



A small company Axon, which is a retailer selling classic cars, is facing issues in managing and analyzing their sales data. The sales team is struggling to make sense of the data and they do not have a centralized system to manage and analyze the data. The management is unable to get accurate and up-to-date sales reports, which is affecting the decision-making process.

To address this issue, the company has decided to implement a Business Intelligence (BI) tool that can help them manage and analyze their sales data effectively. They have shortlisted Microsoft PowerBI and SQL as the BI tools for this project.

The goal of the capstone project is to design and implement a BI solution using Power BI and SQL that can help the company manage and analyze their sales data effectively.



Customer Analysis

Year, Quarter, Month, Day

All



Home

Customer Analysis

Employee Analysis

Product Analysis

Sales Analysis

Consolidated Report

Insights

Active Customers

98

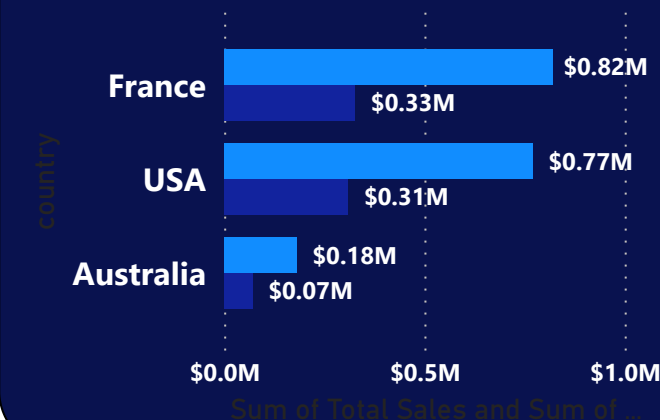
Total orders

326

customerName	Contact person name	Sum of Total Sales	Sum of Profit
Boards & Toys Co.	Young Mary	\$7,918.6	\$2,610.87
Auto-Moto Classics Inc.	Taylor Leslie	\$21,554.26	\$6,586.02
Frau da Collezione	Ricotti Franco	\$25,358.32	\$9,532.9299
Atelier graphique	Schmitt Carine	\$22,314.36	\$10,063.8
Double Decker Gift	Smith Thomas	\$29,586.15	\$10,868.04
Total		\$96,04,190.61	\$38,25,880.249999999

