1. Changed datatype of column ‘mmr’ and ‘sellingprice’ to currency

2. Changed some Column names for clarity and better understandability.

3. Converted ‘saledate’ column with values such as (Thu Dec 18 2014 12:30:00 GMT-0800 (PST)) into 3 new column as Day\_sold, Date\_sold and Time\_sold.

4. KPI’s:

* Total Sales revenue: total revenue generated by selling cars.

Query:

Total Sales Revenue = SUM(car\_prices[Selling\_Price])

* Number of cars sold

Query:

Number of Cars Sold = DISTINCTCOUNT(car\_prices[vin])

* Total Variants: total variants of cars.

Query:

Number of Cars Sold = DISTINCTCOUNT(car\_prices[vin])

* Monthly Target: defined the monthly sales target with defined threshold.

5. Visualisations:

* **Total Sale by brand:**

**Insight:** This bar chart displays the overall sales income for each automobile brand.

**Key observations**: Ford has the most sales, followed by Chevrolet and Nissan.

Other brands, such as Toyota, BMW, and Mercedes-Benz, make substantial contributions, although their sales are smaller than Ford and Chevrolet.

* **Top 5 models by revenue**:

**Insight**: This chart shows the top five automobile models by revenue.

**Key observations**:

The Ford F-150 is the best-selling vehicle, generating the greatest income.

Other models, like as the Altima, Escape, Fusion, and G Sedan, follow, each generating significant sales.

* **Geographical Sales distribution:**

**Insight**: The map depicts sales geographically across the United States.

**Key Observations:** Sales are concentrated in certain places, with larger bubbles suggesting higher quantities.

Sales are mostly concentrated in the United States, with

* **Dealership with Highest Sales:**

**Insight:** This table ranks the top dealerships and sellers based on total sales income.

**Key observations:**

Ford Motor Credit Company LLC leads with revenues of more than $314 million.

Other major vendors are Hertz Corporation, Nissan-Infiniti, and Axis Corporation.

The list includes a full analysis of the top-grossing dealerships.

* **Sales Trend over time**

**Insight**: A line chart shows the total sales trend over time.

**Key observations**: Sales increase significantly in early 2015.

There is also a significant drop following the peak, with sales returning later, showing variations in demand or sales activity.

**Summary:**

This dashboard summarises automobile sales statistics, including top-selling brands, models, regional distribution, and dealership performance. Ford is the market leader in both brand and model sales. The sales trend exhibits dynamic variations over time, with substantial peaks and decreases that might be caused by a variety of market conditions. The map visualisation effectively shows where sales are concentrated, assisting in identifying regional performance.