



AXON SALES ANALYSIS

KPI's & Sales overview

Map

Profit/Customer/Employee

Top Products/Vendor/
Forecast

Insights

Year

- ☐ Select all
- ☐ 2003
- ☐ 2004
- ☐ 2005

Customer Country

All

Status

All

Product line

All

Total sales
\$9.60M

Total orders
2.996K

Total Profit
\$3.83M

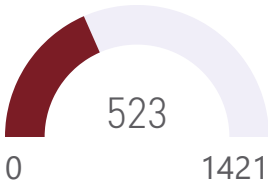
Distinct customers
98

Avg of order value
29.46K

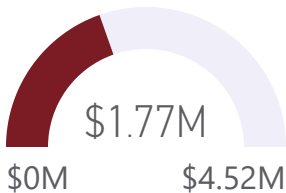
Shipped rate
92.94%

Avg days to ship
3.76

YTD and PYTD Orders



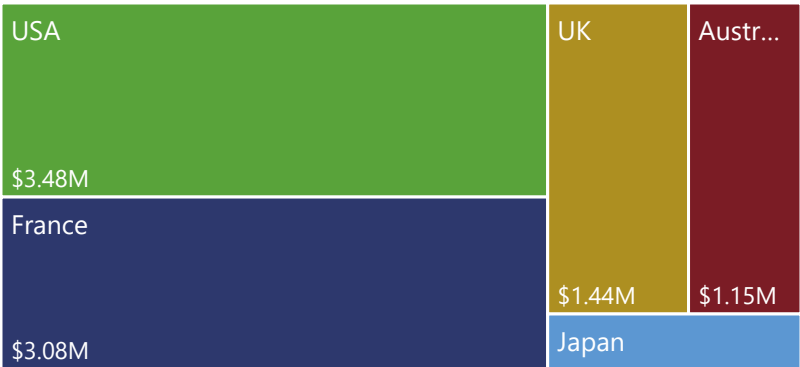
YTD and PYTD Sales



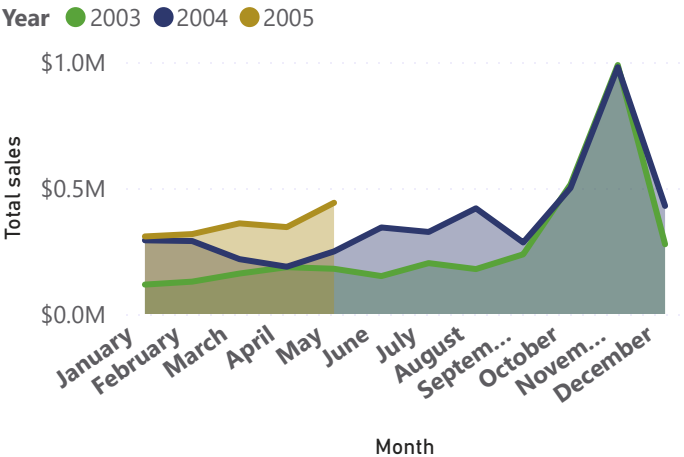
Sales difference
(\$2.74M)

