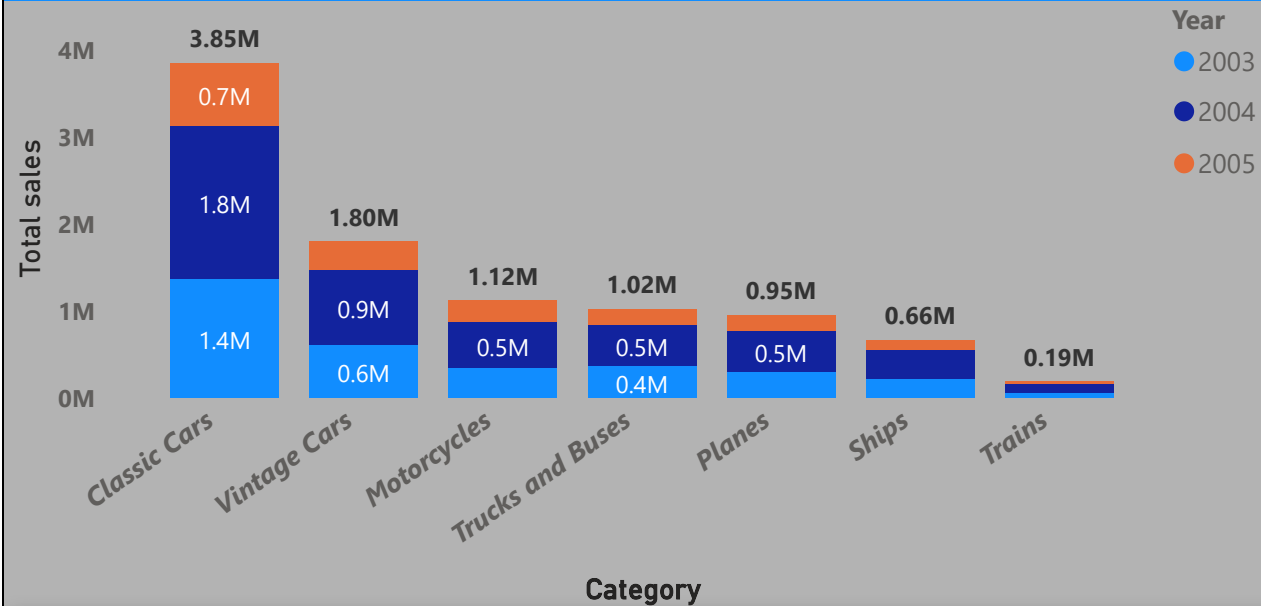
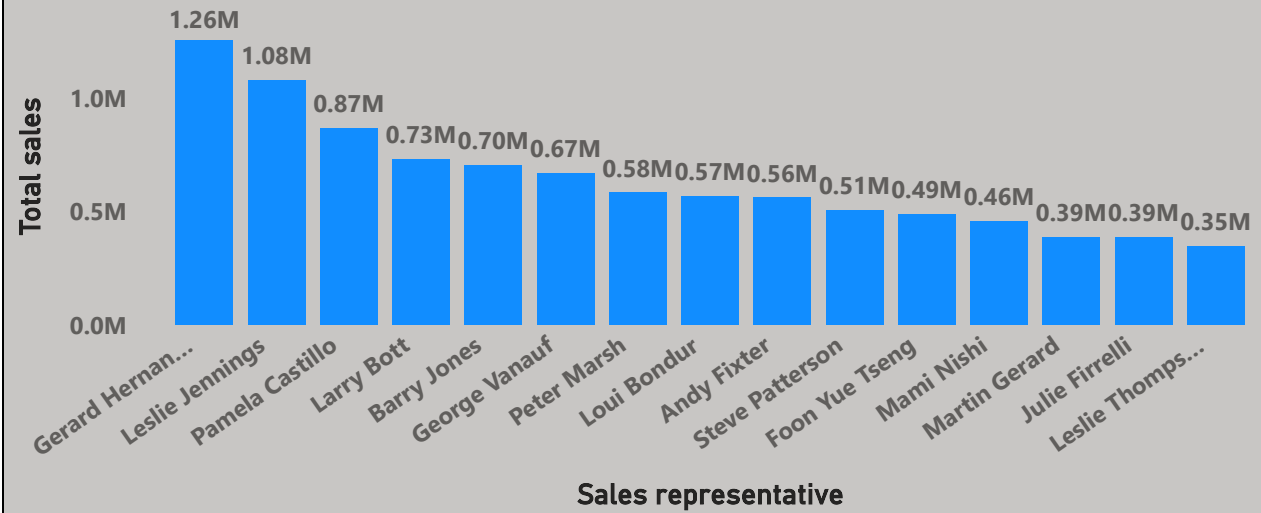