Top 3 countries by total sales and profit

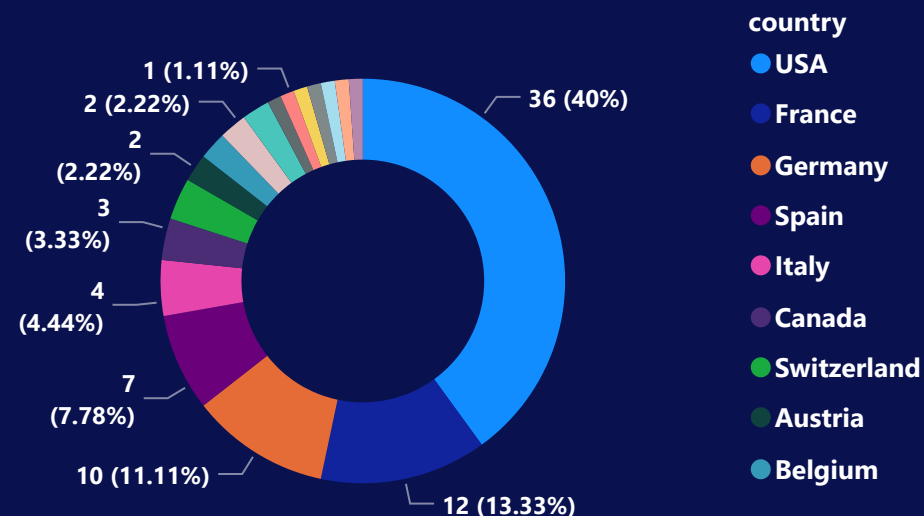
Sum of Total Sales Sum of Profit



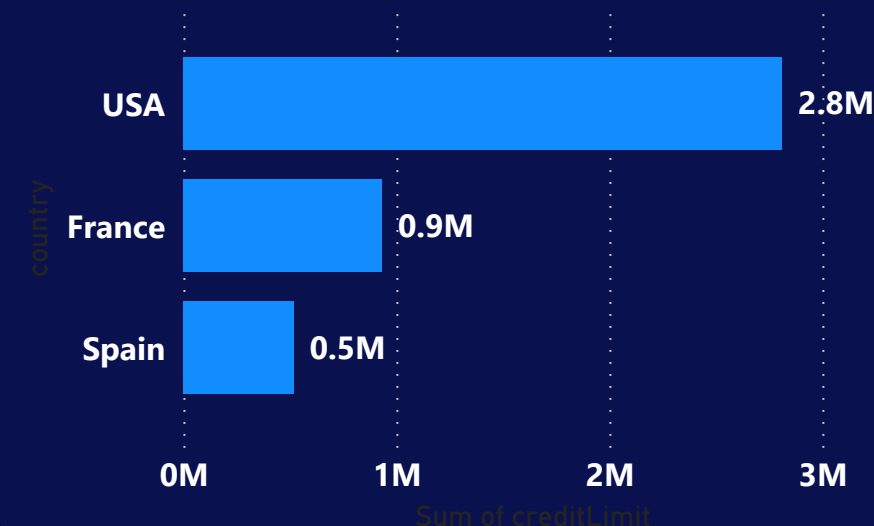
Top 3 customers by total sales



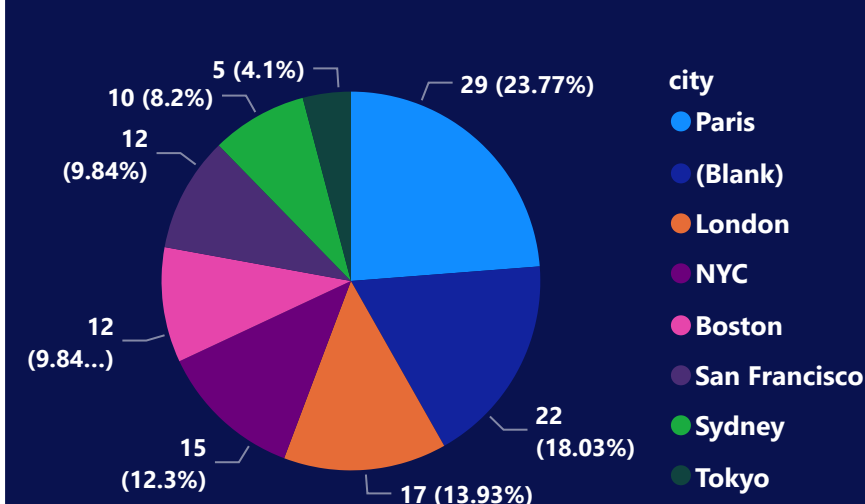
Count of customerName by country



Top 3 countries by Credit limit



Count of customerName by city





Employee Analysis

jobTitle

All

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Total Employees

