Car Sales Dashboard Report :

1. Introduction

This report presents an analysis of car sales data visualized using the **Car Sales Dashboard** developed in Power BI.
The dataset car_sales_dashboard.csv contains **659 rows** of transactional data, including:

- **Sales per Year**

- **Car Models** (Integra, MDX, RDX, TLX)

- **Paint Colors**

- **Deal Sizes**

- **Country-wise Distribution**

2. Key Metrics Overview

(Use icons like 📈 **for sales**, 🛒 **for orders**, 👥 **for customers**)

- **Total Sales: 2 Billion USD**

- **Total Orders: 82,000**

- **Total Customers: 20,000**

- **Total Deals: 83,000**

- **Total Color-wise Sales: 81,000**

3. Sales Insights

3.1 Car Model Performance

- **Integra** is the leading model with the highest **Color Sales (26.71%).**

- **MDX**, **RDX**, and **TLX** contribute almost equally, each around **25%** of total color sales.
  (Use 🚗 icon)

3.2 Paint Color Preferences

- **Top Paint Colors Sold:**

1. **Red** – Most preferred (≈0.4 Billion Sales)

2. **White** – Slightly lower than Red

3. **Green & Yellow** – Mid-tier

4. **Blue & Gray** – Lowest preference
   (Use 🎨 icon)

3.3 Geographic Distribution

- **North America & Europe** have the highest sales density (Map visual).

- **Australia and Asia** show emerging demand zones.
  (Use 🌏 icon)

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4. Business Implications

- **Integra** should be prioritized for marketing campaigns due to its strong customer preference.

- **Red & White** color schemes are best-sellers, suggesting stock prioritization.

- **Opportunities in Asia-Pacific** markets for higher penetration.

- **Balanced deal sizes** indicate healthy diversity in customer spending power.

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5. Recommendations

- Increase production of **high-demand models & colors**.

- Focus marketing efforts on **geographies with growing demand** (e.g., Asia & Australia).

- Introduce **loyalty programs** to retain high-value customers.

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6. Conclusion

The Car Sales Dashboard provides a **clear, data-driven view of sales performance**. It helps decision-makers track key performance indicators and make **strategic choices** for future growth.