CLASSIC MODELS

Introduction:

The classic models database is a retailer of scale models of classic cars. It contains typical business data, including information about customers, products, sales orders, sales order line items, and more.

Dataset Overview:

The dataset includes the following 8 columns:

- customers.csv
- employee.csv
- offices.csv
- orderdetails.csv
- orders.csv
- payments.csv
- productline.csv
- products.csv

Process:

Data cleaning:

After successfully importing the dataset into Excel, I decided to glance through the data just to better understand it and then I check for outliers, null values, blanks rows and many more. I also ensured the data type of each column corresponds with the data inputted in it.

Data prepping:

After cleaning the dataset, I focus solemnly on the insights I could derive from the dataset and I did so by asking business related questions like:

In Sales Dashboard:

- The Total Sales
- The Total Profit
- Average Sales
- Sales per Employee
- Sales distribution based on Country, Product line, Company
- Profit, Top 5 Product, Top 5 Employee, Bottom 5 Product Based on Sales
- Monthly Sales & Profits

In Order Dashboard:

- Total Orders
- Order Per Country
- Order Per Customer
- Order Distribution by product line, top 5 customers, top 5 employees
- Monthly Order
- Order By City
- Top 5 Product, Bottom 5 Product
- Inserting Map by Order in Country

In Company Dashboard:

- Total Office
- Average order per Office
- Average Sales Per Office
- Employee across Country
- Employee based on Job title
- Offices across country
- Offices in city
- Employee in city
- Sales by Employee
- Order & Profits by Employee

And I Put Month slicer, Yearly timeline and Status timeline for showing the product status such as, canceled product, shipping product, disputed ,in hold product, processing product in every dashboard.

After successfully prepping the data, I decided to visualize the data.

Data visualization:

After successfully prepping the data, I decided to visualize my insights based on the questions I had ask but before I did that, I did a sketch of What I wanted each insights to represent and which charts I should use to represent them. I also did a quick sketch on what the dashboard would look like.

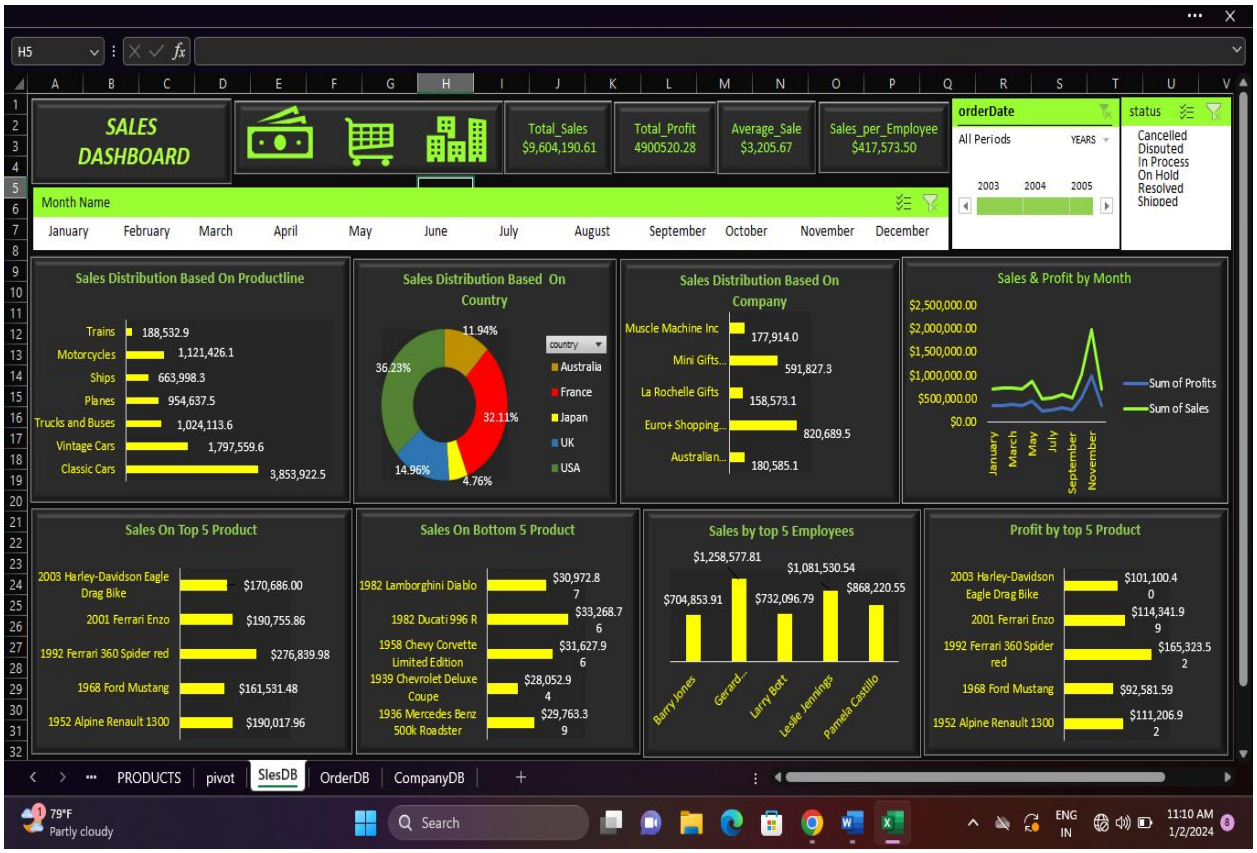
After visualizing the data I did the following things:

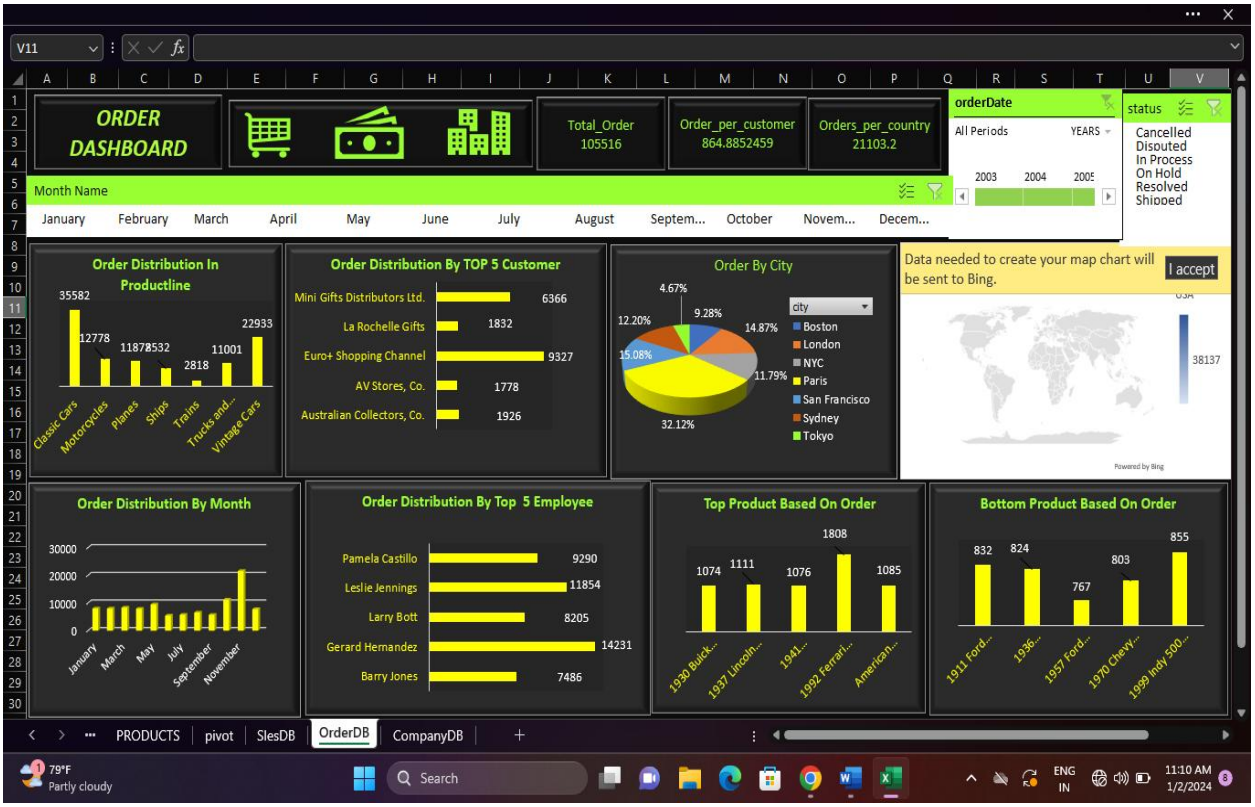
· Represented certain information using KPIs

