

Axon Sales Analytics

Year, Quarter, Month...

All

officeCode

All

productLine, produc...

All

country, state

All

Total Sales

1.44M

Total Cost

847.01K

Total Profit

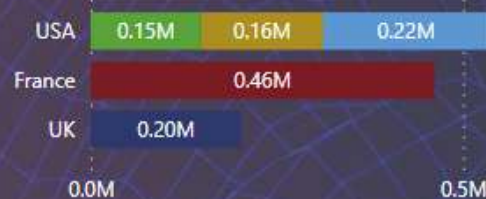
588.57K

Total Quantity sold

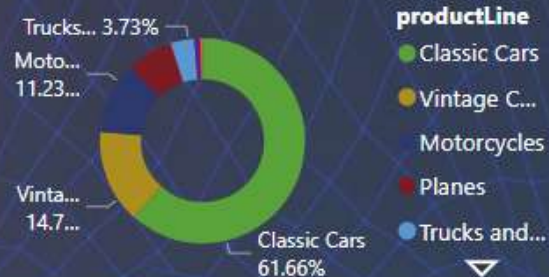
12K

Top 3 Countries generating most sales

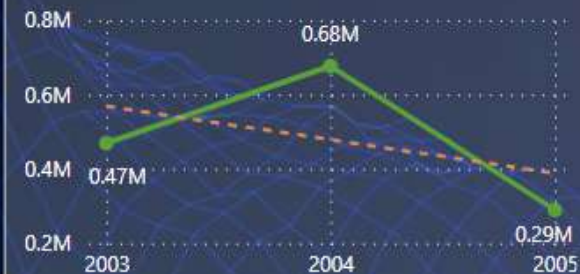
city ● Boston ● London ● NYC ● Paris ● San Francisco



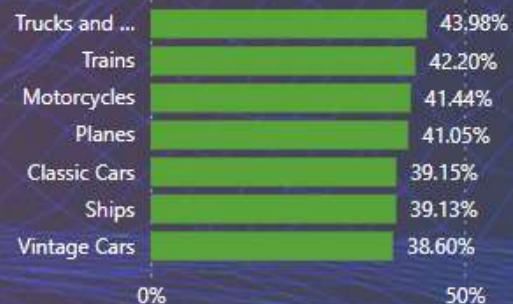
Sales by Product Line



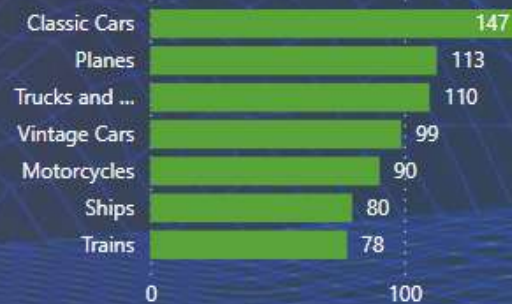
Sales Trend



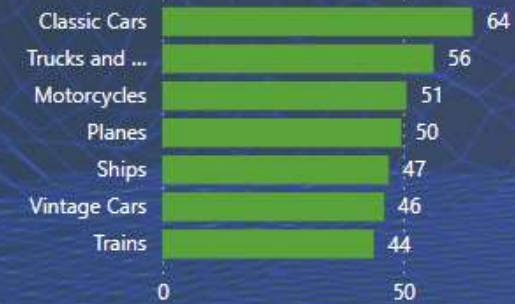
Avg. Profit Margin for each Product Line



Avg. Selling Price by Product Line



Avg. Cost Price by productLine



Orders & Products

Year, Quarter, Mon...

All

officeCode

All

productLine, prod...