22

Total Sales

\$9.60M

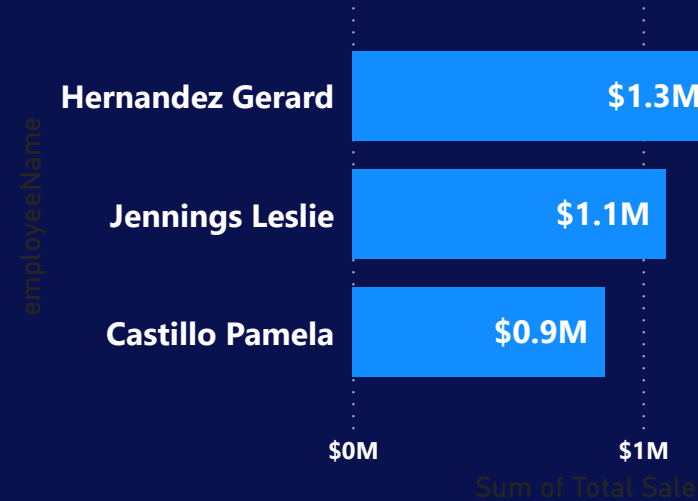
Total Profit

\$3.83M

Total Checks
received

98

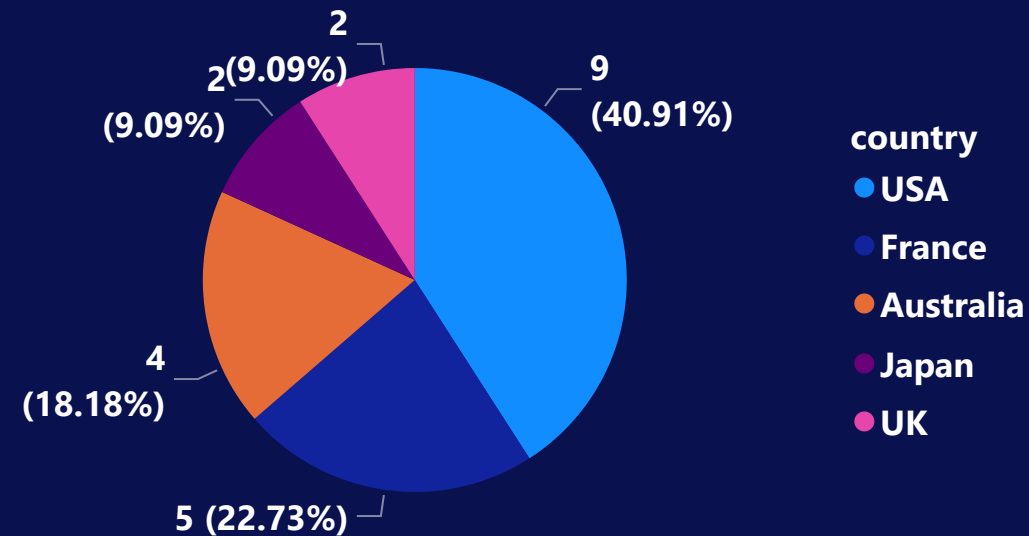
Top 3 Employees by total sales



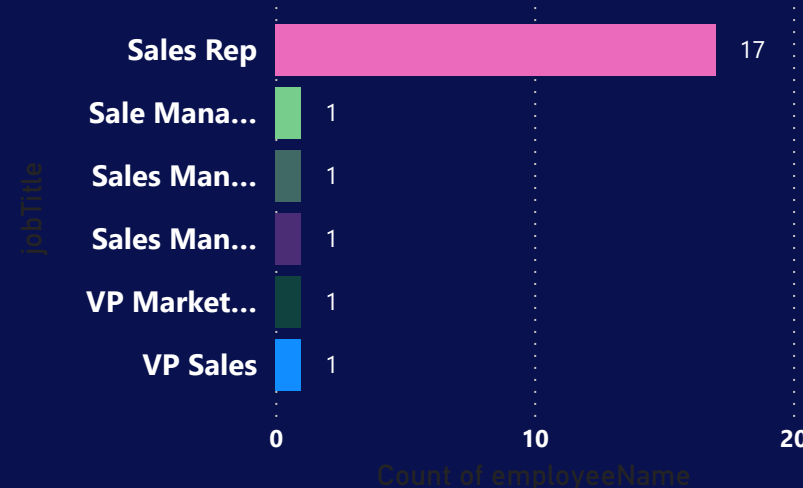
Employees and their customers count

employeeName	Count of customerNumber
Vanauf George	8
Tseng Foon Yue	6
Thompson Leslie	6
Patterson Steve	6
Nishi Mami	5
Marsh Peter	5
Total	98

