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**Tableau Assignment 1 Part 2**

1. ***Sales Price and Cost Price by Makes in each Country***

A graph of green and red bars

Description automatically generated

The graph shows the average sales and cost prices of various car makes across multiple countries (CH, D, ES, F, UK, US). Each car makes (e.g., Aston Martin, Bentley, Rolls-Royce) is represented with grouped bars, where the green bars represent the sales price, and the red bars represent the cost price. In most cases, the sales price is significantly higher than the cost price, indicating profit margins across different markets. There are noticeable variations in prices across different car makes and countries.

Adding the one more parameter which is Sales Price – Cost Price For Analysis

A graph of different colored lines

Description automatically generated

The data indicates that all countries maintain positive profit margins, though profitability varies. For example, countries like Spain (ES) and the US exhibit larger profit margins, while Switzerland (CH) and the UK show smaller but still profitable margins. Importantly, no markets fall below the $500 threshold, which would suggest market withdrawal based solely on average pricing.

The bar graph was chosen for this analysis because it effectively visualizes the comparison between sales and cost prices across different countries and car makes. It allows for clear identification of profit margins and price variations. The grouped format helps highlight country-specific and brand-specific trends briefly.

1. ***Average Labor Cost for Makes in Countries***

A graph of a number of people

Description automatically generated with medium confidence

The graph displays the Average Labor Cost for various car makes across different countries (CH, D, ES, F, UK, US). The blue bars represent labor costs greater than $425, while the orange bars represent labor costs less than $425. The countries on the x-axis are divided by car make, including brands such as Aston Martin, Bentley, Rolls-Royce, and Jaguar.

Key observations:

* Rolls-Royce consistently has the highest labor costs across most countries, especially in Spain (ES), France (F), and the US.
* In some countries, such as Switzerland (CH) and Germany (D), the labor costs are comparatively lower for other makes, including Bentley, MGB, and Triumph.
* The labor costs are significantly lower in the orange-highlighted sections for Jaguar in the UK and MGB in the US, indicating specific outliers in labor expenses for these makes.

1. ***Total Sales Generated and number of sales for each color***

A close-up of a graph

Description automatically generated

The charts display two pie graphs that provide insights into sales data based on car colors.

Sales Generated for Each Color (Left Pie Chart):

This chart shows the total sales revenue generated by cars of different colors. Red, Green, and Black cars have generated the highest sales, with Red leading at 2,310,280 units, followed by Green at 2,270,606, and Black at 1,641,079. White and Blue cars, while still contributing, generated lower sales figures, with yellow having the least at 21,042.

Number of Sales for Each Color (Right Pie Chart):

This chart illustrates the number of sales by color. Red cars were sold the most frequently (39 units), followed by Green (35), and Black (34). On the other hand, colors like Yellow and Pink had significantly fewer sales, with Yellow being the lowest at only 4 units sold.

Analysis:

* Discrepancy Between Sales and Units: Although Red cars were sold in the highest quantity, Green cars generated nearly as much revenue despite fewer units sold, suggesting a higher price per unit for Green cars.
* Outliers: Yellow cars had the least number of sales and likely generated very little revenue, while White cars had lower sales revenue despite not being the least sold.

1. ***Reason For choosing Bar Graph for Question 1***

The bar graph was chosen for this analysis because it effectively visualizes the comparison between sales and cost prices across different countries and car makes. It allows for clear identification of profit margins and price variations. The grouped format helps highlight country-specific and brand-specific trends briefly.

1. ***Reason For choosing Bar Graph for Question 2***

This specific bar graph was chosen because it effectively illustrates the comparison of average labor costs for different car makes across various countries. It allows for easy identification of brands and regions with higher or lower labor costs. The use of color coding (blue and orange) helps to quickly distinguish between labor costs above and below the $425 threshold, making the analysis clearer and more accessible for comparison across countries and brands.

1. ***Reason For choosing Pie Chart for Question 3***

This dual-pie chart format is effective because it allows for a side-by-side comparison of sales volume and sales revenue by color. This makes it easy to analyze which colors are more popular in terms of sales and which colors generate the most revenue, providing a clear visual of both sales performance and customer preferences. The pie chart format is ideal for showcasing proportions and allows for quick comparisons between categories.