

Dear Business Team,

I'm excited to share with you the results of our data analysis on the dataset we received. We meticulously cleaned and transformed the data, ensuring its readiness for analysis. Leveraging various DAX functions, we created essential columns and measures such as delivery time, order amount, and profit etc.

To provide you with valuable insights, we designed interactive dashboards and reports using Power BI. These reports encompass sales analysis categorized by product, customer, and employee, along with sales trends. The visualizations enable a comprehensive understanding of different facets of our business.

#### Key Findings:

- Total sales amount: \$9.60 million, with a total profit of \$3.83 million.
- Our top-performing employee is Leslie.
- Euro+ Shopping Channel and Mini Gifts Distributions Ltd. are our top two customers.
- The Paris office exhibits the highest sales performance, while Tokyo lags behind.
- Sales trends indicate fluctuations and show signs of potential stagnation after the third quarter of 2005. To address this, we recommend considering discounts for loyal customers or targeting those who have placed less number of orders. Their comments can provide valuable insights.

Additionally, we created visuals to evaluate product demand and availability. These visuals assist us in making informed decisions regarding inventory management and product planning. Furthermore, we wrote a SQL query that highlights the top 10 selling products, providing a snapshot of our most popular items.

Here are some key insights related to specific products from our analysis:

- The 1985 Toyota Supra currently has no orders, but we have a substantial quantity of 7.73K in stock.
- The stock of 1992 Ferrari 360 Spider red accounted for 1.71% of the total quantity ordered.
- The most significant divergence between quantity in stock and quantity ordered was observed for the product 2002 Suzuki XREO. The quantity in stock was 8969 units higher than the quantity ordered.

In terms of inventory, there are a few products with limited quantities in stock:

- F/A 18 Hornet 1/72
- 1960 BSA Gold Star DBD34
- 1997 BMW F650 ST
- 2002 Yamaha YZR M1
- 1928 Ford Phaeton Deluxe
- Pont Yacht
- 1968 Ford Mustang
- The Mayflower
- 1928 Mercedes Benz SSK
- 1911 Ford Town car

We also analyzed geographical distribution, calculating average delivery times based on location. Notably, Singapore, Japan, and the Philippines (South Asian countries) exhibit longer average delivery times. This information can guide improvements in logistics to ensure prompt deliveries. In terms of number of orders and order amount we have several customers from USA, Europe, Australia & New Zealand. But here the Asian market is still untouched. We should focus on Asia and improve logistics.

Furthermore, we prepared an order status report with accompanying comments, shedding light on the reasons behind order cancellations, orders on hold, and disputed orders. This report empowers us to address any concerns promptly.

Lastly, we developed SQL queries to glean additional data insights. One such query identifies 21 customers with pending payments.

We firmly believe that these reports and visuals will greatly assist our management team in making informed decisions and deriving valuable insights from the data. Should you have any specific questions or require further analysis, please don't hesitate to reach out to us.

Thank you for your attention.

Best regards, Kriti Gupta

