



FALCON MODELS

BUSINESS ANALYSIS PROJECT

-KASHISH PAL

☰ PROJECT STRUCTURE

01 PROJECT OVERVIEW

[03]

02 DATA MODEL OVERVIEW

[04]

03 INTERACTIVE REPORTS

[05-08]

04 KEY METRICS & CALCULATION

[09]

05 TOOLTIPS USED

[10-11]

06 INSIGHTS REPORT & STRATEGIC
RECOMMENDATIONS

[12-16]

07 PROJECT SUMMARY

[17]



PROJECT OVERVIEW

This project focuses on analyzing Falcon Models' global sales data to understand performance across products, customers, employees, and regions. The goal is to uncover sales trends, patterns behind strong and weak performers, identify risks of over-dependence, and provide clear recommendations for sustainable growth.



BUSINESS PROBLEM

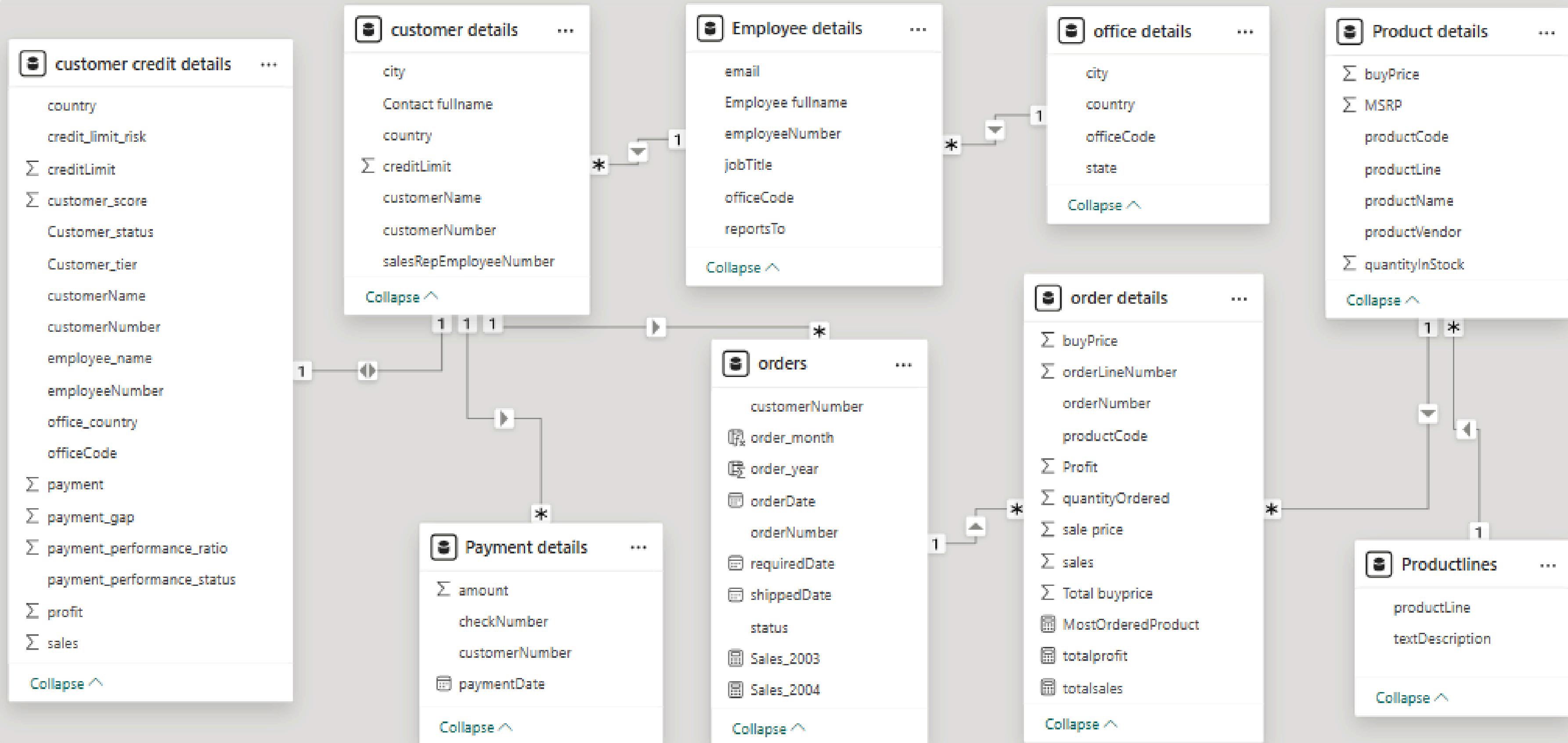
Falcon Models faces concentrated dependence on a few products, high-value customers, select employees, and specific regions. How can the company rebalance its sales strategy to diversify revenue streams and drive sustainable, long-term growth?

