



AXON RETAIL

SALES ANALYTICS REPORT

A Capstone Project by Ruben Mittapelli



Executive Summary:

This report presents an in-depth analysis of Axon's retail sales data, highlighting key insights and providing actionable recommendations to enhance sales performance and drive business growth. Through comprehensive data visualization using Power BI dashboards, complex sales data has been transformed into easy-to-understand insights, empowering decision-makers to make informed strategies.



Key Insights:

1. Customer Analysis:

- Total Customers: 98 individuals shopped at Axon's retail store.

2. Order Analysis:

- Total Orders: Axon received 3.23 million orders.

3. Sales Performance:

- Total Sales: Axon achieved a remarkable total sales figure of \$9.60 million.
- Average Order Value: \$27.16k
- Average Price per Item: \$2.58

4. Sales Trend:

- November 2004 recorded the highest number of orders.
- Profitable Year: 2004 emerged as the most profitable year.

5. Global Performance:

- Leading Country by Sales & Profit: USA leads in sales and profit, followed by France and Spain.
- Highest Credit Limit: The USA has the highest credit limit.

6. Product Analysis:

- Top Product Lines: "Classic Cars" and "Vintage Cars" are the most frequently ordered.
- Top-Selling Product: "1992 Ferrari 360 Spider Red" emerged as the top seller, followed by "2001 Ferrari Enzo."

7. Vendor Performance:

- Top Product Vendors: "Unimax Art Galleries" is the top-performing vendor, followed by "Classic Metal Creations" and "Second Gear Diecast."

8. Customer Insights:

- Top Customers by Order Count: "Euro Shipping Channel" has the highest orders.

Suggestions for Enhancing Sales:

1. Market Expansion:

- Expand into more European markets, leveraging Germany's success.
- Prioritizing the USA market will contribute significantly to total sales.

1. Product Line Growth:

- Introduce new models, variations, and accessories to grow the "Classic Cars" and "Vintage Cars" lines.
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2. Promotion Strategy:

- Highlight best-sellers like "1992 Ferrari 360 Spider Red" and "2001 Ferrari Enzo" to drive sales.
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3. Employee Recognition:

- Could you implement an employee recognition program to motivate outstanding performance?
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4. Customer Engagement:

- Boost customer engagement to foster loyalty, especially in the USA and European markets.
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5. Product Innovation:

- Introduce new products aligned with customer preferences to attract new customers and retain existing ones.
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6. Vendor Partnerships:

- Strengthen partnerships with key vendors to ensure a steady supply of top-quality products.