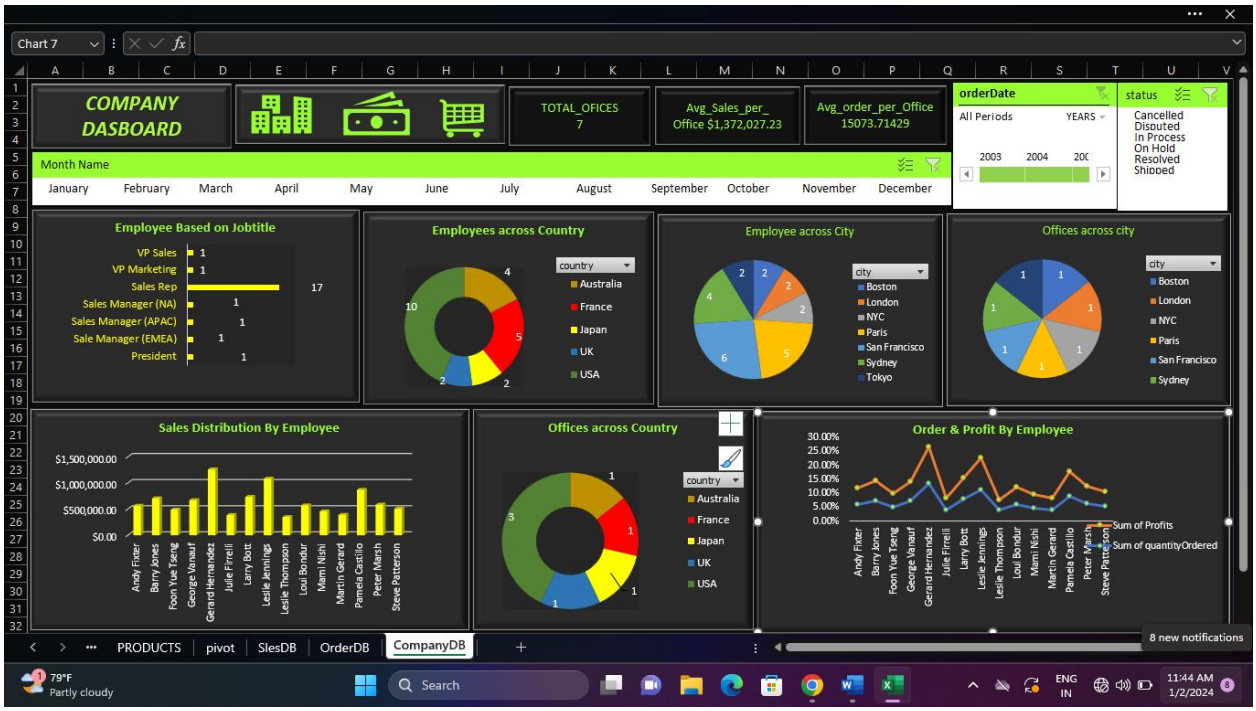
· Visualized the data using charts in EXCEL

· Designed the dashboard using Tiled containers and chart

Finished Project:


