🚗 Car Sales Dashboard Documentation

1) Purpose

This dashboard helps us understand how our car sales are doing. It shows the total price of cars sold, income generated, and breaks the data down by different factors like color, company, model, gender, and engine type. It's built to make it easier for our team to track sales patterns and see which areas are performing better.

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2) Data Preparation

Data Cleaning:

- The phone number column was removed as it wasn't needed.
- Data types of columns were corrected to make sure calculations work properly.

DAX:

- A DAX query was used to separate and calculate the total price of **Auto** and **Manual** cars.

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3) Key Insights Shown

- **Auto vs Manual Car Price** – How much money comes from each type.
- **Total Income and Average Price** – Shows overall performance and average car price.
- **Sales by Color** – Tells which car colors bring more revenue.
- **Sales by Company & Model** – Shows which car brands and models are most popular.
- **Income by Company, Engine, and Region** – Highlights where most income is coming from.
- **Sales by Gender** – Compares purchases by male vs female customers.

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4) How to Use the Dashboard

- Use filters to choose body style or other fields.
- Hover over charts to see detailed values.
- Navigate across different visuals to explore sales by company, color, model, and more.

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5) Design Notes

- Clean and minimal visuals are used for quick reading.
- Bar charts show comparisons, while cards show key numbers like totals and averages.

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6) Maintenance & Contact

- The dashboard will be updated regularly when new sales data is available.
- Contact the creator for changes or updates.