AXON - Sales and Profit Overview

2003

2004

2005

Profit

588.6K

Product Line

All

Country

All

Sales

1.4M

Orders

326

Avg Order Value

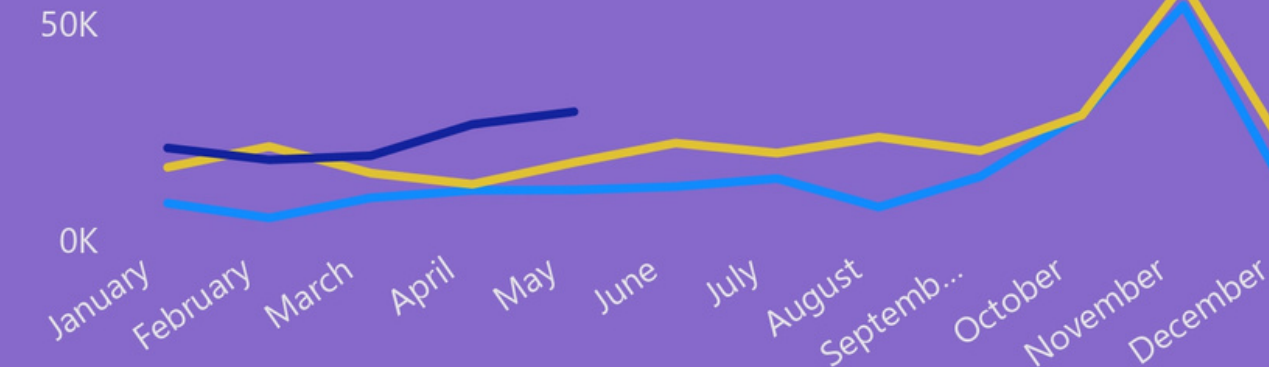
4K

Sales Growth Rate

26K

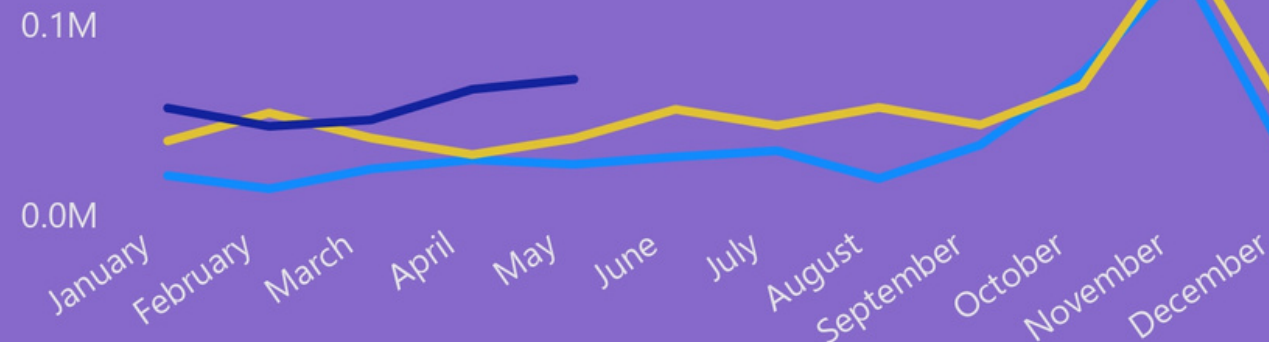
Profit by Month

Year 2003 2004 2005



Sales by Month

Year 2003 2004 2005



Top 3 Country with Max Revenue

USA

0.50M

France

0.16M

Spain

0.16M

Top 3 Selling Products

1952 Alpine Renault 1...