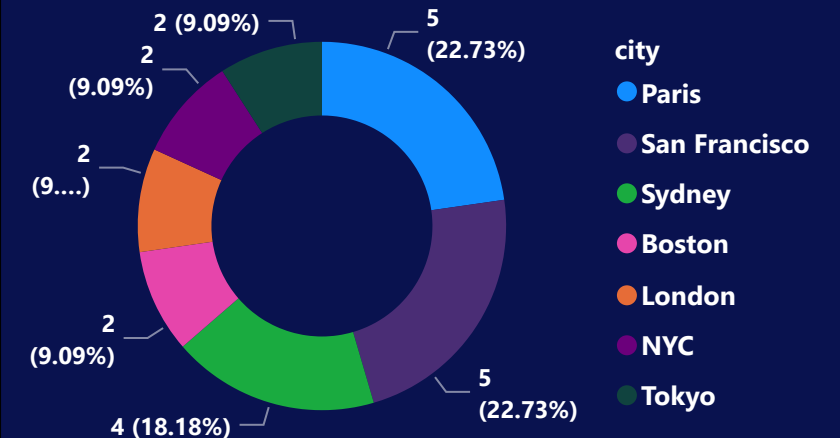
Total Employees by countrywise



Count of employeeName by
jobTitle



Total employees by citywise





Product Analysis

06-01-2003

31-05-2005



Home

Customer Analysis

Employee Analysis

Product Analysis

Sales Analysis

Consolidated Report

Insights

Cancelled

Disputed

In Process

On Hold

Resolved

Shipped

Total orders placed

303

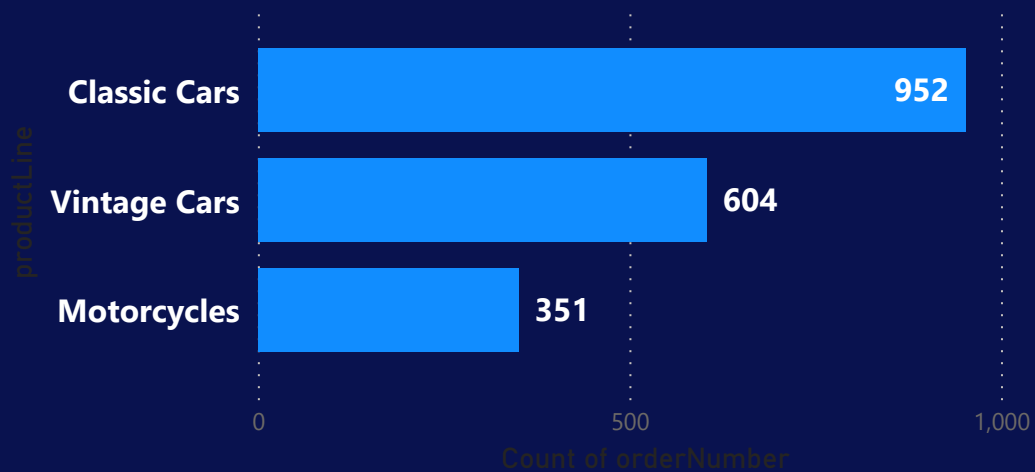
Total products ordered

109

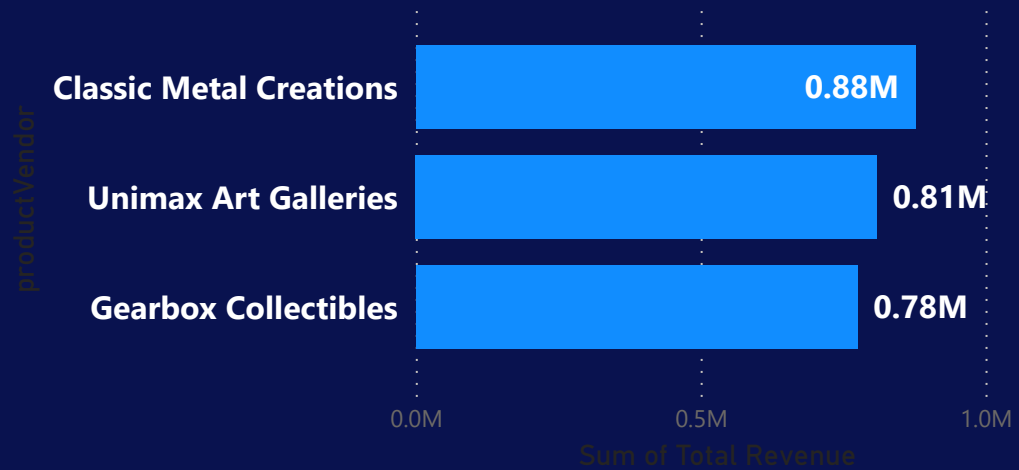
Total Quantity

555K

Top 3 Productline by most orders



Topmost performing vendors



productVendor	2003	2004	2005
Autoart Studio Design	\$2,40,738.1	\$3,33,752.45	\$1,13,242.67
Carousel DieCast Legends	\$2,20,975.72	\$2,97,305.66	\$79,164.56
Classic Metal Creations	\$3,31,576.92	\$4,08,402.28	\$1,36,703.57
Exoto Designs	\$2,66,508.89	\$3,61,614.14	\$1,04,427.06
Gearbox Collectibles	\$2,97,771.74	\$3,72,319.69	\$1,05,295.12
Highway 66 Mini Classics	\$2,09,459.25	\$3,15,292.03	\$1,06,407.63
Min Lin Diecast	\$2,31,192.5	\$2,99,273.96	\$99,221.26
Motor City Art Classics	\$2,25,612.45	\$3,12,205.23	\$86,547.16
Red Start Diecast	\$2,09,268.68	\$3,04,429.86	\$83,383.01
Second Gear Diecast	\$2,54,963.93	\$3,85,628.89	\$1,14,795.96
Studio M Art Models	\$1,63,401.99	\$2,03,744.93	\$67,388.66
Unimax Art Galleries	\$3,05,188.24	\$3,77,189.33	\$1,26,914.93
Welly Diecast Productions	\$2,66,437.39	\$3,29,444.54	\$1,17,904.26
Total	\$32,23,095.8	\$43,00,602.99	\$13,41,395.85