Approach:

- Cleaned and transformed sales, customer, product, and orders data
- Performed exploratory data analysis (SQL + Power BI) to detect patterns and dependencies
- Developed dashboards to track performance across key dimensions
- Generated actionable insights with tailored recommendations for business strategy



DATA MODEL OVERVIEW





- Welcome to the Falcon Models executive dashboard. This report is designed to give a 360-degree view of sales performance, product trends, customer insights, and employee contributions.
- Below is an at-a-glance overview of the dashboard structure. Use the navigation buttons to explore each section in detail.



Executive Summary

Page 1 : Executive Summary

- Get a clear overview of business performance: total sales, profit, orders, and average order value.
- See which employees and office locations drive the most revenue.
- Assess global and categorical profit contributions.
- Understand customer distribution by tier, providing.

This summary supplies senior leaders with a quick, high-level overview of business health and identifies where to focus strategic initiatives.



Sales & Products Insights

Page 2: Sales & Products Insights

- Discover top-selling and most-ordered products, as well as underperformers.
- Monitor total sales, shipping KPIs, and overall revenue trends over time.
- Identify which product categories are driving the most units and revenue.
- Analyze performance by country to see where your strongest markets are.

This page is vital for understanding what sells best, sales volume trends, and where to focus inventory or marketing efforts.



Customer & Employee Overview

Page 3: Customer & Employee Overview

- Identify your most valuable customers, including VIPs and top revenue generators.
- Evaluate payment statuses, outstanding amounts, and segmentation by risk and payment behaviors.
- Visualize global customer distribution.
- Analyze employee-wise sales and payment collections to assess team performance.

This page helps uncover customer value, payment health, and provides actionable insights for customer management and sales force optimization.

Report Overview

Executive Summary

Sales & Products Insights

Customer & Employee Overview

Filters

Customer Status

- Active
- Inactive

Productlines

- Classic Cars
- Motorcycles
- Planes
- Ships
- Trains
- Trucks and B...
- Vintage Cars