AXON SALES AND PROFIT ANALYSIS REPORT

Total sales by Category and Year



Total sales by Sales representative



Select all

2003

2004

2005

122

Total number of customers

23

Total no. of employees

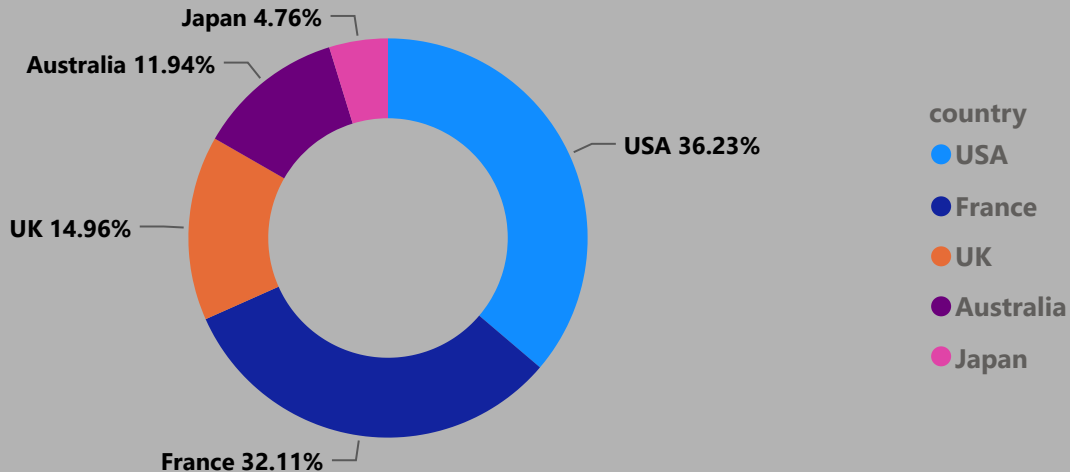
7

Total no of offices

110

Total unique units

Total sales by country



| productLine | Sum of cost | Total sales | Total profit | Profit margin |
|------------------|--------------|--------------|--------------|---------------|
| Classic Cars | 23,27,710.29 | 38,53,922.49 | 15,26,212.20 | 39.60% |
| Vintage Cars | 10,60,291.30 | 17,97,559.63 | 7,37,268.33 | 41.01% |
| Motorcycles | 6,52,170.82 | 11,21,426.12 | 4,69,255.30 | 41.84% |
| Trucks and Buses | 6,23,560.35 | 10,24,113.57 | 4,00,553.22 | 39.11% |
| Planes | 5,88,676.83 | 9,54,637.54 | 3,65,960.71 | 38.34% |
| Ships | 4,02,708.87 | 6,63,998.34 | 2,61,289.47 | 39.35% |
| Trains | 1,23,191.90 | 1,88,532.92 | 65,341.02 | 34.66% |
| Total | 57,78,310.36 | 96,04,190.61 | 38,25,880.25 | 39.84% |

