

## INSIGHTS AND CONCLUSIONS FROM AXON SALES REPORT

1. The Total Sales we observed is \$9.37M.
2. There are 98 Customers in the given data.
3. There are 23 Employees in the employees' table.
4. We have observed that USA has more sales \$3.44M when compared to other countries, followed by Spain \$1.05M and France \$1.0M.
5. If we plot the graph of number of customers by continent, we have observed that Europe has 52.46% which is high when compared to USA 29.51% and other continents has 18.03%.
6. In Sales Representative department there are a greater number of employees and other department there one employee each.
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8. We have observed that in the USA there are more number of employees when compared to other countries.
9. If we see sales done by Year, we have seen that the sales were increased from the year 2003 to 2004 (i.e. \$3.3M \$4.5M )and after that the sales were decreased from 2004 to 2005 (i.e. \$4.5M \$1.8M).
10. The average sales we have observed in all these year (from 2003-2005) is \$3.2M.
11. There are totally 110 products in the data.
12. The top product which is ordered more number of times is "1992 Ferrari 360 Spider" with count 1.81k followed by "1956 Porsche 365 A Coupe" with count 1.05k.
13. The least product which were ordered is "1957 ford thunderbird " and "1970 Chevy Chevelle SS 454”
14. The maximum price of a product we have observed is 1952 alpine Renault 1300" in Classic Cars product Line with a cost of \$214.33.
15. In Motorcycles category "2003 Harley-Davidson Eagle Drag Bike has more cost \$193.66 when compared to other Bikes. 16. In Planes category "1980's Black Hawk Helicopter has more cost \$157.69 when compared to other Planes.
16. In Vintage Cars section 1917 Grand Touring Sedan" has high price.

17. There is a count of 303 orders.
18. The total payment which was done is \$8.85M.
19. The sum of quantity in stock is 555K and sum of quantity ordered is 106K.
20. The sum of amount which we observed year wise is amount increased from the year 2003 to 2004 after 2004 we have seen sum of amount is decreased.
21. The product "1992 Ferrari 360 Spider Red" has more number of sales when compared to other products.
22. If we see category wise, we observed that Classic cars have more sales \$3.9M followed by Vintage cars and Motorcycles.
23. The count of offices is 7.