0.19M

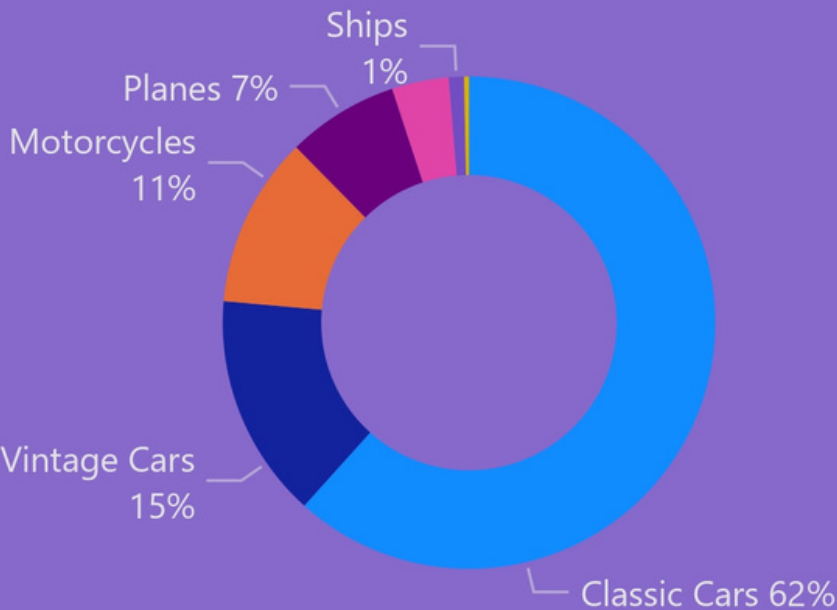
2001 Ferrari Enzo

0.16M

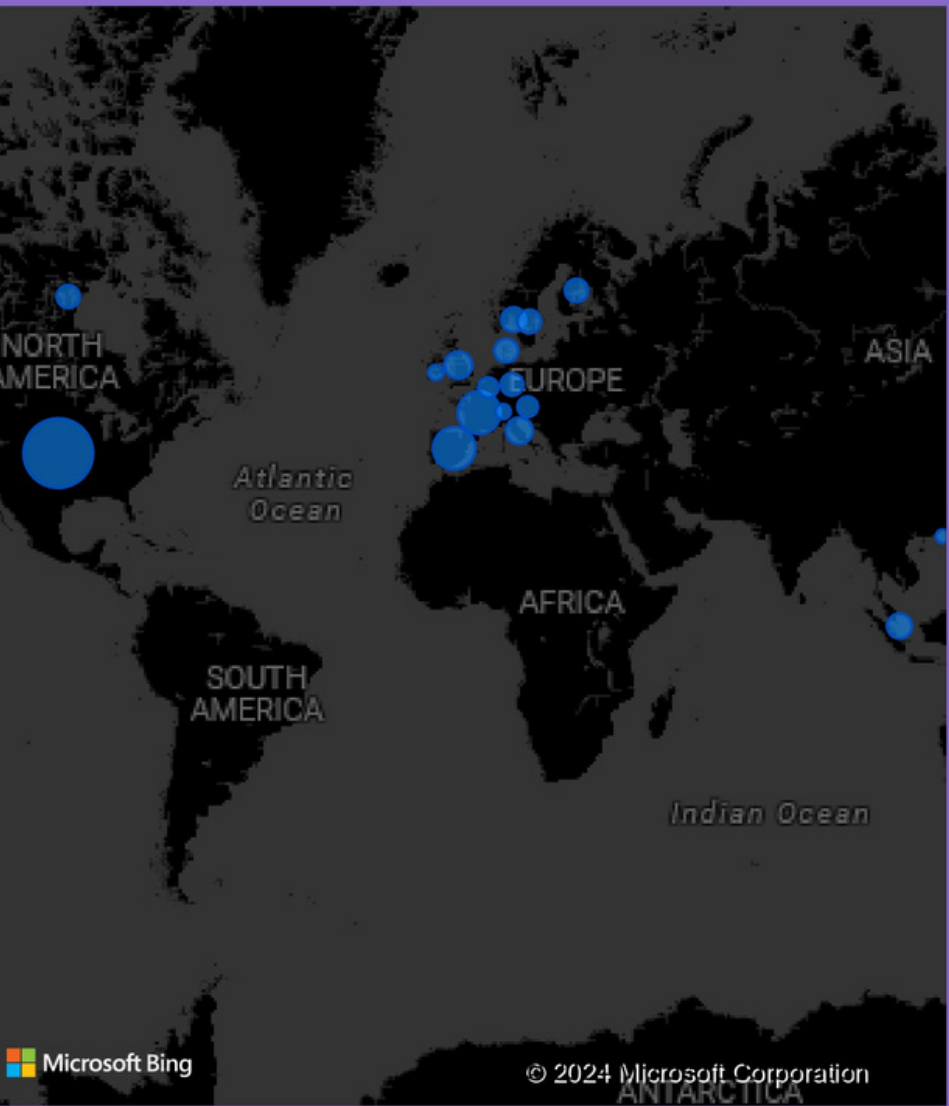
1972 Alfa Romeo GTA

0.13M

Sales by Product Catogory



Visual sales as per country



AXON - Customer Analysis

2003

2004

2005

Product Line

All

Country

All

Payment

8.9M

Avg Order

3

Avg Credit

68K

Customers

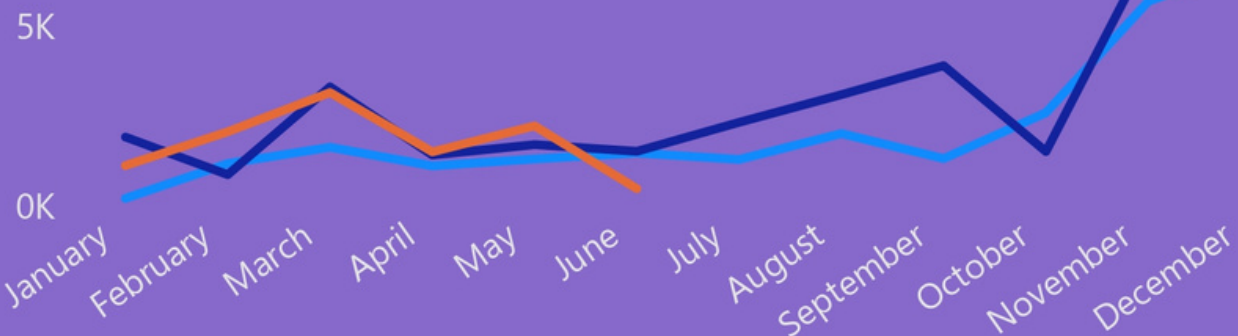
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Avg Credit
Use%