YOY Sales growth
-60.78%

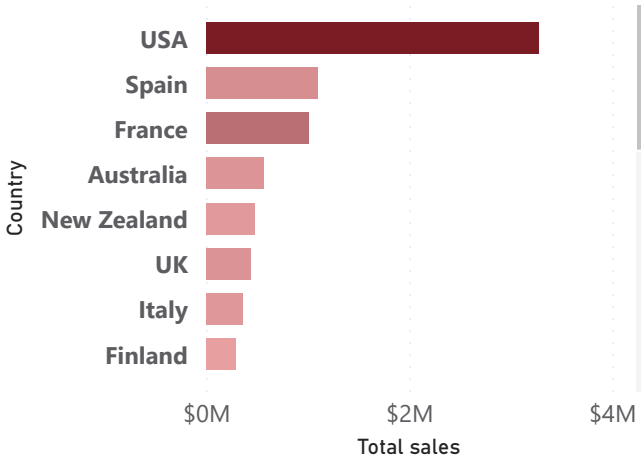
Total sales by Country Office



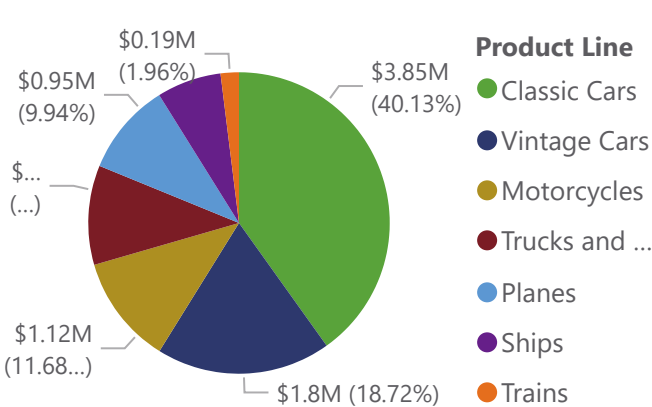
Total sales by Month and Year



Total sales by Country



Total sales by Product Line



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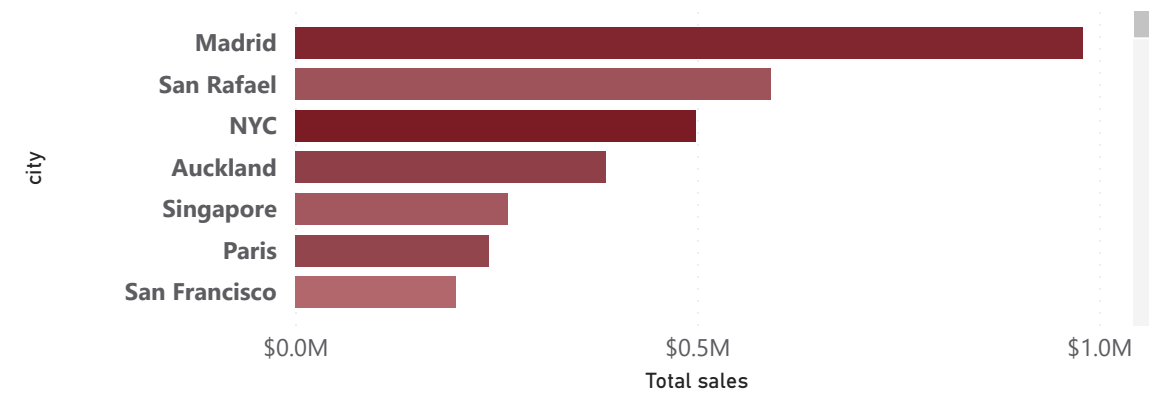
Product line

All

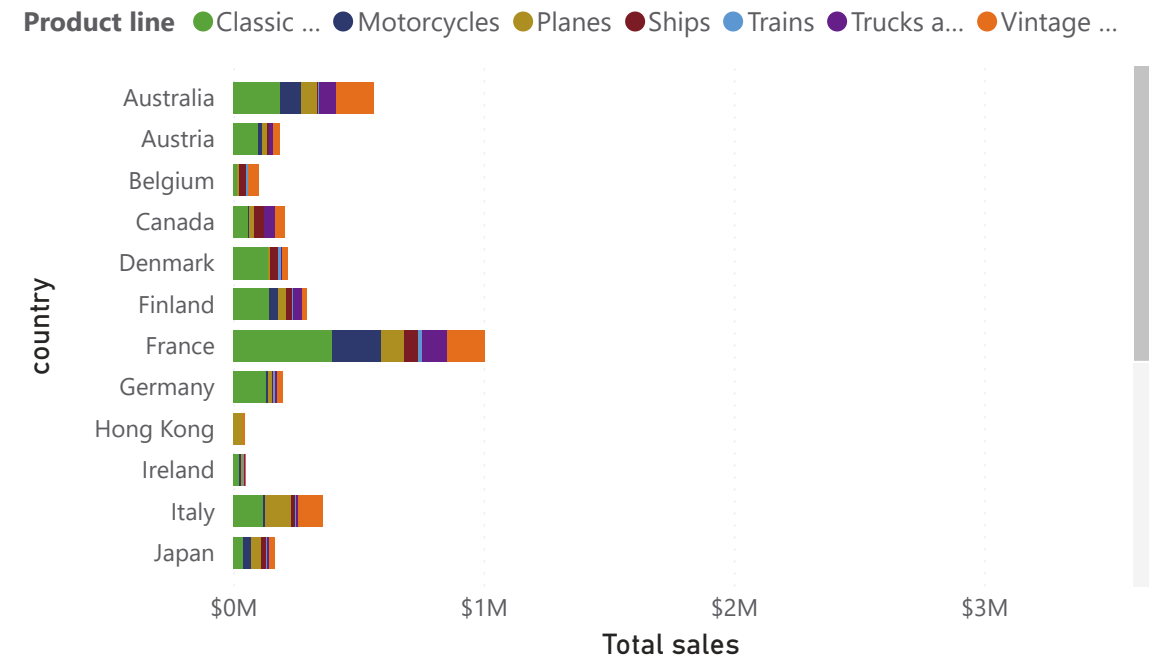
Total sales based on customer city and country



