

# **‘Classicmodel’ Company Business Analysis**

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# Agenda

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## Context

## Analyses

## Summary and Recommendations

# Context

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## Background

Classicmodel is a retail company which sales scale models classic (but not limited to) cars to various stores around the world.

## Main Objectives

1. To find the best employee with the title of 'Sales Rep'.
2. To give a view on each region' sales performance.
3. To find the revenue of Classicmodels from January 2003 to March 2005.
4. To find Classicmodels' customer base (country).
5. To find the credits left on "The Sharp Gifts Warehouse" for each transaction.
6. To show the popularity of each product (overall and each month) and estimate the time when each product will out of stock.

# Context

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## Database

Database used in this analysis is available at “<https://www.mysqltutorial.org/mysql-sampledatabase.aspx>” which contains company business data from throughout January 2003 to May 2005.

The scheme consists of several tables, which are:

- **Customers** : stores customer's data.
- **Products** : stores a list of scale model cars.
- **ProductLines** : stores a list of product line categories.
- **Orders** : stores sales orders placed by customers.
- **OrderDetails** : stores sales order line items for each sales order.
- **Payments** : stores payments made by customers based on their accounts.
- **Employees** : stores all employee information as well as the organization structure such as who reports to whom.
- **Offices** : stores office (branches) data.

