

Analysing Car Sales

Project Background and Objective

A successful car dealership aims to enhance sales monitoring and analysis. To achieve this, I as a business analyst have developed a comprehensive Car Sales Dashboard using Power BI. This dashboard will provide real-time updates on key sales metrics, enabling data-driven decisions, optimizing inventory management, and improving customer experiences. I have built a user-friendly dashboard that aligns with the business' requirements.

KPI Requirements

Sales:

- Year-to-Date (YTD) Total Sales
- Month-to-Date (MTD) Total Sales
- Year-over-Year (YOY) Growth in Total Sales
- Difference between YTD Sales and Previous Year-to-Date (PTYD) Sales

Average Price Analysis:

- YTD Average Price
- MTD Average Price
- YOY Growth in Average Price
- Difference between YTD Average Price and PTYD Average Price

Cars Sold Metrics:

- YTD Cars Sold
- MTD Cars Sold
- YOY Growth in Cars Sold
- Difference between YTD Cars Sold and PTYD Cars Sold

Chart Requirements

1. **YTD Sales Weekly Trend:** Displayed a line chart showing the weekly trend of YTD sales. The X-axis represents weeks, and the Y-axis shows the total sales amount.
2. **YTD Total Sales by Body Style:** Visualized the distribution of YTD total sales across different car body styles using a doughnut chart.
3. **YTD Total Sales by Colour:** Presented the contribution of various car colours (red, black, and pale white) to the YTD total sales through a column chart.
4. **YTD Cars Sold by Dealer Region:** Showcased the YTD sales data based on different dealer regions using a map chart to visualize the sales distribution geographically.
5. **Company-Wise Sales Trend in Grid Form:** Provided a tabular grid that displays the sales trend for each company. The grid should showcase the company name along with their YTD sales figures. Conditional formatting is done to show relative sales performance.
6. **Details Grid Showing All Car Sales Information:** Created a detailed grid that presents all relevant information for each car sale, including car model, body style, colour, sales amount, dealer region, date, etc.