Order Year

- 2003
- 2004
- 2005

Office Location

- Australia
- France
- Japan
- UK
- USA

Total Sales

\$9.6M

Total Profit

\$3.8M

Total Orders

326

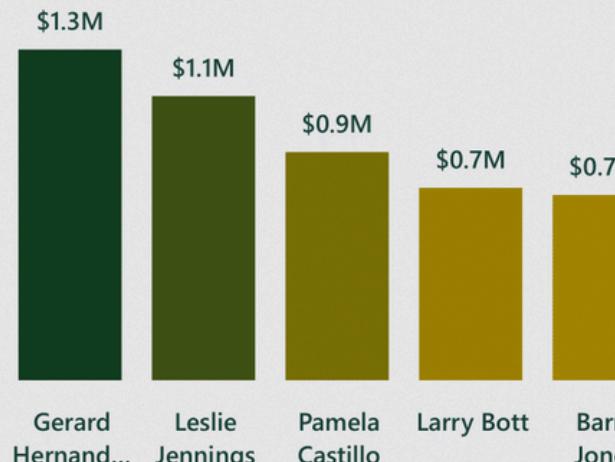
Total Customers

122

Avg. Order Value

\$29.46K

Top Revenue Generating Employees



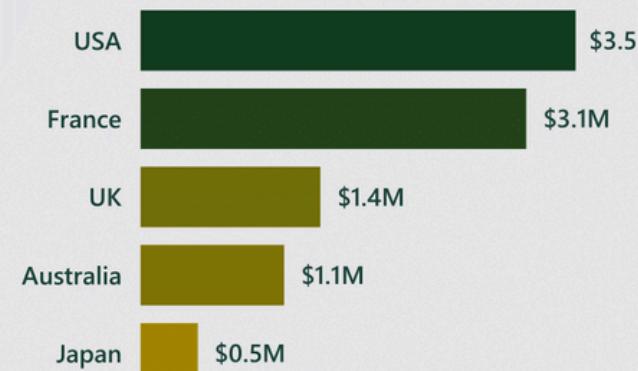
Sales Over Time



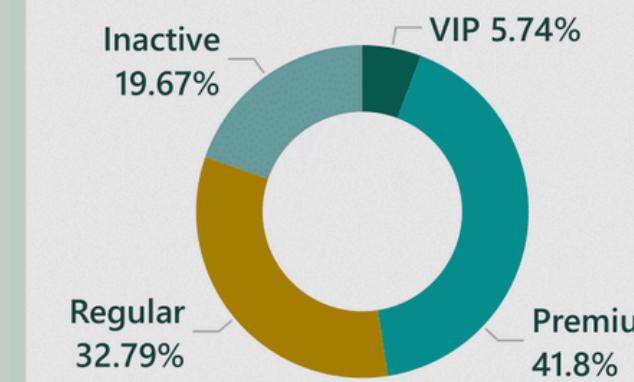
Global Sales Distribution



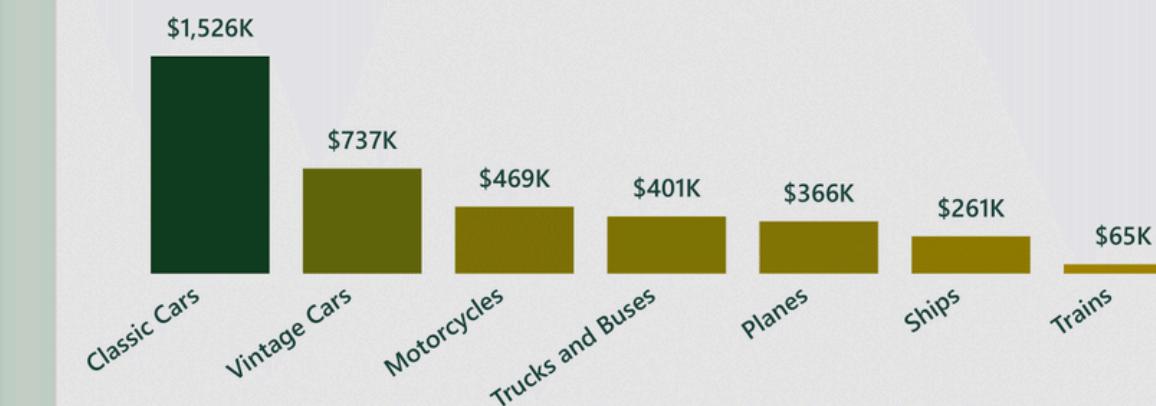
Total Sales By Office Location

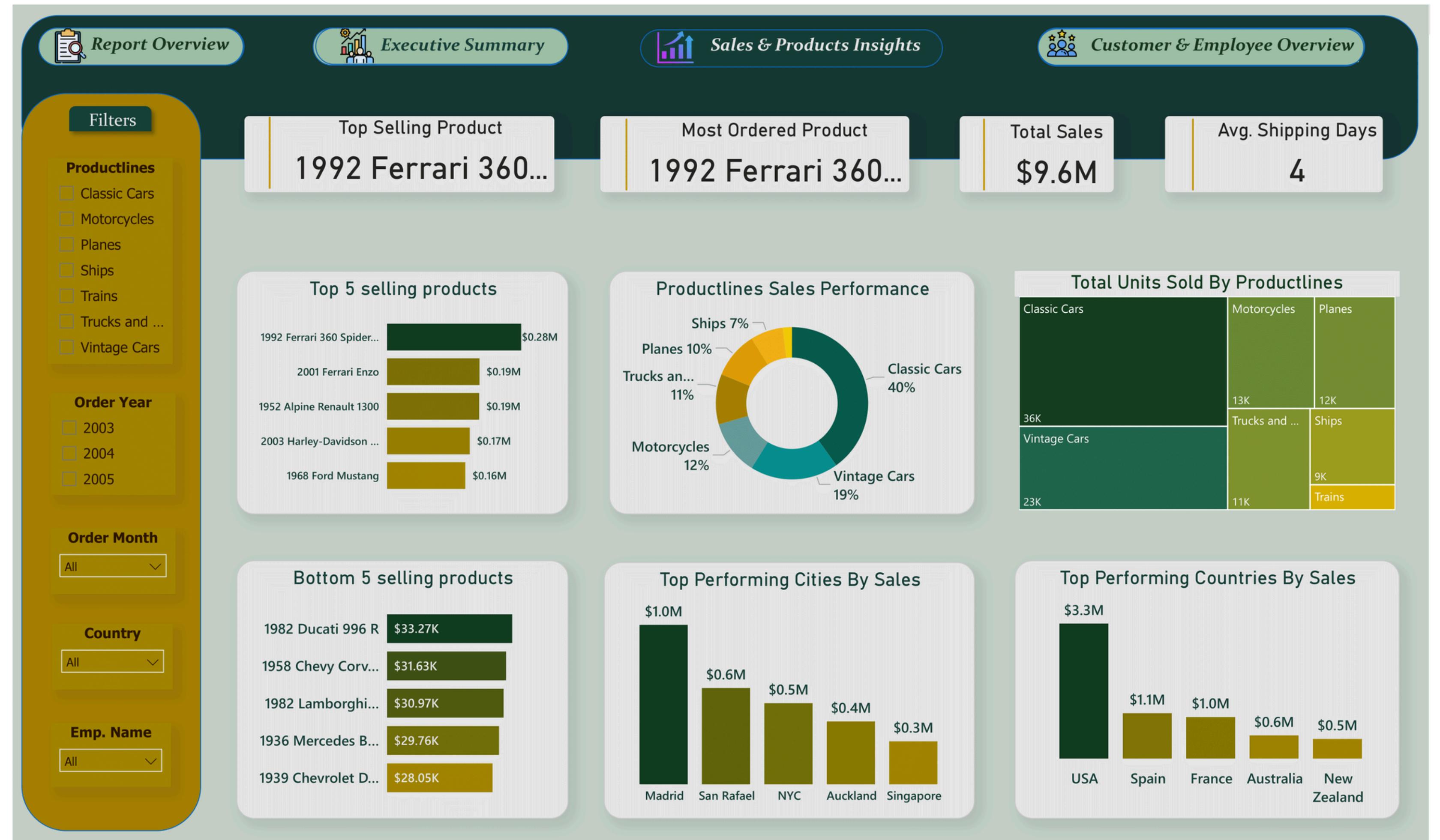


Customer Distribution By Tier



Total Profit By Productlines





Report Overview

Executive Summary

Sales & Products Insights

Customer & Employee Overview

Filters

Customer Status

- Active
- Inactive

Customer Tier

- VIP
- Premium
- Regular
- Inactive

Payment Status

- On time -
- Delayed -
- Risk-Prone
- Inactive

Country

All

Total Sales
\$9.6M

Total Profit
\$3.8M

Total Customers
122

Avg. Payment %
75.47

Outstanding Amount
\$750.4K

Top Revenue Generating Customers

Euro+ Shopping Chan...	\$821K
Mini Gifts Distributors ...	\$592K
Australian Collectors, ...	\$181K
Muscle Machine Inc	\$178K
La Rochelle Gifts	\$159K