SALES DASHBOARD
Total_Sales $9,604,190.61
Total_Profit 4900520.28
Average_Sale $3,205.67
Sales_per_Employee $417,573.50
orderDate
All Periods
YEARS
2003 2004 2005
status
Cancelled
Disputed
In Process
On Hold
Resolved
Shipped
Month Name
January February March April May June July August September October November December
Sales Distribution Based On Productline
Trains 188,532.9
Motorcycles 1,121,426.1
Ships 663,998.3
Planes 954,637.5
Trucks and Buses 1,024,113.6
Vintage Cars 1,797,559.6
Classic Cars 3,853,922.5
Sales Distribution Based On Country
11.94%
36.23%
32.11%
14.96%
4.76%
country
Australia
France
Japan
UK
USA
Sales Distribution Based On Company
Muscle Machine Inc 177,914.0
Mini Gifts... 591,827.3
La Rochelle Gifts 158,573.1
Euro+ Shopping... 820,689.5
Australian... 180,585.1
Sales & Profit by Month
$2,500,000.00
$2,000,000.00
$1,500,000.00
$1,000,000.00
$500,000.00
$0.00
January March May July September November
Sum of Profits
Sum of Sales
Sales On Top 5 Product
2003 Harley-Davidson Eagle Drag Bike $170,686.00
2001 Ferrari Enzo $190,755.86
1992 Ferrari 360 Spider red $276,839.98
1968 Ford Mustang $161,531.48
1952 Alpine Renault 1300 $190,017.96
Sales On Bottom 5 Product
1982 Lamborghini Diablo $30,972.87
1982 Ducati 996 R $33,268.76
1958 Chevy Corvette Limited Edition $31,627.96
1939 Chevrolet Deluxe Coupe $28,052.94
1936 Mercedes Benz 500k Roadster $29,763.39
Sales by top 5 Employees
$1,258,577.81
$704,853.91
$732,096.79
$1,081,530.54
$868,220.55
Barry Jones Gerard... Larry Bott Leslie Jennings Pamela Castillo
Profit by top 5 Product
2003 Harley-Davidson Eagle Drag Bike $101,100.40
2001 Ferrari Enzo $114,341.99
1992 Ferrari 360 Spider red $165,323.52
1968 Ford Mustang $92,581.59
1952 Alpine Renault 1300 $111,206.92
PRODUCTS pivot SlesDB OrderDB CompanyDB
79°F Partly cloudy
Search
ENG IN
11:10 AM 1/2/2024


ORDER DASHBOARD
Total_Order 105516
Order_per_customer 864.8852459
Orders_per_country 21103.2
orderDate
All Periods
YEARS
2003 2004 2005
status
Cancelled
Disputed
In Process
On Hold
Resolved
Shipped
Month Name
January February March April May June July August Septem... October Novem... Decem...
Order Distribution In Productline
35582
12778
11878532
2818
11001
22933
Classic Cars Motorcycles Planes Ships Trains Trucks and... Vintage Cars
Order Distribution By TOP 5 Customer
Mini Gifts Distributors Ltd. 6366
La Rochelle Gifts 1832
Euro+ Shopping Channel 9327
AV Stores, Co. 1778
Australian Collectors, Co. 1926
Order By City
4.67%
9.28%
14.87%
12.20%
15.08%
11.79%
32.12%
city
Boston
London
NYC
Paris
San Francisco
Sydney
Tokyo
Data needed to create your map chart will be sent to Bing.
I accept
38137
Powered by Bing
Order Distribution By Month
30000
20000
10000
0
January March May July September November
Order Distribution By Top 5 Employee
Pamela Castillo 9290
Leslie Jennings 11854
Larry Bott 8205
Gerard Hernandez 14231
Barry Jones 7486
Top Product Based On Order
1808
1074
1111
1076
1085
1930 Buick... 1937 Lincoln... 1941... 1992 Ferrari... American...
Bottom Product Based On Order
832
824
767
803
855
1911 Ford... 1936... 1957 Ford... 1970 Chevy... 1999 Indy 500...
PRODUCTS pivot SlesDB OrderDB CompanyDB
79°F Partly cloudy
Search
ENG IN
11:10 AM 1/2/2024



Insights:

- Below are general insights from this dashboard:
- There are maximum orders in November.
- There are lowest Sales in April.
- Classic Cars has the highest sales and orders.
- The Highest Profits by sales is the Classic cars.
- Highest sales year is 2004.
- USA & France are the highest sales country.
- Highest cancelled Product in May.
- Most Product Ordered City is Paris.
- Most Offices are located in USA.
- Trains are the lowest ordered and sales product line.

Conclusion:

It provides actionable information for product management, pricing strategies, and marketing efforts.

- Identification of best and worst-selling product.
- Calculation of total profit generated.
- Determination of average profit per product.
- Visual representation of sales trends on different time scales.

The inclusion of line charts, bar charts, and Pie charts provides a rich visual context for understanding sales patterns, percentage breakdowns, and historical performance. These visualizations empower decision-makers with actionable insights to optimize pricing, marketing strategies, and operational planning.