All

country, state

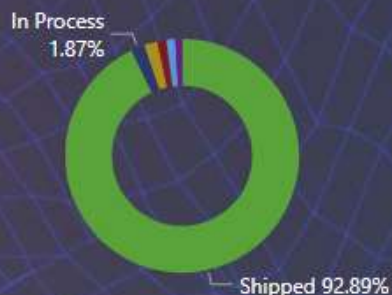
All

Orders

Average of Sales

4.4K

No. of Orders by status



Avg Delivery time

3.8

Delivery Success

Before Time

295
No. of orders

Late

1
No. of orders

On Time

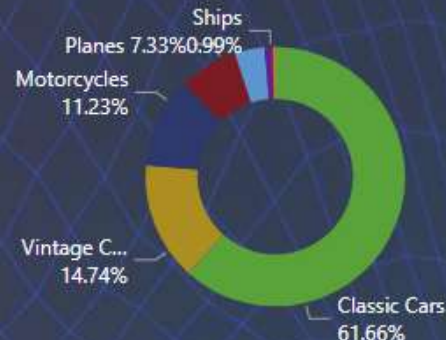
7
No. of orders

Avg Quantity
ordered

35.7

Products

Sales by Product Line



Most Selling Product
Line by Sales

Classic Cars

885,193.76
Sum of Sales

Number of
Products

110

Number of
Product Lines

7

Top 5 Products by sales

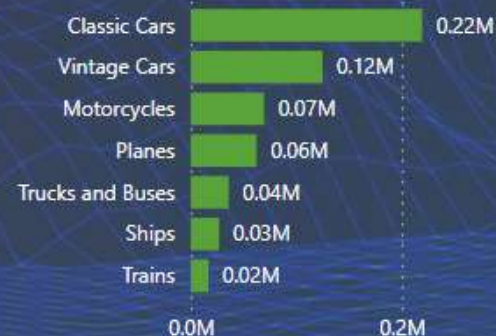
prod... Classic Cars Motorcycles



Avg. Sales per
product

13.1K

Total Quantity In Stock by Product Line



Avg. Sales per
Product Line

205.1K

Customers

Repeat Customers

79.5%

Number of Customers

122

Average number of
orders per customer

2.7

Avg. Credit Limit

67.7K

Year, Quarter, Mon...

All

officeCode

All

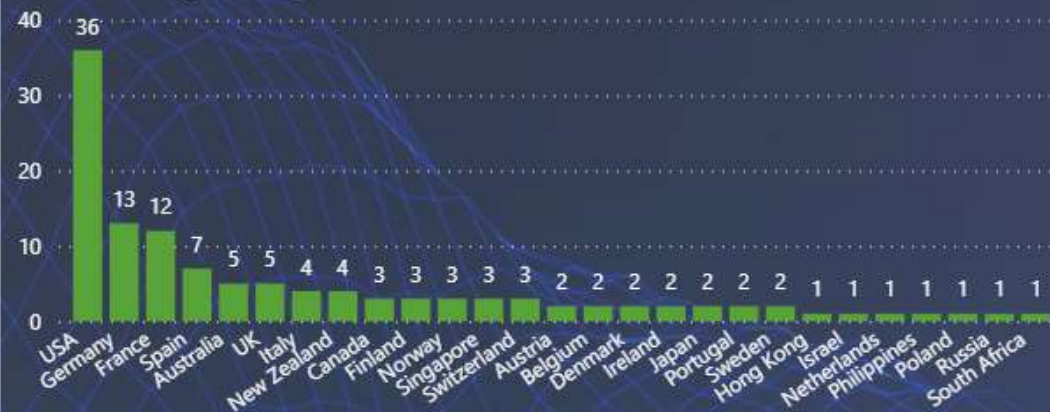
productLine, ...

All

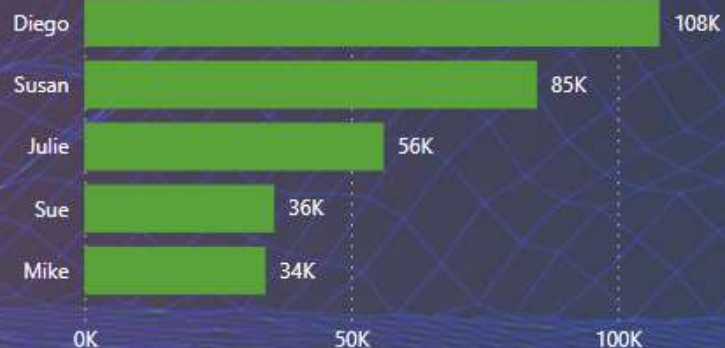
country, state

All

Customers by Country



Top 5 Customers by Sales



Customers by Country (map)



Offices

Year, Quarter, Mo...

All

officeCode

All

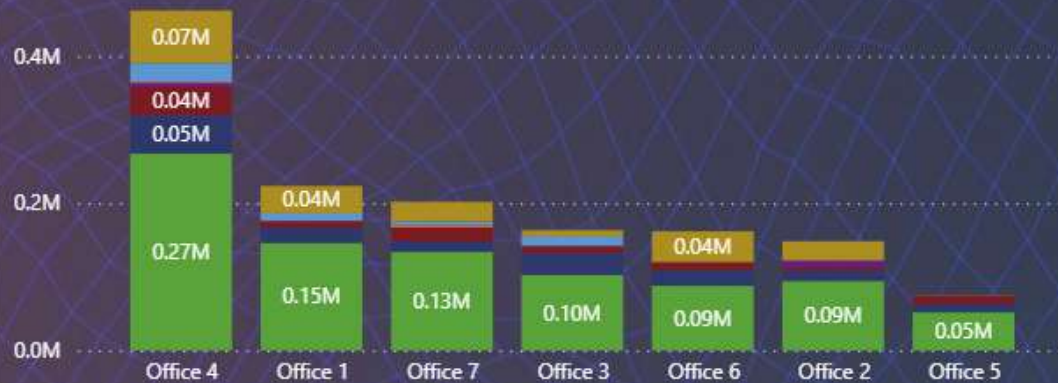
productLine, ...