0.2

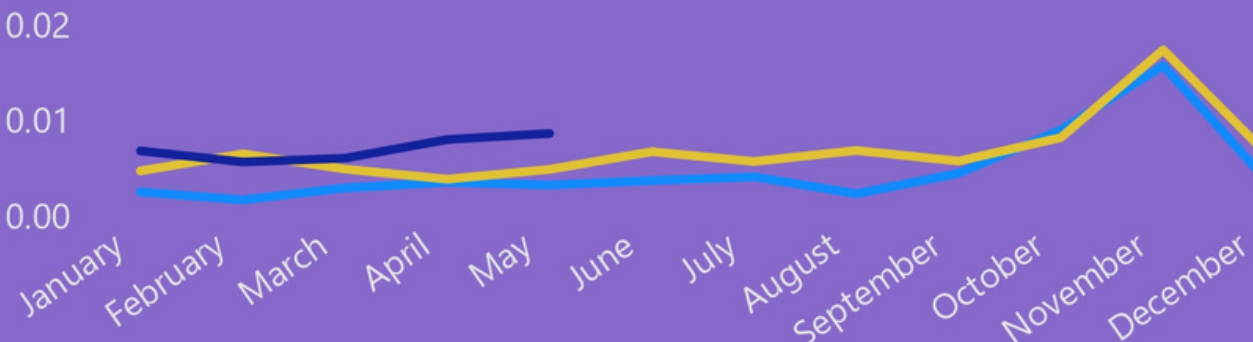
Average Payment per Customer by Month and Year

