13	27	61	106
France	22	15	4	5	4	7	15	36
Spain	21	6	5	7	8	10	20	34
Australia	11	6	5	2	1	5	13	18
New Zealand	8	5	4	2	1	1	8	14
UK	10	1	3	5	2	1	10	13
Italy	6	2	4	3	2	3	7	10
Finland	9	2	2	2	1	2	2	9
Total	200	78	63	63	44	72	175	312

Quarter over Quarter Sales



PRODUCT OVERVIEW - SUMMARY OF PRODUCT FEATURES

NUMBER OF PRODUCTS

110

ProductLine

All

Profits

Sales

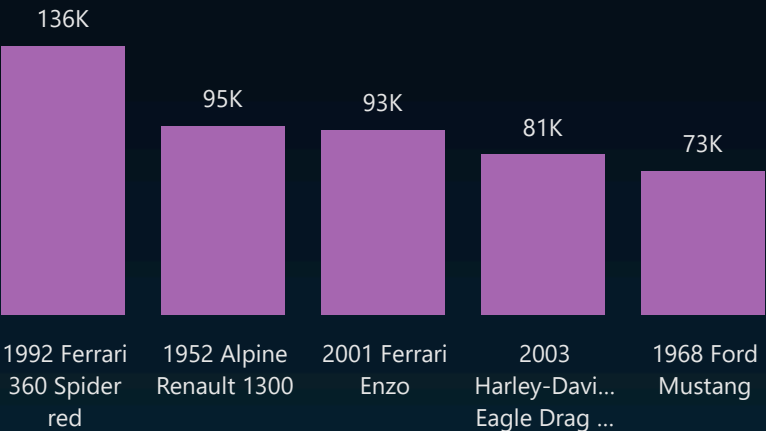
Orders

SalesTrends

Number of products by Vend...

Vendor	Product Count
Autoart Studio Design	8
Carousel DieCast Legends	9
Classic Metal Creations	10
Exoto Designs	9
Gearbox Collectibles	9
Highway 66 Mini Classics	9
Min Lin Diecast	8
Motor City Art Classics	9
Red Start Diecast	7
Second Gear Diecast	8
Studio M Art Models	8
Unimax Art Galleries	8
Welly Diecast Productions	8
Total	110

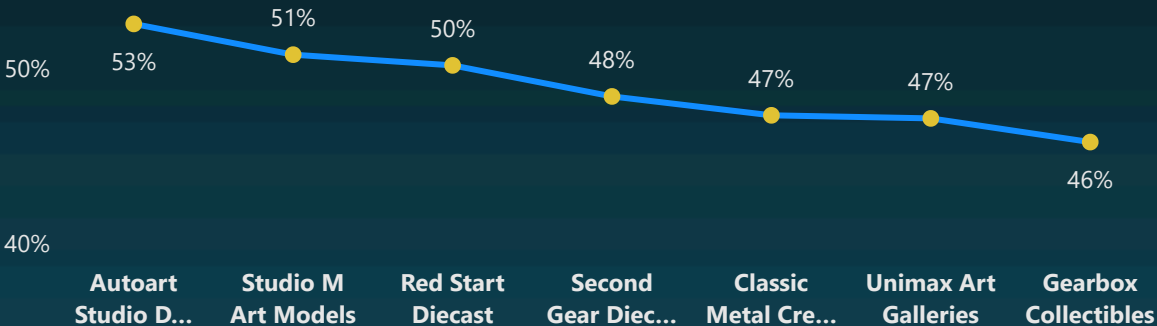
Most profitable Products



Number of Products by ProductLine



Average Discount by Vendors



Vendors by Stock Range