# Agenda

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## Context

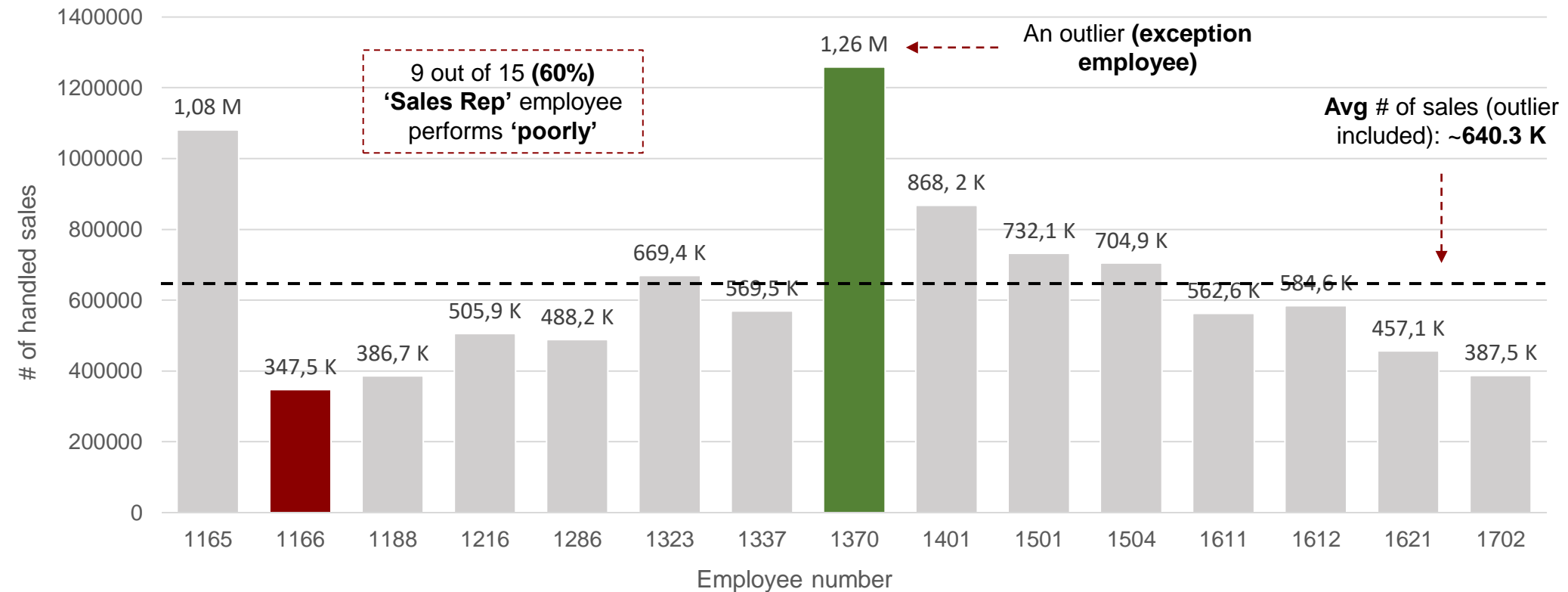
## Analyses

## Summary and Recommendations

# Employee number '1370' handled ~13.1% of the total sales, making him/her the best 'Sales Rep' employee\*



# of handled sales distributions of each 'Sales Rep' employee

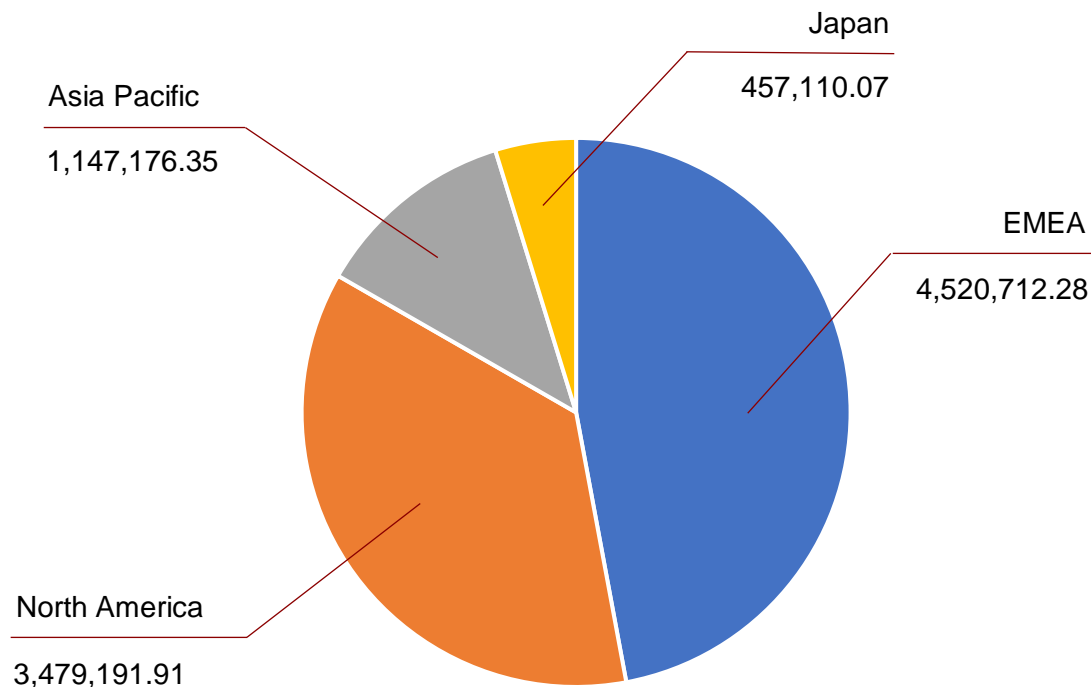


\*Best 'Sales Rep' employee: Employee with the most total number of sales they handle

