

Insights from Sales Dashboard (Axon – Classic Models)

Overall Sales

- Axon's total sales in 2003, 2004, and 2005 were \$9.6 million.
- The average order value was \$3,210.
- There were 122 customers and 326 orders.
- The company made a profit of \$3.83 million.

Sales by Product Line

- The top-selling product line was Classic Cars, which generated \$3.8 million in sales.
- Vintage Cars and Motorcycles were the next best-selling product lines, generating \$1.7 million and \$1.1 million in sales, respectively.

Most profitable customers

- Euro+ Shopping Channel Ltd. and Mini Gifts Distributors Inc. were the top two customers by profit, generating \$0.82 million and \$0.59 million in profit, respectively.

Profit by Year and Month

- Profits grew steadily, from \$1.3 million in 2003, \$1.8 million in 2004 and \$0.6 million till May 2005
- The best month for sales was November.

Order Quantity by Product Line

- Classic Cars was the most popular product line in terms of order quantity, with 6735 orders.
- Vintage Cars and Motorcycles were the next most popular product lines, with 4156 and 2771 orders, respectively.

Top 5 Products by Profit

- The 1992 Ferrari 360 Spider was the most profitable product, generating \$0.135 million in profit.
- The 2003 Alpine Renault 1300 and the 2001 Ferrari Enzo were the next most profitable products, generating \$0.095 million and \$0.093 million in profit, respectively.

Profit by Country and Product Line

- USA was the most profitable Country, generating \$1.3 million in profit overall.
- Spain and France were the next most profitable Countries, generating \$0.44 million and \$0.41 million in profit, respectively.

Employee by Total Sales

- Leslie Jennings and Gerard Bondur were the top 2 employees who were responsible for maximum sales.