

Vehicle Sales Dashboard: Project Overview

The project involves designing and implementing a comprehensive **Vehicle Sales Dashboard** to analyze and visualize sales data trends, earnings, and salesperson performance. The dashboard consolidates data and presents it in an interactive and visually appealing format using pivot tables, charts, and conditional formatting.

Key Features:

1. Total Sales Metrics:

- **Revenue:** ₹12,00,40,43,013.00
- **Total Commission Earned:** ₹1,19,97,35,328.64
- **Number of Cars Sold:** 399,999

2. Salesperson Performance:

- Lists the top 15 salespeople based on total sales price, commission earned, and cars sold.
- Michael Smith leads with ₹57,30,455.00 in sales, earning ₹5,69,755.67 in commission from 195 cars sold.

3. Trends Visualization:

- **Monthly Sales and Commission Trends:** Highlights fluctuations in sales prices and commissions.
- **Sales vs. Car Year:** A bar chart depicting revenue by manufacturing years from 2010-2019.
- **Yearly Sales Status:** Pie chart showing contributions from 2022 (132,391 units) and 2023 (267,608 units).

4. Breakdowns and Comparisons:

- **Car Makes vs. Models:** Interactive chart comparing performance across models (e.g., Altima, Civic, Corolla, F-150, Silverado) and manufacturers (e.g., Chevrolet, Ford, Honda, Nissan, Toyota).
- **Vehicle Sales by Make and Model:** Tabular summary showing detailed sales figures for each car make and model combination.

5. Averages:

- **Average Sale Price:** ₹30,010.18
- **Average Commission Earned:** ₹2,999.35

Tools and Techniques:

- **Data Analysis:** Leveraged pivot tables to aggregate and segment data efficiently.
- **Visualization:** Used dynamic charts (line graphs, bar charts, pie charts) to highlight trends and patterns.
- **Conditional Formatting:** Employed to emphasize key performance indicators and sales anomalies.