Year ● 2003 ● 2004 ● 2005



Average Credit Use % by Month and Year

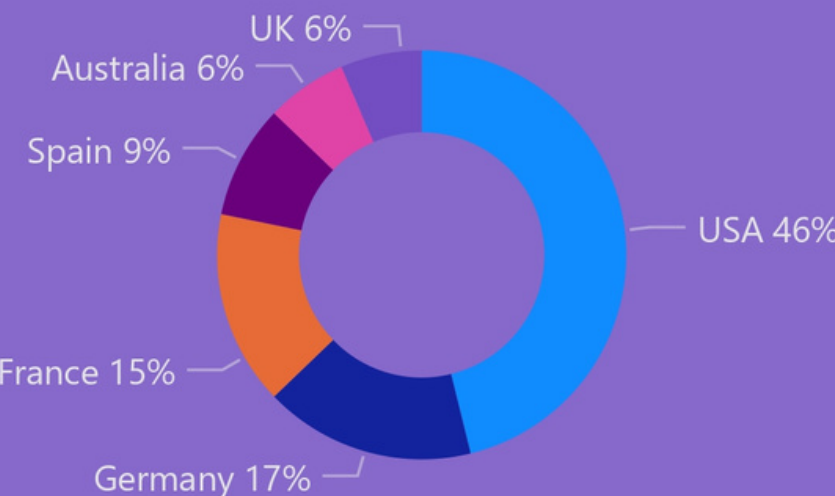
Year ● 2003 ● 2004 ● 2005



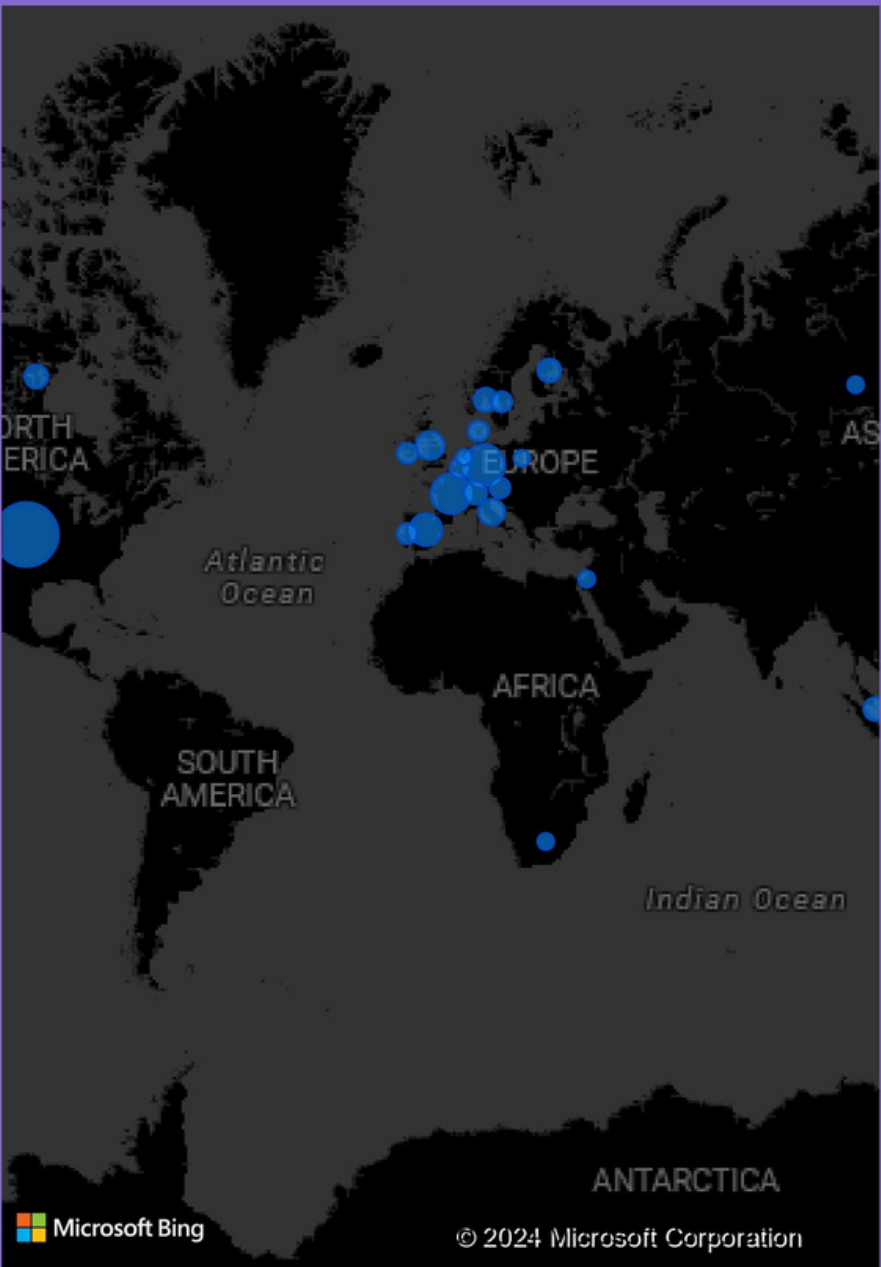
Top 5 Customers by Orders



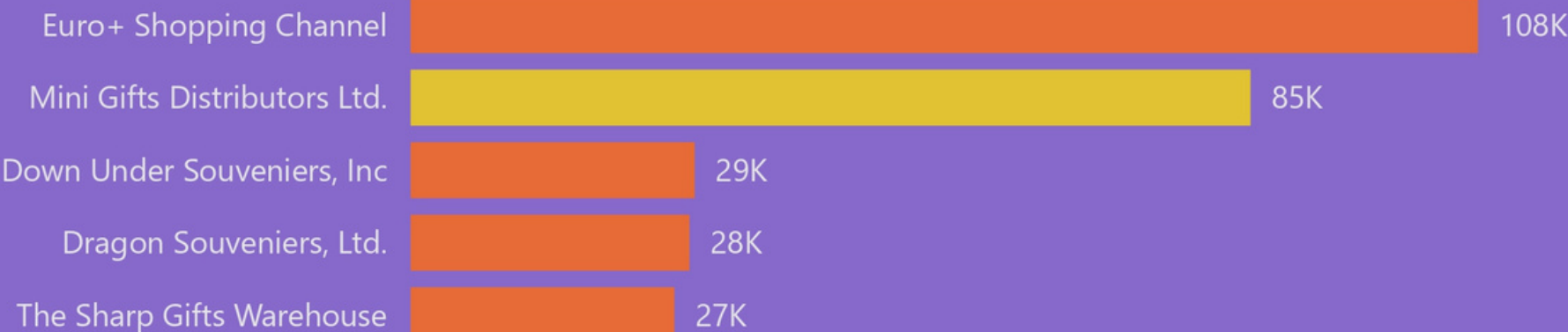
Customers by Country



Customers Distribution



Top 5 Customers by Sales



AXON - Products Performance

2003

2004

2005

Product Line

All

Country

All

Products

110

Qty in Stock

555K

Avg Product Price

54

ProductLines

7

Monthly Orders

Year ● 2003

1K

0K

January February March April May June July August September October November December