Sales Analysis

Year

2003

2004

2005



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Customer Analysis

Employee Analysis

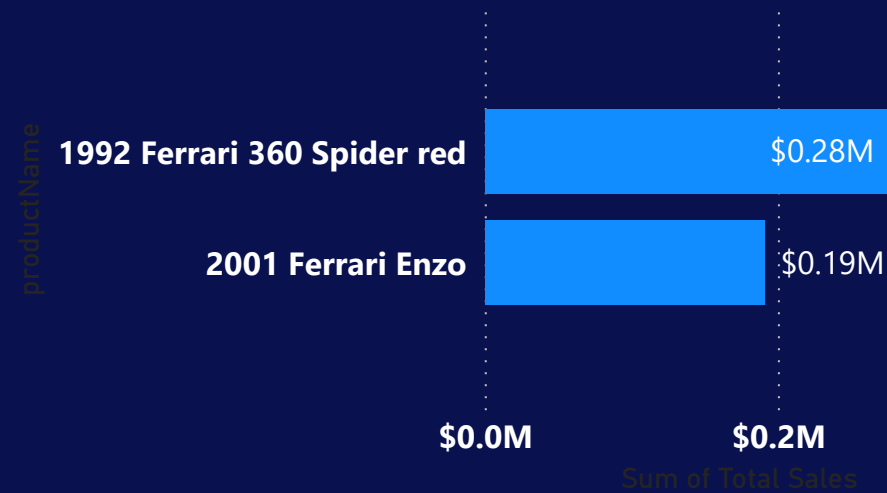
Product Analysis

Sales Analysis

Consolidated Report

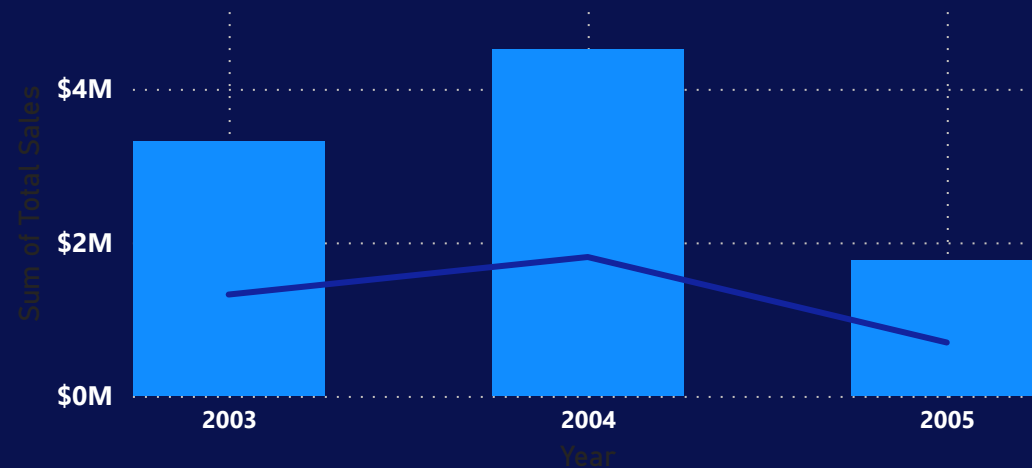
Insights

Top 2 Product best selling products



