

CLASSIC MODELS DATA ANALYSIS

A classic model sales analysis provides critical insights into sales performance using established statistical and analytical methods. Here's a conclusion highlighting its significance:

Insights Obtained:

1. **Trend Identification:** Sales analysis helps identify patterns and trends over time, showcasing seasonal fluctuations, growth, or decline in sales figures.
2. **Product Performance:** It offers insights into the performance of different products or categories, revealing top-selling items and underperforming products.
3. **Customer Details:** Analysis of sales data can uncover customer preferences, buying habits, and segments, aiding in targeted marketing strategies.
4. **Country wise Sales:** Analyse which country is doing more sales and making profits.
5. **Cancelled order details:** Analyse the cancelled products and also which country is facing most cancellation.
6. **Company details:** It offer details about company's employees, their sales performance and how many customers they handled.

Key Findings:

1. **Best Selling Products:** 1992 Ferrari 360 Spider red is the most selling product every year and then 2001 Ferrari Enzo, 1952 Alpine Renault 1300, 2003 Harley-Davidson and lastly 1968 Ford Mustang.
2. **Product Lines Details:** Classic Cars are the highest selling product line, then Vintage Cars, Motorcycles, Trucks and Buses and so on.

3. **Sales Seasonality:** Highest sales, profits and orders are mostly seen in November and October and lowest in May in the year of 2003 and 2004 but in 2005 its highest on May and lowest on January.
4. **Top Customers:** On the basis of sales and orders Euro Shopping Channel is the most valuable customer every year and his owner is Diego Freyre and second highest is Mini Gifts Distributions.
5. **Sales in Countries:** USA is the country from where we generate most of the orders and sales and then France, UK, Australia and Japan.
6. **Cancelled product details:** Cancelled orders also carry the details about the on hold and in process product details.
 - It shows that most of the cancellation happens on April, May, June, October, November and its high on May.
 - Overall 1997 Grand Touring Sedan is the most cancelled product and it changes every year.
 - About our customers, Euro Shopping channel has the most cancelled orders.
 - Country wise USA has the most on hold products but UK has most cancelled products.
7. **Company and Employee details:** We have total 7 offices distributed in 5 countries but USA is the country where we have 3 offices, 53 customers and 10 employees. About the employee performance Lesile Jennings from the USA office is generating the highest sales and Lesile Thompson from the same office is handling max number of customers.

Implications & Recommendations:

1. **Marketing Strategies:** Tailor marketing campaigns based on identified customer segments and their preferences to maximize impact.

2. **Inventory Management:** Adjust inventory levels based on seasonal fluctuations or predicted sales trends to minimize overstock or stock outs.
3. **Promote Development:** Use insights into product performance to improve or discontinue underperforming products and promote best-sellers.
4. **Customer Experience:** Enhance customer experience by personalizing offerings or services based on identified preferences. Target those customers who cancelled the most and try to understand the reason and solve it.
5. **Continuous Analysis:** Regularly revisit and update analyses to adapt to changing market dynamics and consumer behaviour.

Conclusions: Classic model sales analysis serves as a robust framework for understanding sales dynamics, customer details and market trends. While it offers valuable insights and actionable recommendations, continual analysis and integration with advanced techniques ensure adaptability and relevance in a constantly evolving market landscape. Embracing these insights and recommendations can drive strategic decision-making and improve overall sales performance and customer satisfaction.