AXON car Dashboard Data Insights

Total Sales by product line:

1. At ==3.8 Million== Classic Cars had the highest Sum of Sales and was higher than Trains, which had the lowest Sum of Sales at ==0.2 Million==.
2. Classic Cars accounted for 40.63% of Sum of Sales.
3. Across all 7 product Line, Sum of Sales ranged from ==0.2 Million to 3.8 Million==.

Total Sales by Country:

1. USA accounted for ==36.23%== of Sum of Sales in all the years but in 2005 France was top with ==36.62%== of sales.

2. Japan, Australia and UK was at bottom in sales list. Here we need to analyse the reasons and have to improve the sales by offering discounts to the customers which will improve the overall sales throughout the countries and have to find out the top employees in these countries and motivate them by offering perks to analyse and improve the sales.

Total Sales By City:

1. At ==3.1 Million , Paris== had the highest Sum of Sales and was higher than Tokyo, which had the lowest Sum of Sales at ==0.5 Million.==
2. Paris accounted for 32.29% of Sum of Sales.

Across all 7 city, Sum of Sales ranged from 3.1 Million to 0.5 Million.

Total Sales by State:
1. At ==5.3 Million==, NY had the highest Sum of Sales and was higher than Queensland, which had the lowest Sum of Sales at ==0.2 Million.==
2. NY accounted for 61.45% of Sum of Sales.
3. Across all 18 state, Sum of Sales ranged from 5.9 Million to 0.5 Million

3. Throughout the years NY and CA was top and other States have less sales but we need to find out the low sales in these states and make new strategies to increase the sales .

Total Qty Sold by Product line:

1. At ==35582, Classic Cars== had the highest Total Quantity Sold and was higher than Trains, which had the lowest Total Quantity Sold at 2818.

2. Classic Cars accounted for 33.96 % of Total Quantity Sold.

3. Across all 7 product Line, Total Quantity Sold ranged from 2818 to 35582.

Total Sales by Product:

1. At ==0.28 Million , 1992 Ferrari 360 Spider red== had the highest Sum of Sales and was higher than ==1939 Chevrolet Deluxe Coupe==, which had the lowest Sum of Sales at ==28,052.94==.

2.1992 Ferrari 360 Spider red accounted for 2.88% of Sum of Sales.

3.Across all 109 product Name, Sum of Sales ranged from 28,052.94 to 2,76,839.98.

Total Sales by Employee:

1. At <mark>12,58,577.81, Hernandez Gerard</mark> had the highest Sum of Sales and was higher than <mark>Thompson Leslie</mark>, which had the lowest Sum of Sales at <mark>3,47,533.03</mark>.

2. Hernandez Gerard accounted for 13.10% of Sum of Sales.

3. Across all 15 employees, Sum of Sales ranged from 3,47,533.03 to 12,58,577.81.

4. Employees play a vital role in the sales part because they know the situations, consumer's choices and tricks to attract them very well. Employees are assets to the organizations so we need to Reward the top performers and encourage the low performers and train them to achieve the target in future.

Total Sales by Year, Quarter and Month:

Total Sales in the year 2004 was top comparing to 2003 and 2005. So We have to find the reasons and the strategies followed in the year 2004 which might be helpful in future years and for the forecasting purposes.

Conclusion:

With 8 tables, this database had many areas to explore. There are many places to find insights regarding the operations of the <mark>'AXON cars Sales data</mark> . While some knowledge was gained from this analysis, plenty more can be found in a more in-depth project.

1. Total Sales in the year 2004 was high comparing to other years. We have to find out the reasons and strategies to apply these techniques in future.
2. Total Sales are 9.60M.
3. The highest sales countries are less. We have to Initiate and send teams to all the countries to find out the patterns customs and culture of the countries because each and every country was different in terms of rules, culture, customs and traditions. One strategy won't work for all the countries. If we get the ideas and mind-set of the consumers. it's will be helpful to improve the sales by making new strategies to get the attention of the customers.

4.We have to motivate the high performer employees by giving perks and incentive to boost up them to work more and more while we need to train low performed employees by providing appropriate skills to them.