Sum of Total Sales and Sum of Profit by Year

● Sum of Total Sales ● Sum of Profit



Total Sales

\$9.60M

Total Profit

\$3.83M

Total Orders

326

Total Quantity

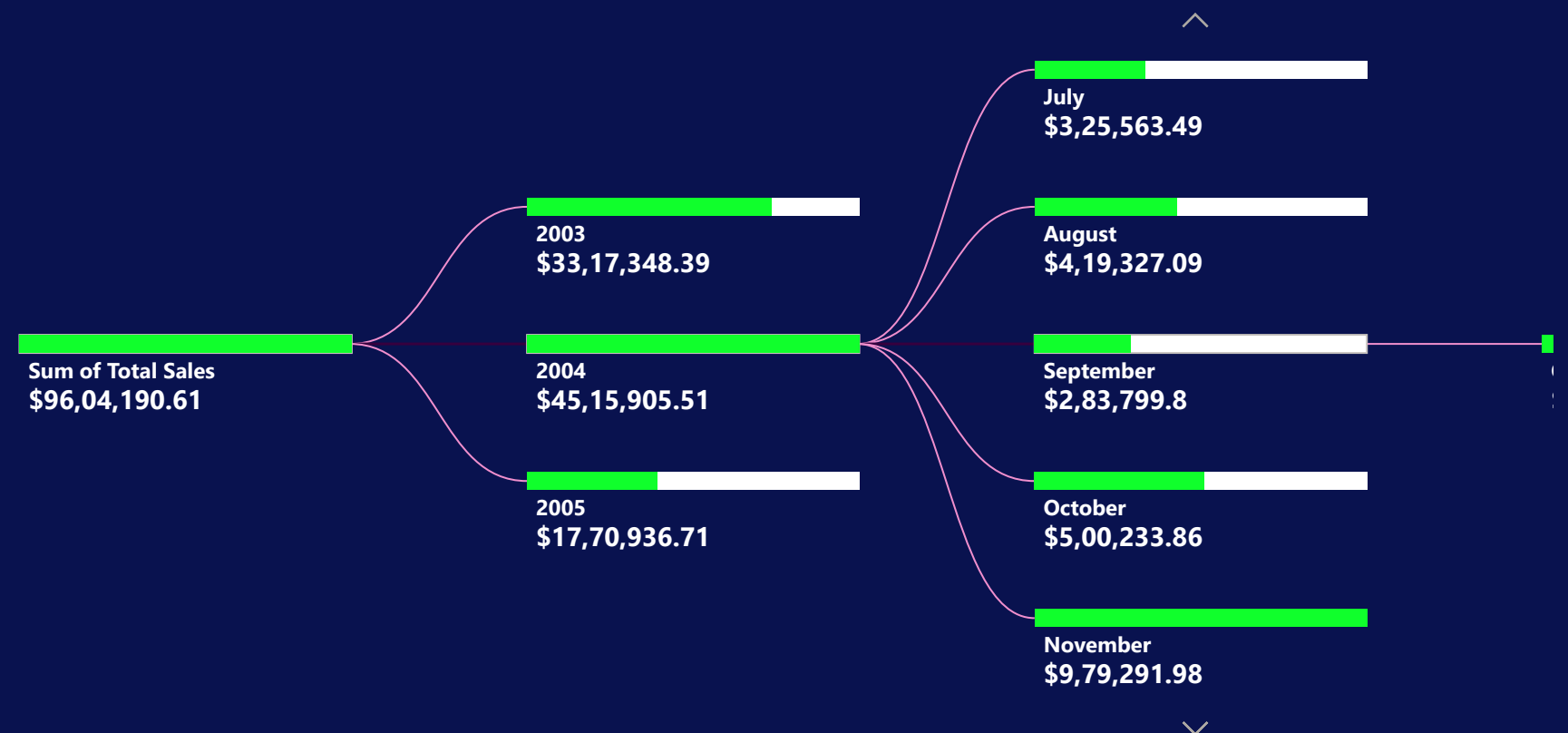
555K

Year

2004

Month

September





Consolidated Report

Year, Quarter, Month, ...

