Final Project

Create By : Karim Magdy

Presented To:

Ministry of Communications and Information Technology

جامعة مصر للمعلوماتية
EGYPT UNIVERSITY OF INFORMATICS

Digital Egypt Pioneers

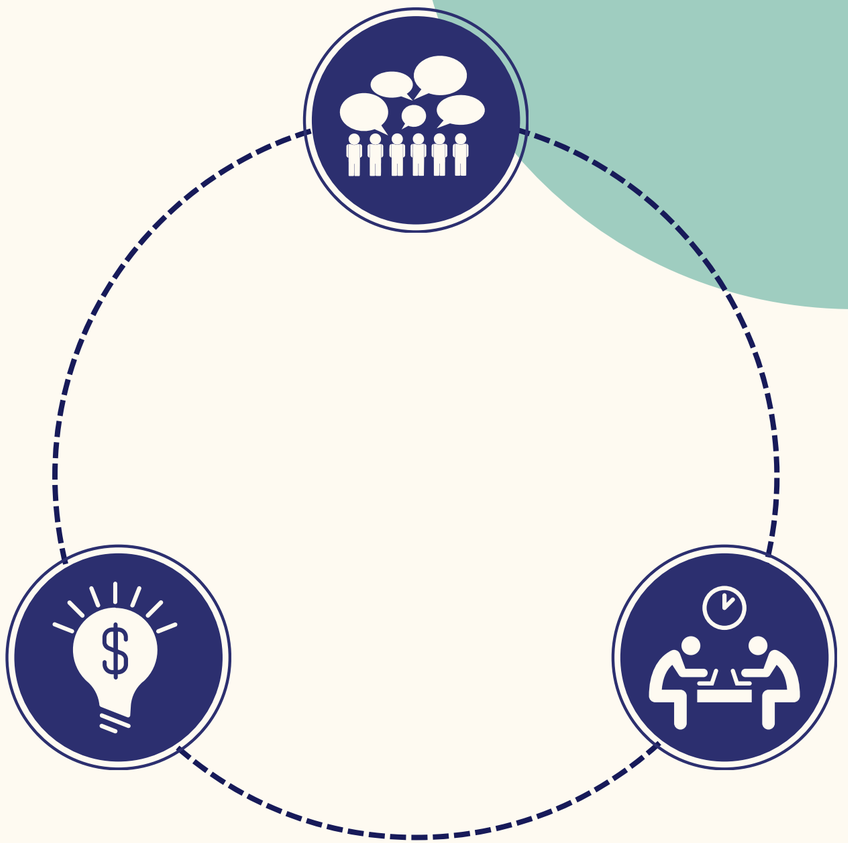
Contents

01. Introduction
02. Project Data
03. Analysis
04. project output

Introduction

- **who we are**

"We are a market research company aiming to analyze customer behaviors, and consequently maximize companies' sales."



Project Data

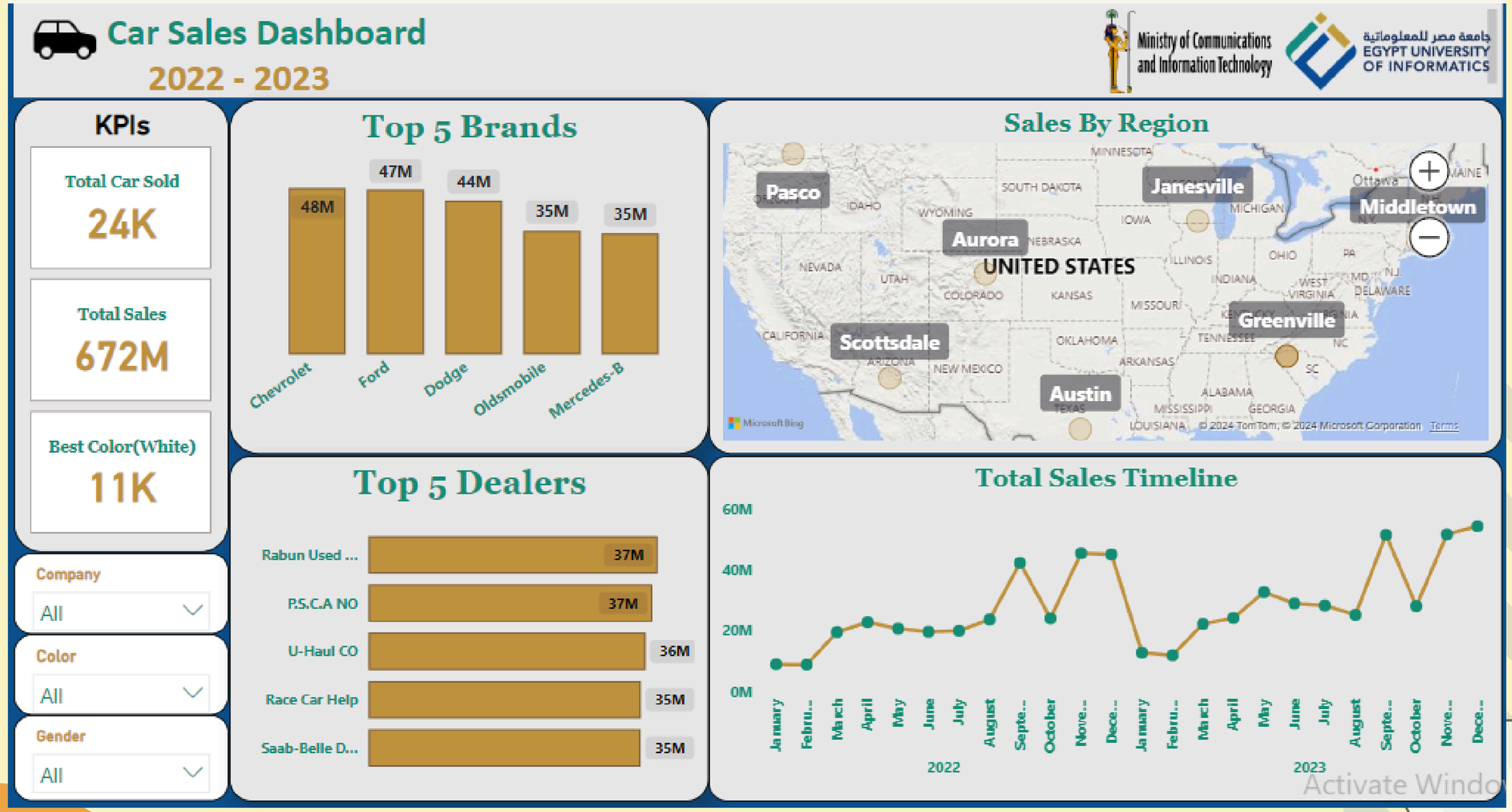
"Information about car sales in the USA during 2022 and 2023, and we analyzed this data, which includes car prices, sales representatives, sales regions, and car brands."

Price	Dealer Name	Company
car price to customers at this time	refer to the car showroom which sold the car	refer to the manufacturer of the car

Dealer Region	Color	Date
refer to region in which car sold	preference car color to customers	refer to date in which car sold

ANALYSIS

https://app.powerbi.com/groups/me/reports/0411921b-8488-422b-a61c-f1b82aa4b566/773bebedaeb1bc43d4f5?experience=power-bi



Project Outputs

01. "We can predict sales growth in 2024 and the coming years."

02. "Through consumer behavior, we can determine when we need to increase production and when to reduce it."

03. "We can identify the consumers' favorite color, which we should increase production of, and the least preferred color by consumers.

04. "The region with the highest and lowest car sales, and the reason behind it."

THANK YOU