Global Customer Distribution

Employee-Wise Sales & Payments

Gerard Hernandez	\$1,258.6K
	\$1,112.0K
Leslie Jennings	\$1,081.5K
	\$989.9K
Pamela Castillo	\$868.2K
	\$750.2K
Larry Bott	\$732.1K
	\$686.7K
Barry Jones	\$704.9K
	\$637.7K

Customer Segmentation By Credit Risk

Credit Risk Segment	Percentage
No Risk	63.11%
Within Credit	14.75%
Over Credit...	2.46%
Inactive	19.67%

Customer Segmentation By Payment Gap Range

Payment Gap Range	Count
No Gap	77
Inactive	24
20K-50K	12
Below 20K	5
Above 50K	4

VIP Customers Details

customer Name	Employee Name	Office Location	Total Sales
Euro+ Shopping Channel	Gerard Hernandez	France	\$820,689.5
Mini Gifts Distributors Ltd.	Leslie Jennings	USA	\$591,827.3
Australian Collectors, Co.	Andy Fixter	Australia	\$180,585.1
Muscle Machine Inc	Foon Yue Tseng	USA	\$177,914.0
Dragon Souvenirs, Ltd.	Mami Nishi	Japan	\$156,251.0
Down Under Souvenirs, Inc	Peter Marsh	Australia	\$154,622.1
AV Stores, Co.	Larry Bott	UK	\$148,410.1
Total			\$2,230,299.1



KEY METRICS & CALCULATIONS

This page documents the DAX measures and metrics developed for analysis. Advanced metrics are presented with their formulas and insights they generate. Other metrics used for analysis are Total Sales, Total Profit, Total Customers, Total Orders, Most Ordered Product, Avg. Shipping Days & Outstanding Amount.

Top Selling Product: 1992 Ferrari 360 Spider Red

Show the product generating highest sales

```
TopSellingProduct = SELECTCOLUMNS(TOPN(1,  
SUMMARIZE('Product details', 'Product details'[productName],  
"Totalsales", SUM('order details'[sales])), [Totalsales], desc),  
"TopSellingProduct", 'Product details'[productName])
```

Avg. Order Value: \$ 29.46K

Show how much revenue we earn on average per order.

```
AOV = DIVIDE([totalsales], DISTINCTCOUNT('order  
details'[orderNumber]))
```

Avg. Payment % : 75.47

*Show the average of how much customers pay from their total
bill (Higher means customers pay more reliably).*

Sales 2004: \$4.5Millions

Show total sales generated in the year 2004

```
Sales_2004 = CALCULATE(SUM('order details'[sales]),  
FILTER(Orders, YEAR(orders[orderDate]) = 2004))
```

TOOLTIPS USED

- Brief notes added to explain and interpret the visuals with better insights.



Sales Over Time

Tracks sales trends across dates, months, quarters and years to identify seasonal patterns.

Overview (Yearly Comparison)

2003: \$3.3M

2004: \$4.5M (+36% vs 2003)

2005: \$1.8M (Jan-May only; likely to match/beat 2004 if trend continued)

JUL 17 2003 : Jan-Sep: Stable (~\$171K avg), lowest in Jan (\$116K).
Sharp jump in Oct (\$514K), peak in Nov (\$988K), drop in Dec (\$277K).
Pattern: Strong Q4 boost, especially Nov.

JUL 17 2004 : Jan-Sep avg higher (~\$290K).
Q4 trend repeated: Oct (\$500K) → peak Nov (\$979K) → drop Dec (\$429K).
Pattern: Growth from previous year, same seasonal spike.

JUL 17 2005 (Partial) : Jan-May: Gradual rise (\$308K → \$441K).
Pattern: Consistent month-on-month growth, no Q4 data yet.

Next Page: Additional Tooltips

Employee-Wise Sales & Payments

Shows top employees based on sales & payment collection performance.

Together, these five employees contribute over \$4.6M—almost 48% of total sales. The average collection rate is 88% of sales..