Total sales by city



Total sales by country and Product line



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Customer Country

All

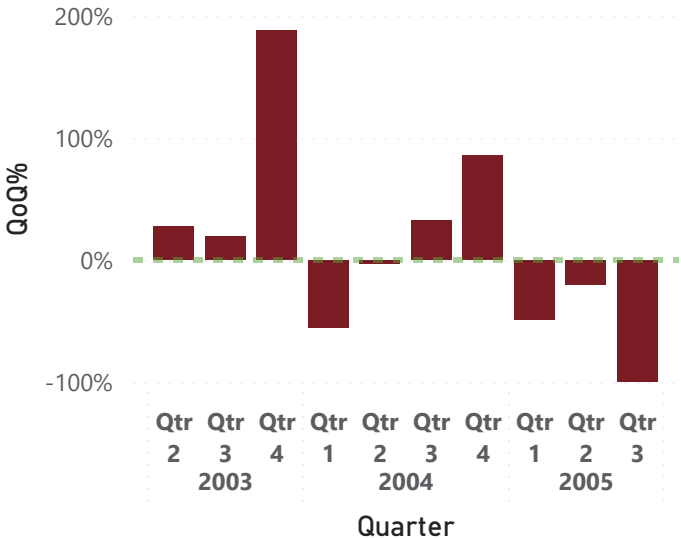
Status

All

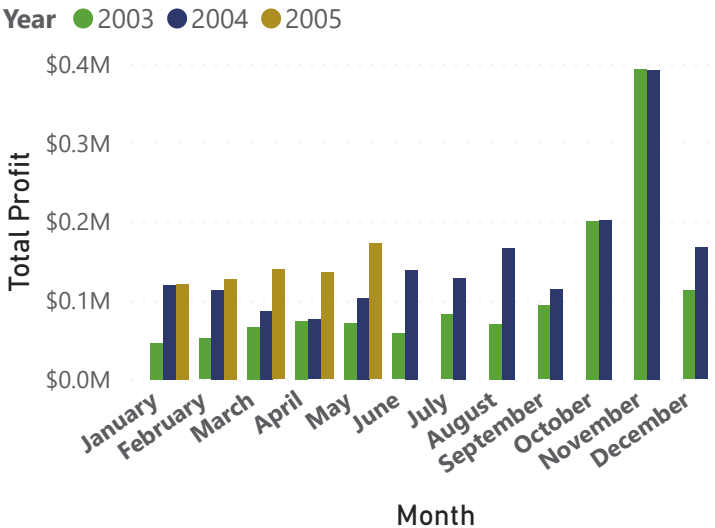
Product line

All

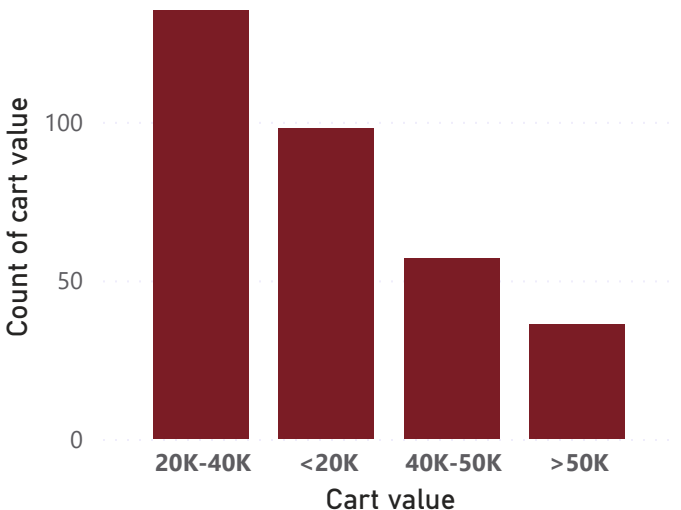
QoQ% by Year and Quarter



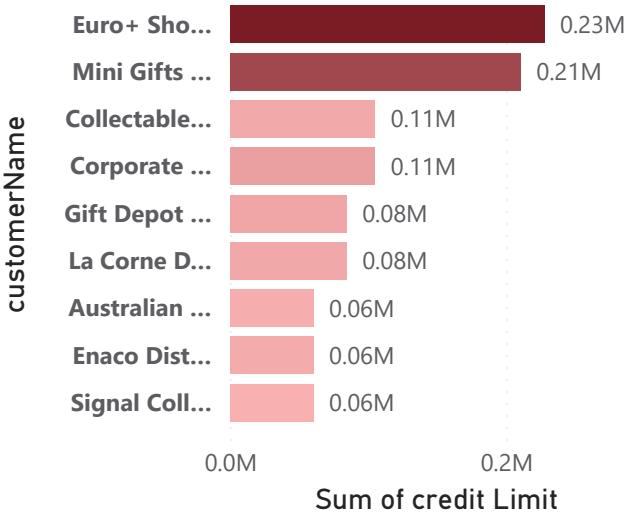
Total Profit by Month and Year



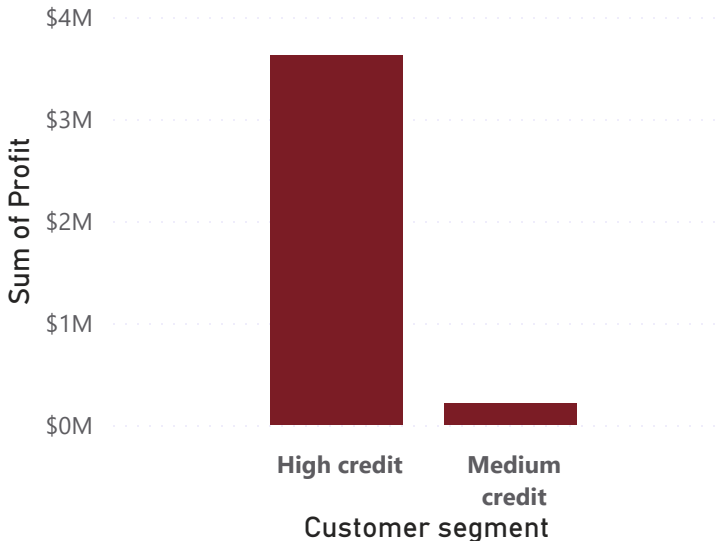
Total orders based on cart value



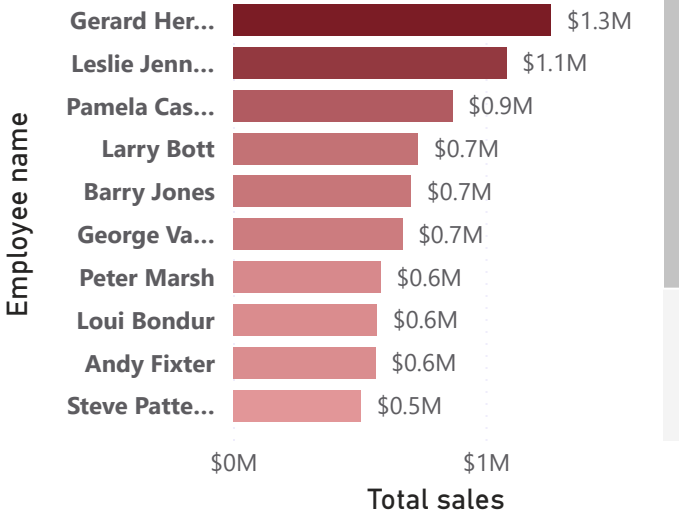
Sum of credit limit by Customer Name



Gross Profit by Customer segment



Top Employee name



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All

Status

All

Product line

All

Total quantity ordered

Product Name	Sum of quantity Ordered
1992 Ferrari 360 Spider red	180
1937 Lincoln Berline	111
American Airlines: MD-11S	108
1941 Chevrolet Special Deluxe Cabriolet	107
1930 Buick Marquette Phaeton	107
1940s Ford truck	106
1969 Harley Davidson Ultimate Chopper	105
1957 Chevy Pickup	105
1964 Mercedes Tour Bus	105
1956 Porsche 356A Coupe	105
Total	10551