Top Products in Stock

2002 Suzuki XREO	America West Airlines B...	1932 Mo...
1995 Honda Civic	2002 Chevy Corvette	

Most Profitable Products

1952 Alpine Renault 1300

34K

2001 Ferrari Enzo

25K

1968 Ford Mustang

21K

1972 Alfa Romeo GTA

13K

1969 Harley Davidson Ult...

12K

1937 Lincoln Berline

11K

1957 Chevy Pickup

10K

1917 Grand Touring Sedan

8K

1993 Mazda RX-7

8K

1965 Aston Martin DB5

7K

Profit Margin by productLine

Trains

0.56

Trucks and Buses

0.49

Motorcycles

0.43

Classic Cars

0.40

Planes

0.40

Vintage Cars

0.39

Ships

0.33

Low Stock Products

1960 BSA Gold Star DB...

15

1968 Ford Mustang

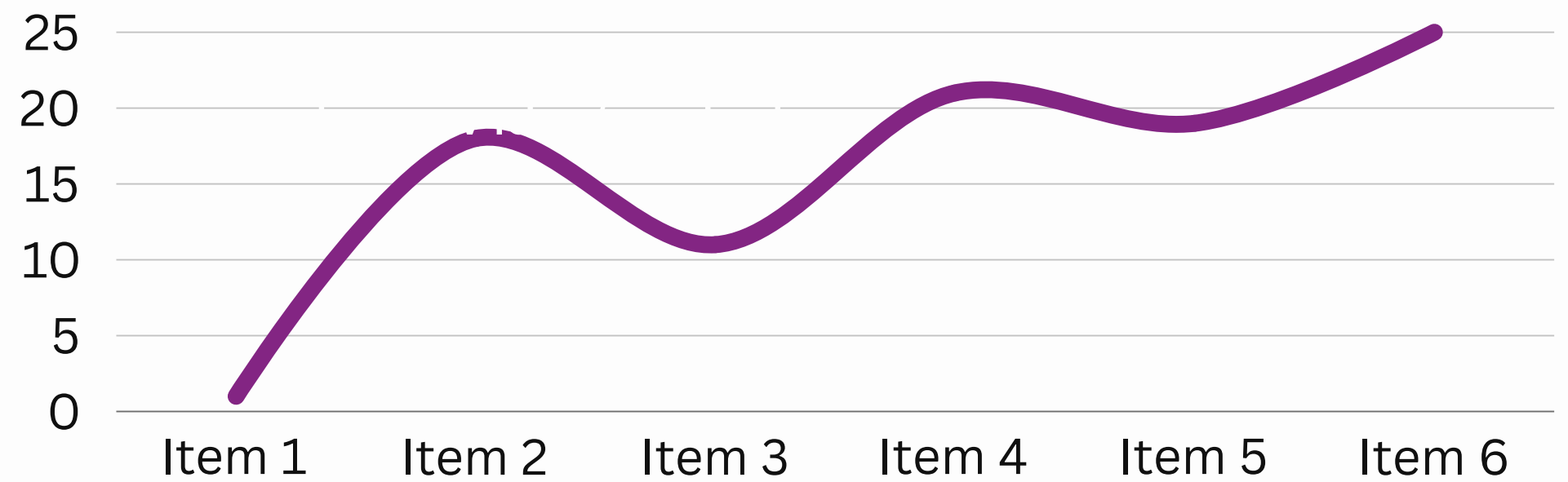
68

1928 Ford Phaeton Del...

136

Conclusion

By implementing the suggested strategies, Axon can capitalize on its strengths, address weaknesses, and seize opportunities in the retail market. With a focus on market expansion, product innovation, and customer engagement, Axon can achieve sustained growth and maintain its position as a leader in the retail industry.





THANK YOU

For Your Attention