# EMEA and North America are the regions with most overall sales from Jan 2003 to May 2005



# of sales in each region

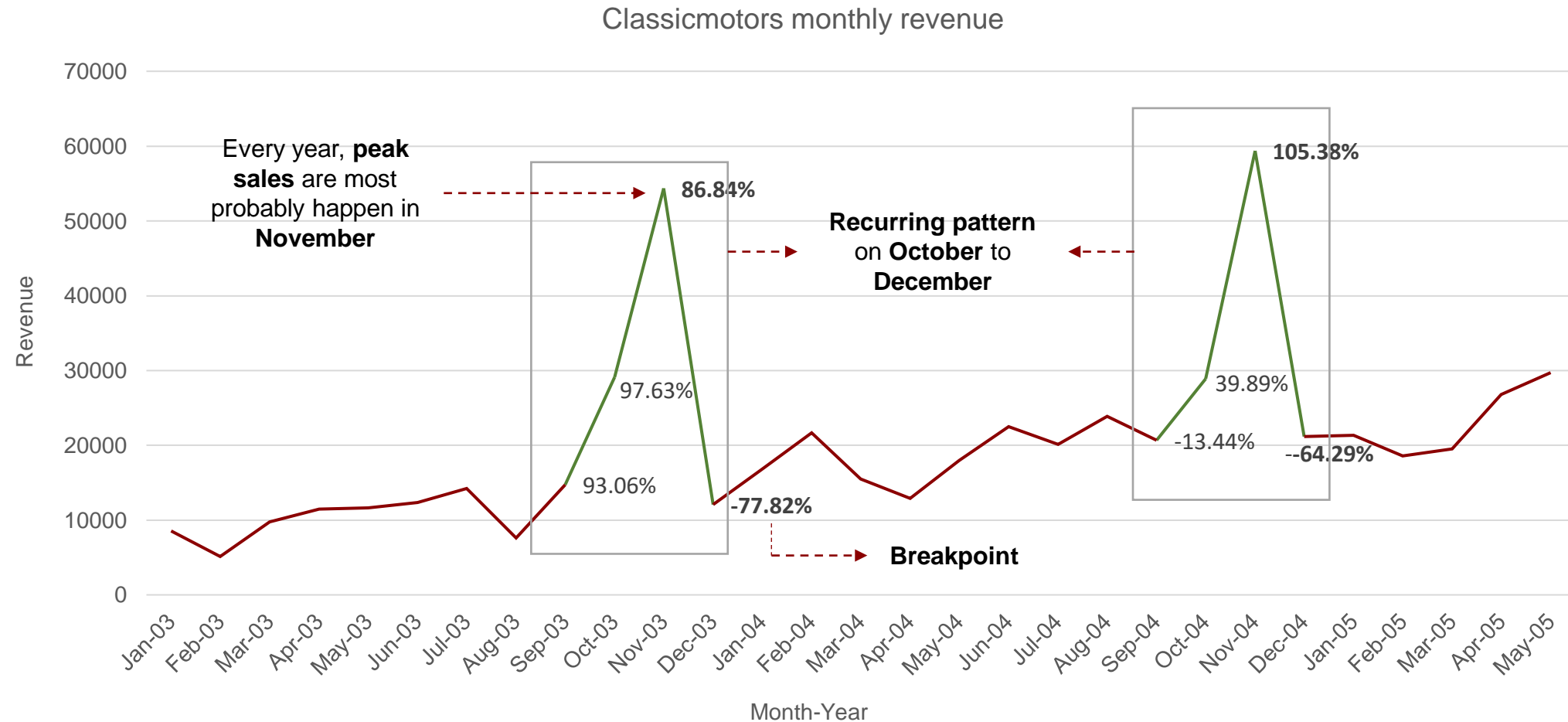


**NOTE:** Here, it is assumed that Japan is not part of APAC.

## Key Findings

- **EMEA** and **North America** have the **most** overall # of sales. Though it is understandable since these regions consists of **many countries** (EMEA 13 countries and North America 2 countries).
- Though **North America** only has 2 countries, it can **compete** with EMEA in terms of **# of sales**.
- **Japan** and **Asia Pacific** have **less** overall # of sales. It makes sense since Japan Region only consists of Japan, while APAC consists of 5 countries.

# There is a positive trend in monthly revenue increment from Jan 2003 to May 2005





# Classicmotors' company customer base\* is located in the USA

Year	Quarter	Country with the most # of sales (quarterly)	# of sales	% of total quarterly sales
2003	1	USA	6,500.66	27.73%
	2	USA	10,492.45	29.57%
	3	USA	18,228.43	49.81%
	4	USA	32,379.89	33.91%
2004	1	USA	17,349.01	32.12%
	2	USA	20,212.49	37.86%
	3	USA	24,504.68	37.88%
	4	USA	34,720.12	31.71%
2005	1	USA	26,374.33	44.37%
	2	USA	17,190.14	30.40%

**\*Customer base:** Country with the most # of sales quarterly (approach method used)

**NOTE:** Further details on each country' # of sales (quarterly) can be seen at the following link:

<https://docs.google.com/spreadsheets/d/1FKTOuiBdn3FstJd-lqwwatV8guVc3lyw4rGcfPS6vpE/edit?usp=sharing>

# The 4<sup>th</sup> 'The Sharp Gifts Warehouse' transaction exceeded their credit limit

## The Sharp Gifts Warehouse' transaction history

Year	Month	Order Number	Credit Left	Transaction Status
2004	5	10250	77600	Shipped
2004	6	10257	34801.92	Shipped
2005	4	10400	18048.6	Shipped
2005	4	10407	-13706.72	On hold

