

# CAR SALES DASHBOARD

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# Project Objective

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- The objective of this project is to design and develop a dynamic and interactive Car Sales Dashboard using Power BI. The dashboard will visualize critical KPIs related to our car sales, helping us understand our sales performance over time and make data-driven decisions.
- Key Techniques Used – Data Cleaning, Transformation, Power Query, Dax time intelligence function

# Sales Performance Metrics

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- **Total Sales Overview:**
  - **YTD Sales:** \$371.2M
  - **MTD Sales:** \$54.28M
  - **Annual Growth:** 19.73%
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- **Impact:** Provided stakeholders with real-time insights into sales trends and growth.

# Price & Volume Analysis

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- **YTD Average Price:** \$28K
- **Comparison:** Current vs. Previous Year Trends
- **Cars Sold:** 13.3K YTD
- Analysis of Month-to-Date (MTD) and Year-over-Year (YOY) sales variations

# Revenue & Growth Areas

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- **Revenue Boost:** Identified \$70.8M in additional revenue
- **Key Growth Areas:** Recognized high-performing car models, regions, and customer segments driving revenue growth
- **Enhanced Decision-Making:** Identified sales trends, performance gaps, and opportunities for strategic planning
- **Actionable Insights:** Helped optimize pricing strategies and inventory management.