Total Profit by Product Line

Displays profit contribution of different Productlines.

Classic Cars: \$1.53M ($\approx 39.7\%$ of profit), Vintage Cars: \$737K ($\approx 19.2\%$), Motorcycles: \$469K ($\approx 12.2\%$). Others (Trucks & Buses, Planes, Ships, Trains) share the remaining 29%.

Almost 60% of profits come from just Classic and Vintage Cars.

Customer Segmentation by Payment Gap Range

Shows payment delays and gaps by customers
17% of customers owe more than \$20K or pay very late.

Bottom 5 Selling Products

Highlights lowest performing products.

Bottom 5 products come from Motorcycles, Classic Cars, and Vintage Cars – even top-selling product lines have low performers.

Total Sales by Office Location

Compares sales across different office locations.
USA office leads with \$3.48M, followed by France at \$3.08M together contributing over 60% of total sales. UK and Australia perform moderately, while Japan's office shows the lowest sales.

Top Revenue Generating Customers

Identifies customers with highest sales contribution.

Together, these top 5 customers contribute \$2.0M—that's about 21% of total sales.

Top Revenue Generating Employees

Highlights employees with the highest sales.

Gerard Hernandez: \$1.3M ($\approx 13.5\%$ of total sales) – Top performer by revenue.
Top 3 employees together (Gerard, Leslie, Pamela) bring in $\approx 33\%$ of all sales.

Customer Distribution by Tier

Shows customer distribution across VIP, Premium & Regular tiers.

VIP: 5.74% \rightarrow \$2.2M sales ($\approx 23\%$ of total), AOV \$34.31K

Premium: 41.8% \rightarrow \$4.8M sales, AOV \$31.01K

Regular: 32.79% \rightarrow \$2.6M sales, AOV \$24.28K

Regular + Inactive form 50%+ of base – upgrading them could lift sales.



INSIGHTS REPORT & STRATEGIC RECOMMENDATIONS

Over the last three years, the business has shown healthy growth, but the data also reveals some critical dependencies and opportunities for diversification. Our revenue is heavily concentrated in specific markets, product lines, and customer groups: strengths that drive stability but also create risk if not balanced.

Market Performance

Sales are dominated by North America and Europe, with the USA alone contributing 34% of total revenue. Spain and France follow at 11% and 10% respectively, meaning just three countries generate more than half of all sales. While this concentration offers predictable income, it also exposes the company to geographic risk. Expanding into underperforming regions, especially Asia-Pacific could provide fresh growth and reduce reliance on these core markets.

Product & Profitability

Classic Cars are the undisputed stars, generating nearly 40% of profits and 40% of total sales, with the **Top-selling model** being the **1992 Ferrari 360 Spider Red**. Together with Vintage Cars, they account for almost 60% of profit. This success is a strength, but it also shows a narrow profit base. Underperforming lines such as Trains (just 2% of sales) should be evaluated for improvement or possible discontinuation, while mid-tier performers like Motorcycles and others could be boosted through targeted promotions or bundling with top sellers.

Drivers of Product Performance

High Sellers (Classic & Vintage Cars)

These models lead sales because of their strong nostalgia value, movie-inspired designs, premium detailing, and authenticity certificates. They are widely trusted by collectors and seen as long-term value pieces.

Recommendation: Keep these as core products and launch limited-edition or themed campaigns. This will sustain regular sales while generating excitement among collectors.

Mid Sellers (Motorcycles & Planes)

Motorcycles (Harley, Ducati, Vespa) sell well due to brand appeal and certificates, but they attract a niche set of collectors. Planes are popular with aviation fans and corporate buyers, though demand is limited.

Recommendation: Expand sales by targeting lifestyle buyers such as youth and aviation fans, and promote these products more for gifting.

Low Sellers (Ships, Trucks, Trains)

Ships and trucks appeal to a narrow group of buyers with limited emotional connection. Trains mainly serve under-5 children, so they don't align with the premium collector image of the brand.

