# car\_sales\_2024

SQL project analyzing 2024 car sales data with insights on car count by brand, average prices, price segmentation, ranking of cars by price and power, top-selling cars, revenue-generating brands, and ranking brands by their most powerful cars.

#Objectives:

• Clean and prepare raw data for accurate analysis

• Analyze brand-wise distribution of cars

• Identify pricing trends and power metrics

• Segment cars into budget, mid-range, and premium

• Top most selling cars in 2024 and most revenue generating brands

• Rank cars within brands by price and power

Tools: MySQL, Kaggle Dataset

SQL FEATURES USED :

* Data cleaning using IS NULL, REPLACE, and type casting
* Aggregations with GROUP BY, AVG(), MAX()
* Conditional segmentation using CASE
* Subqueries for filtering
* Window functions

Project Structure