All



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Total Sales

\$9.60M

Active Customers

98

Total Profit

\$3.83M

Total Orders

326

Average price per item

\$5.30

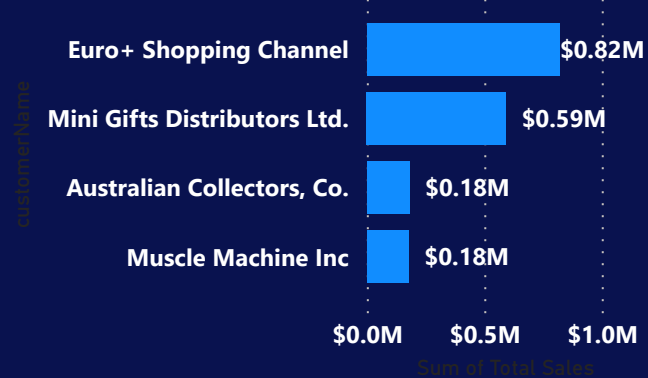
Average order value

\$29.46K

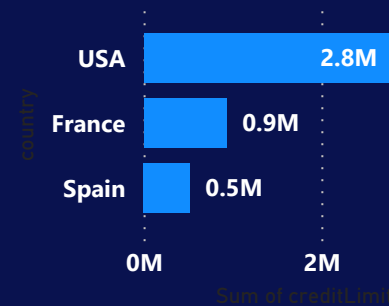
Average shipment days

4

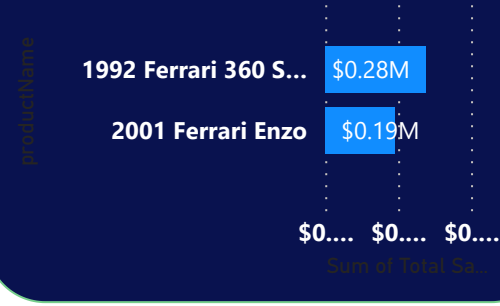
Top 3 customers by total sales



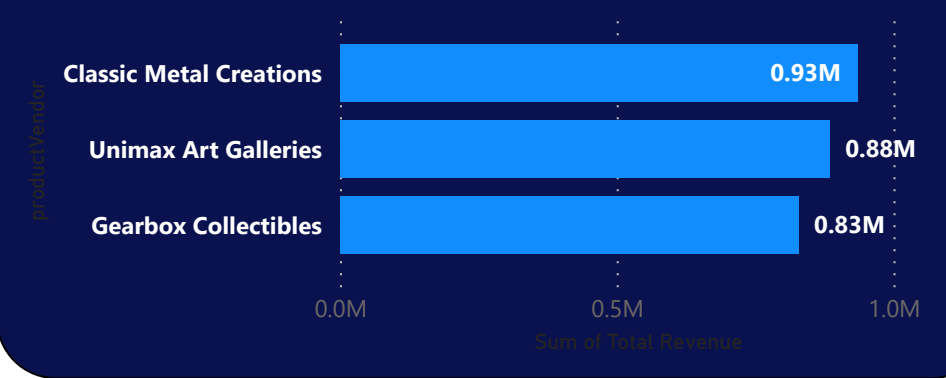
Top 3 countries by Credit limit



Top 2 Product best selling products



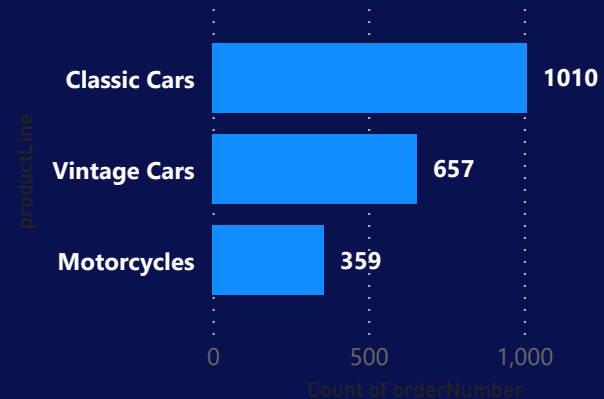
Topmost performing vendors



Top 3 Employees by total sales



Top 3 Productline by most orders



country and productLine

productLine ● Classic Cars ● Motorcycles ● Planes ● Ships ● Trains ● Trucks and Buses ● Vintage Cars



Microsoft Bing

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Key Insights:

 An outstanding sales of \$9.6 million achieved by the company.

 A total of 98 customers shopped at Axon retail store.

 The retail store processed an impressive 3.23 million items in orders.

 The average order value is \$29.46k with average price per item of \$5.30.

 In November 2004, the retail store recorded the highest number of orders.

 The year 2004 stood out as the most profitable year, surpassing both 2003 and 2005.

 The "France" leads in both sales and profit, followed by "USA" and "Australia."

 The "USA" also boasts the highest credit limit, followed by "France" and "Spain."

 "Classic Cars" is the most frequently ordered product line, followed by "Vintage Cars" and "Motorcycles."

 "Classic Metal Creations" is the top-performing vendor, followed by "Uni max Art Galleries" and "Gearbox Collectibles"

 "1992 Ferrari 360 Spider Red" is the top seller, followed by "2001 Ferrari Enzo"