Car Dealership Sales Dashboard

Project Overview

This project is a Power BI-based sales dashboard designed to provide comprehensive insights into a car dealership's sales performance. The dashboard integrates various sales data sources to offer a detailed analysis of key metrics, including total sales, revenue, Dealer's demographics, sales trends, and inventory management. The goal is to empower the dealership's management team with data-driven decision-making capabilities.

Features

- **Sales Performance Analysis**: Track total sales, revenue, and profit margins over different time periods (daily, weekly, monthly, yearly).
- **Inventory Management**: Monitor current inventory levels, sales of different car models, and identify high-demand vehicles.
- **Dealer's Performance**: Evaluate the performance of sales representatives, including total sales, revenue generated, and conversion rates.
- **Interactive Visualizations**: Utilize Power BI's interactive features to drill down into specific data points, filter by categories, and visualize trends over time.

Prerequisites

Before you begin, ensure you have the following:

- Power BI Desktop installed on your computer.
- Access to the sales data from the car dealership (Excel files, CSV files, databases, or APIs).
- Data cleaning / transforming in Power BI.
- Basic knowledge of data modelling and DAX (Data Analysis Expressions) in Power BI.