Year

☐ Select all

☐ 2003

☐ 2004

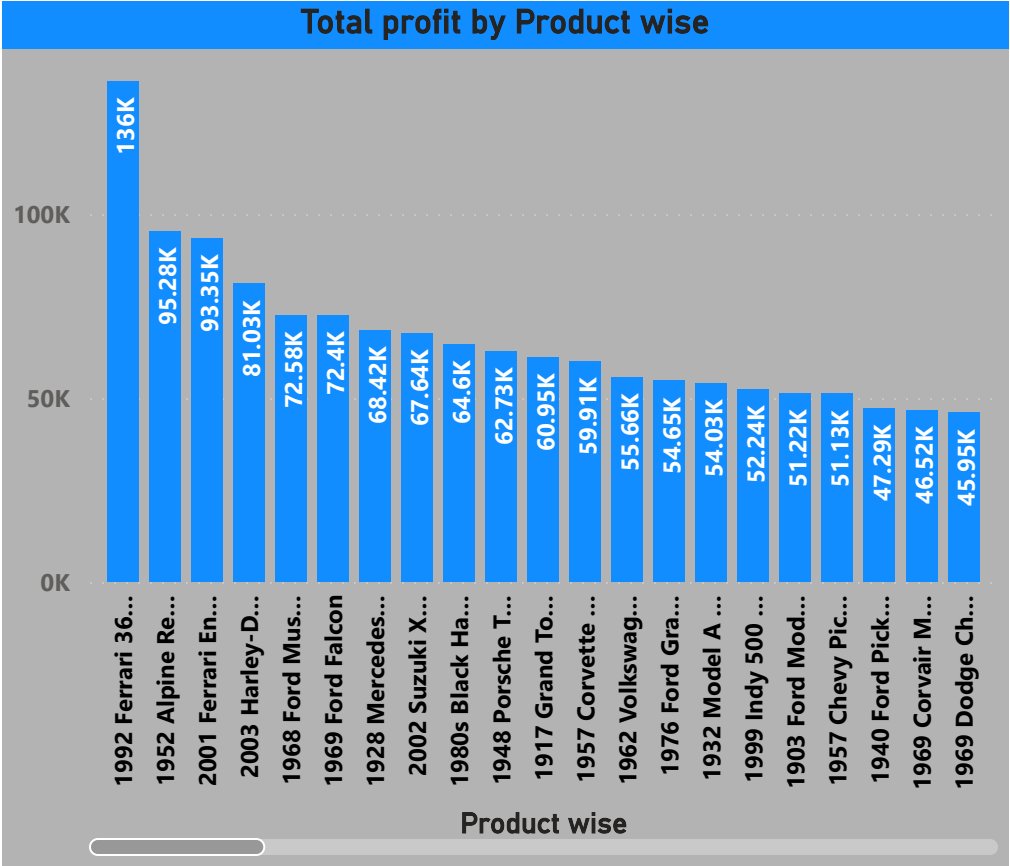
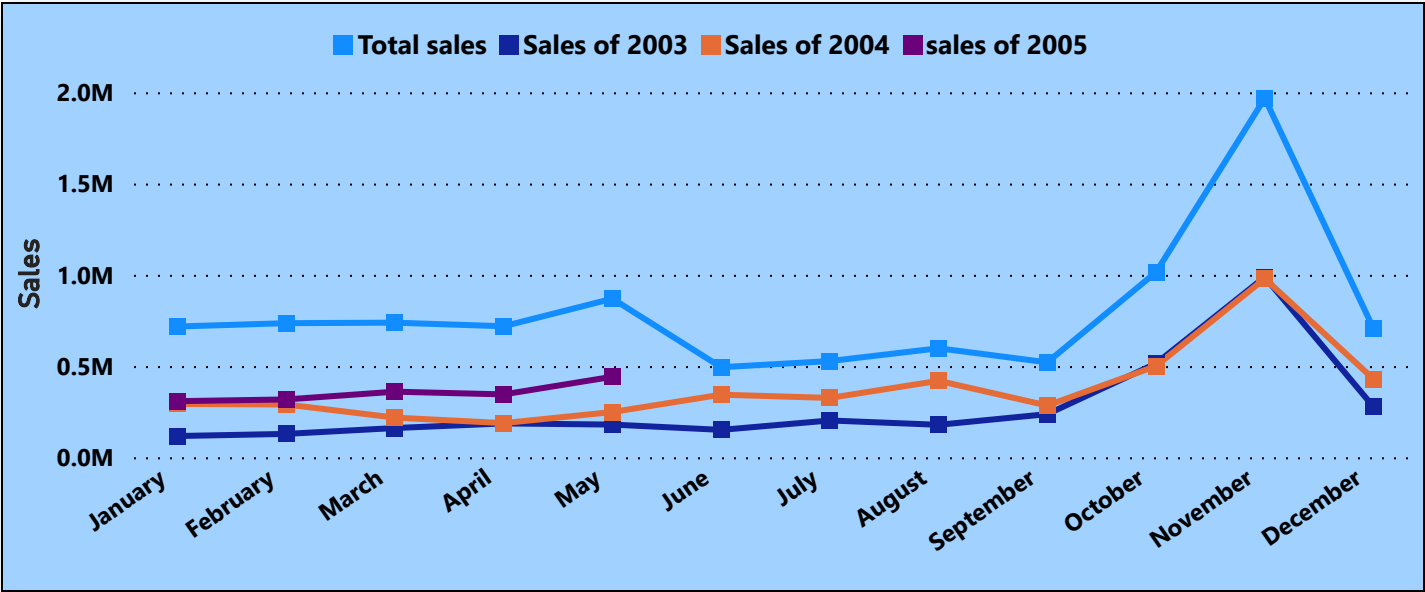
☐ 2005