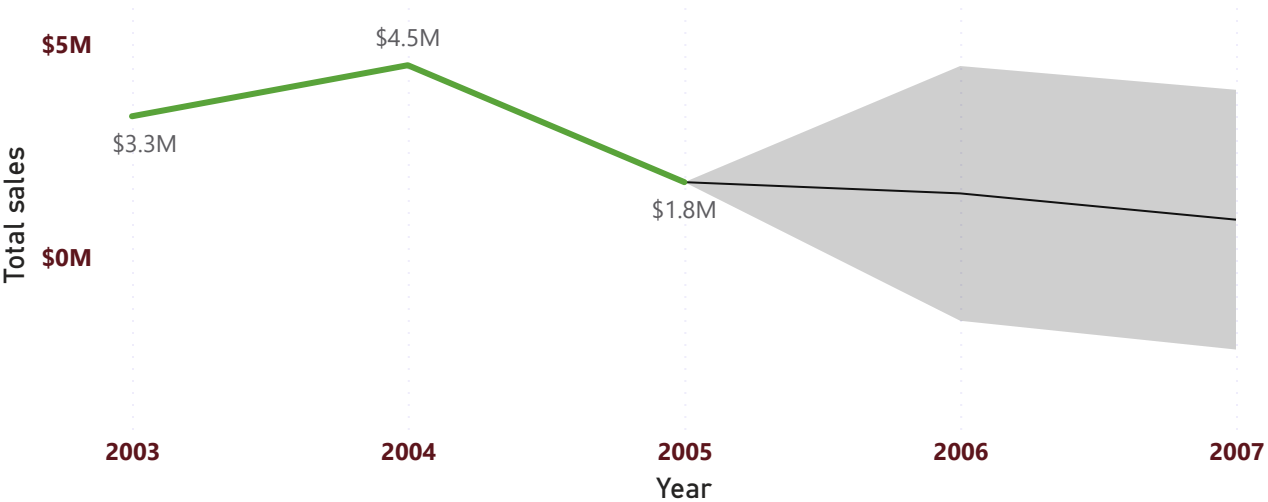
Profit per quantity

Product Name	Average of Profit per quantity
1952 Alpine Renault 1300	\$9
2001 Ferrari Enzo	\$9
2003 Harley-Davidson Eagle Drag Bike	\$8
1928 Mercedes-Benz SSK	\$7
1968 Ford Mustang	\$7
1969 Ford Falcon	\$7
1992 Ferrari 360 Spider red	\$7
1917 Grand Touring Sedan	\$7
1948 Porsche Type 356 Roadster	\$6
2002 Suzuki XREO	\$6
1980s Black Hawk Helicopter	\$6
Total	\$36

ProductLine	Total orders
Classic Cars	1010
Motorcycles	359
Planes	336
Ships	245
Trains	81
Trucks and Buses	308
Vintage Cars	657
Total	2996

Vendor	Classic Cars	Motorcycles	Planes	Ships
Autoart Studio Design	27	55	28	
Carousel DieCast Legends	81			
Classic Metal Creations	159		28	
Exoto Designs	76	28		
Gearbox Collectibles	132	27	28	
Highway 66 Mini Classics	55	83	28	
Min Lin Diecast	81	28	28	
Motor City Art Classics	28		84	
Red Start Diecast	25	20	20	
Total	1010	359	336	2

Forecasting of Total Sales



Year

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- ☐ 2004
- ☐ 2005

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Status

All

Product line

All

INSIGHTS

- Total sales was determined as \$ 9.6M (profit \$3.83M) considering all the orders placed whereas it was \$8.87M(profit \$3.53M) when only the shipped orders were taken into consideration.
- Total sales, year on year sales growth, number of orders etc were maximum in the year 2004 (36.13% YOY sales growth). Total sales increased from 2003 to 2004 whereas a sharp decline was found when it reached 2005(the entire year details are not there though). A forecast for 2006 and 2007 with 99% confidence also shows a gradual decrease in Total sales.
- The profit was maximum in 2003 and 2004 during the month of November
- Highest sales were from customers in USA and least from Singapore
- The country wise total sales contribution was highest from US (\$3.48M) branch followed by France(\$3.08M) and city wise Madrid(\$0.9M) and San Rafael (\$0.5M) respectively
- Around 93% ordered items were shipped and on an average, it took 3.7 days for the same
- Most of the customers were under High credit segment and more profit were reaped from the same
- The QoQ% is seen to be negative in first quarter for all the years. This negative growth is attributed to the higher growth of sales in the 4th quarter of each year
- Gerard Hernandenz can be considered the top performing employee as the sales was maximum from his end. Diego(Euro+ shopping channel) can be considered the premium customer with maximum credit limit
- Average order value is 29.46k with most of the orders in the cart value range 20k-40k
- At \$3.85 Million, Classic Cars had the highest sales and the lowest sales was for trains at \$0.19 Million. Classic Cars accounted for 40.13% of Total Sales.
- In the Classic cars category 1992 Ferrari 360 Spider red had the maximum order whereas the most profitable car model was 1952 Alpha Renault 1300.