All

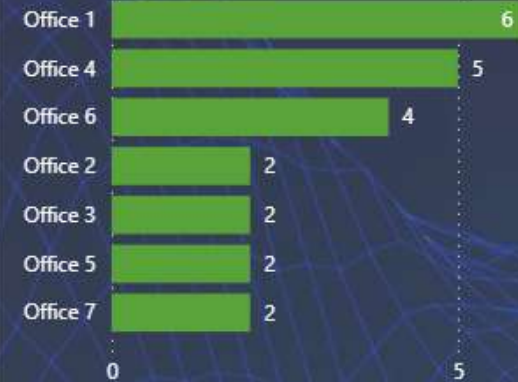
country, state

All

Sum of Sales by Office and Product Line



Number of Employees by Office



Number of offices

7

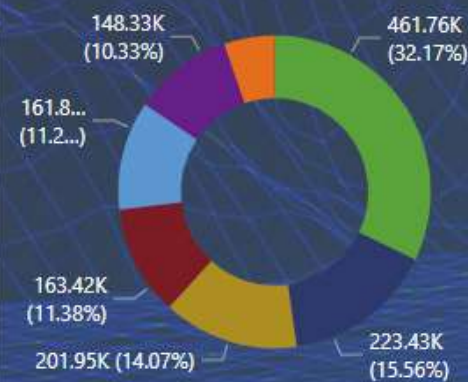
Avg sales per Office

205.08K

Offices by Country (map)



Sales by office



Offices in each Country



Employees

Year, Quarter, Mo...
All

officeCode
All

productLine, ...
All

country, state
All

Number of Employees

23

Avg sales per employee

62.4K

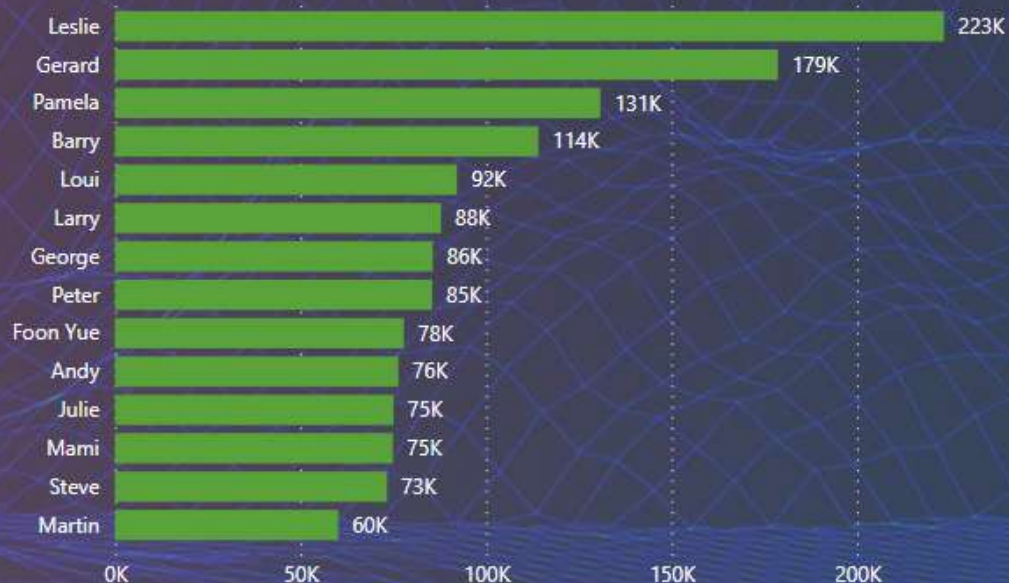
Best performing Employee

Leslie 223,431.41
firstName Sum of Sales
Office 1 1143
officeCode reportsTo

Worst performing Employee

Martin 60,154.98
firstName Sum of Sales
Office 4 1102
officeCode reportsTo

Sales by Employee



Employee Details

employeeNumber	firstName	officeCode	jobTitle	reportsTo	Reports to Name
1002	Diane	Office 1	President		
1056	Mary	Office 1	VP Sales	1002	Diane
1076	Jeff	Office 1	VP Marketing	1002	Diane
1088	William	Office 6	Sales Manager (APAC)	1056	Mary
1102	Gerard	Office 4	Sale Manager (EMEA)	1056	Mary
1143	Anthony	Office 1	Sales Manager (NA)	1056	Mary
1165	Leslie	Office 1	Sales Rep	1143	Anthony
1166	Leslie	Office 1	Sales Rep	1143	Anthony
1188	Julie	Office 2	Sales Rep	1143	Anthony
1216	Steve	Office 2	Sales Rep	1143	Anthony
1286	Foon Yue	Office 3	Sales Rep	1143	Anthony
1323	George	Office 3	Sales Rep	1143	Anthony
1337	Loui	Office 4	Sales Rep	1102	Gerard
1370	Gerard	Office 4	Sales Rep	1102	Gerard
1401	Pamela	Office 4	Sales Rep	1102	Gerard
1501	Larry	Office 7	Sales Rep	1102	Gerard

Summary of Sales

country x state x officeCode x productLine x productName x
USA CA Office 1 Classic Cars

