**AXON SALES INSIGHTS FROM POWER BI**

**Problem Statement:**

A small company Axon, which is a retailer selling classic cars, is facing issues in managing and analysing their sales data. The sales team is struggling to make sense of the data and they do not have a

centralized system to manage and analyse the data. The management is unable to get accurate and up-to-date sales reports, which is affecting the decision-making process.

To address this issue, the company has decided to implement a Business Intelligence (BI) tool that can help them manage and analyse their sales data effectively.

**PROJECT REPORT**

**SALES ANALYSIS**

1. The Total Sales made by Axon by selling different products of Classic Cars, Vintage Cars, Motorcycles etc is 9.60 million.
2. The Total Amount Paid by Customers around the world for Axon Classic models is 8.85 million.
3. The Total Profit made by Axon by selling its product line of classic models containing different products is 3.83 million.
4. Most of the Sale’s revenue generated is through the sales of Classic Cars (40.13%), followed by Vantage Cars (18.72%).
5. The country with the highest Number of sales of Axon Classic Models is USA which is having sale’s revenue of 3.1 million over a period of 3 years, followed by Spain and France having sale’s revenue of 1 million over a period of 3 years. Rest of the countries are having sales less than a million over a period of 3 years.
6. Among the sale’s revenue generated over 3 years, the maximum sales were done in 2004 having total sale’s as 4.37 million, followed by year 2003 which had total sale’s as 3.27 million and lastly 2005 which had least sales of 1.5 million (Records for 2005 were only till May 2005).
7. The Distribution of Sales revenue among the Product Vendors is almost uniformly distributed among Top 10 vendors.
8. Most of the Sale’s revenue made by selling Axon Classic models was generated between the months of October to December. Both the years 2003 and 2004 had high sales during the period of October to December. The sales data for the period of October to December was not available for year 2005.Sales for November were the highest.
9. The Top 10 product from Axon Classic model’s product line are 1992 Ferrari 360 Spider red, 2001 Ferrari Enzo, 1952 Alpine Renault 1300, 2003 Harley-Davidson Eagle Drag Bike, 1968 Ford Mustang, 1969 Ford Falcon, 1980s Black Hawk Helicopter, 1998 Chrysler Plymouth Prowler, 1917 Grand Touring Sedan, 2002 Suzuki XREO. All of these models had sales higher than 100K over the period of 3 years.
10. The Total Cost for Axon products of different product line is 5.78 million.

**PROFIT ANALYSIS**

1. Most of the Profit made by selling Axon Classic models was from USA which was around 1.2 million or 40% of the Total Profit.
2. The selling price of all the product of Axon Classic models was lower compared to the Manufacturer Suggested Retail Price. Almost all the vendors are selling models at lower price than suggested as shown by difference in Actual Profit and MSRP Profit.
3. Most of the Sales and profit generated from Selling classic model’s product is during the 4th Quarter of the year.
4. The Top 3 Product Vendors who made most profit are Gearbox Collectibles, Unimax Art Galleries and Classic Metal Creations. All 3 of these Vendors made profit more than 100K over the period of 3 years.
5. The margin of profit seems similar among all the products offered by Axon Product Line and the Products which were sold most are showing most profits.

**ORDERS ANALYSIS**

1. The Average Shipping days for the shipment of product is 3.65 Days.
2. The Total number of orders received by Axon from different Customers were 326 where each Order included various Products for ordering from Axon Product Line.
3. Almost all the orders were successfully shipped and on time, only less than 1% of the orders were Cancelled, Disputed or Resolved.
4. The Total number of Order Quantity across all products and amongst all different Customers was more than 100K.
5. The Countries with highest number of Orders was USA followed by Spain, France, Australia, New Zealand and UK.
6. The cities having highest number of orders are Madrid, Sae Rafel, NYC Auckland, Singapore and Paris. Madrid had highest number of Orders.
7. The Total quantity of orders including all products requested was highest in November having 21K Quantity of Products ordered, followed by October and December having around 10K Quantity of Products ordered.
8. Year 2004 had maximum order requests which was around 150 orders including all product categories.
9. The Average price of order requested by customers was around 30K.

**CUSTOMER ANALYSIS**

1. USA has the highest number of customers followed by France. USA has a total of 35 customers and France has 12.
2. The Top 5 Customers for Axon Classic model products are Euro + Shopping Channel, Mini Gift Distributors Ltd., Muscle Machine Inc., Australian Collectors Co. and Dragon Souvenirs Ltd.
3. The customer with maximum Credit Limit is Euro + Shopping Channel having Credit Limit around 0.25 million.
4. Euro + Shopping Channel and Mini Gift Distributors Ltd. have highest Payment amount and order from these 2 customers is significantly bigger than other customers.

**EMPLOYEES,OFFICES & PRODUCTS ANALYSIS**

1. There are Total 23 Employees working for Axon company.
2. USA has the highest number of Employees among all and it has 10 employees.
3. The Total numbers of products offered by Axon across its Product Line is 110 products.
4. All the Employees are dispersed among 4 Territories Worldwide named NA (North America), EMEA (Europe, Middle East and Africa), APAC (Asia Pacific) and Japan.
5. The Top 5 Countries with Highest employees are USA, France, Australia, Japan and UK.
6. Classic Cars are the most profitable product worldwide.
7. There are 7 different Offices of Axon located Worldwide situated in major Cities.