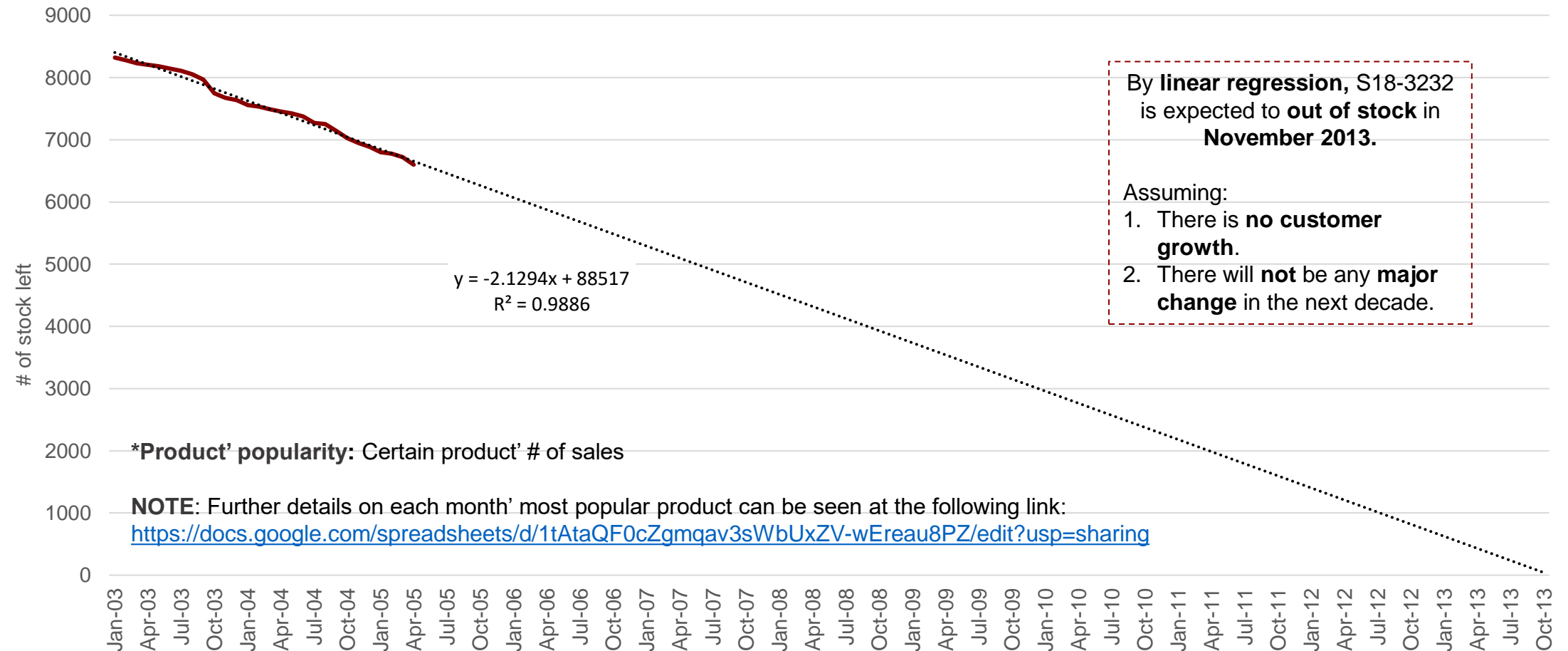
Their remaining credit card has **negative** sign, which means their **4<sup>th</sup> transaction** will be put **on hold**

**NOTE:** Transaction will be put on hold whenever the company has exceeded their transaction quota (here, quota means their remaining credit card).

# S18-3232 is the most popular product with total of 1748 units sold (20.94%) over the past 29 months



S18\_3232' stock prediction by linear regression



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Context

Analyses

**Summary and Recommendations**

# Overview



## Analyses' Summary

- **Best 'Sales Rep' Employee:** Employee number '1370' (exceptional employee).
- **Region Sales Performance:** EMEA and NA are the leading regions with the most overall # of sales.
- **Revenue:** The peak season is most probably to happen in the last quarter of the year, with November as its peak, and it will decrease again in December.
- **Customer Base:** The USA.
- **'TSGW' :** Their transaction in May'05 with order number '10407' were put on hold.
- **Most Popular Product (Overall):** S18\_3232 with total of 1748 units sold.

## Recommendations

1. Give **incentive/bonus** to employee number '**1370**' as an **appreciation** to his/her astonishing result, and as a mean to **motivate** other employees to achieve the same.
2. Try to **refill the stocks**, especially on the **last quarter of the year**, as the # of sales will increase greatly at that time of the year.
3. Build a **great relationship** with the **USA**, as the customer base of the company is located there, by having a **campaign, thanksgiving, or discount events** on several occasions.