106K

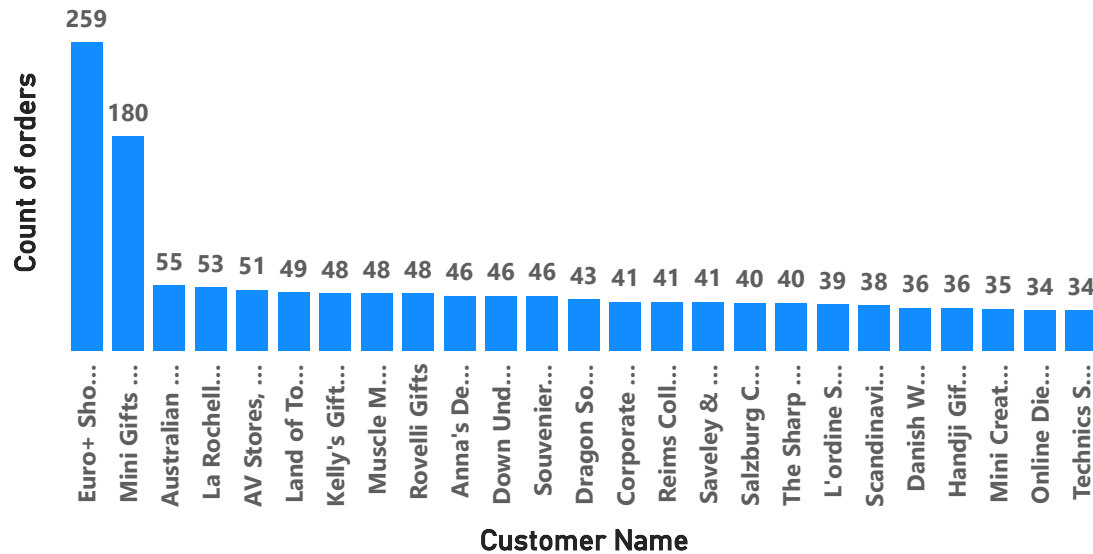
Total quantity ordered

555K

Total quantity in stock



Total count of orders by customer name



Total customers by country



INSIGHTS

- Highest production line sales:- classic cars
- .USA has highest number of sales of classic cars segment
- The product "1992 ferrari 360 spider red" has the highest no of orders.
- Highest sales in 2004 and lowest sales in year 2005.
- Month of sep,oct and nov has a significant increase in sales.
- Month of december has seen a decrease in sales for all years.
- "Gerard hernandez" sale representative has got the highest no of sales.
- Lowest no of sales by leslie thompson.
- "Euro+ shopping channels has the highest no of orders of 259 units

9.60M

Total sales

3.83M

Total profit