Recommendation: Keep them as niche sets, or relaunch with historical or limited-edition themes to create occasional interest without heavy investment.

Customer Segmentation

Our customer base has a small but powerful VIP segment, just 5.7% of customers generate 23% of sales with an average order value 16% higher than the company average. Premium customers, while less profitable per order still higher then the company average , deliver the largest share of total revenue. Meanwhile, Regular and Inactive customers make up about 50% of the customer base, presenting a strong opportunity for upselling and reactivation. Customer locations closely align with sales, with the USA, Germany, and France accounting for half of all customers.

Employee & Office Performance

A small group of top-performing employees are driving a disproportionate share of revenue. The top three salespeople alone deliver a third of all sales, and the top five account for nearly half. While these individuals also maintain high payment collection rates (88% average), the business faces concentration risk if any of them were to leave. Sharing best practices from these high performers across the sales team could lift overall productivity. Office-level data shows similar reliance on the US and France branch, suggesting other branches need more active sales support and local market campaigns.

Risk & Financial Health

About 17% of customers have overdue or high outstanding balances, which affects cash flow. Strengthening credit checks, offering early payment discounts, and using automated reminders can help improve collections. Only 2.5% of customers have exceeded their credit limit, so while the risk is small, they should still be monitored closely. Nearly 20% of customers are inactive, posing both financial and engagement challenges.

Sales Trends & Seasonality

Yearly sales have shown strong growth from \$3.3M in 2003 to \$4.5M in 2004, with 2005 starting ahead of pace despite having data only for the first five months. Monthly patterns reveal a sharp Q4 spike, particularly in November, which consistently delivers the highest sales month of the year. This suggests a strong seasonal buying pattern that could be amplified with targeted promotions from October to December, while mid-year campaigns could help stabilize revenue across the rest of the year.



Strategic Takeaways

The business has clear strengths - a profitable hero product line, loyal high-value customers, and proven seasonal spikes. However, these same strengths highlight over-reliance on a few products, markets, and people. Strategic priorities should include:

- **Market Diversification:** Expand into underperforming regions and replicate successful strategies from top markets. Partner with local distributors or agents to build presence and trust in new areas.
- **Product Sales Strategy:** Introduce targeted promotions and bundle mid-tier products with best-sellers to boost visibility, while reviewing low performers for redesign, repositioning, or gradual phase-out based on sales and customer feedback.

- **Customer Growth:** Customers are categorized as VIP, Premium, and Regular based on performance. Focus on retaining VIPs, maximizing revenue from Premium customers, and engaging Regular customers through personalized offers, targeted promotions, and regular feedback.
- **Salesforce Development:** Sharing best practices from top sales performers, implementing mentorship programs, and introducing team-based targets can help improve overall sales efficiency and collaboration.
- **Seasonal Campaign Optimization:** Maximize Q4 peaks while building stronger off-peak sales activity. Seasonal campaigns, early-bird promotions, and special discounts are suggested during off-peak months to maintain customer engagement and smooth sales fluctuations.
- **Credit & Cash Flow Management:** Implement automated payment reminders and offer small discounts to encourage early payments. Keep an eye on customers who are over their credit limit, and reach out to inactive customers with win-back offers to re-engage them.

If implemented effectively, these actions can help maintain our growth while making it more stable and balanced over the next three years.



PROJECT SUMMARY

The Falcon Models analysis gives a clear picture of sales, customer payments, and product performance. Key findings show steady sales trends with seasonal peaks, top products driving revenue, and differences in how customers handle payments. These insights highlight both growth opportunities and areas to manage financial risk.

This project combines structured data modeling with interactive dashboards, ensuring that business leaders can not only track performance but also drill deeper into underlying drivers. By integrating SQL-based data preparation with Power BI visuals and supporting tooltips, the analysis translates raw data into actionable insights for informed decision-making.

Thankyou for reviewing this project!
-KASHISH PAL

CONTACT INFO:



[Lets connect on linkedin!](#)



Kashishpal2020@gmail.com



[View my portfolio!](#)