

IBM Cognos Analytics – Car sales dashboard

Context

Part of requirements for the IBM Data Analyst Professional certificate.

Brief description

A visualisation of publicly available car sales and service data, refined beyond basic instructions to provide more tangible insight.

URL

[Car sales dashboards](#) (an IBM account is required)

Cars sold (lifetime)



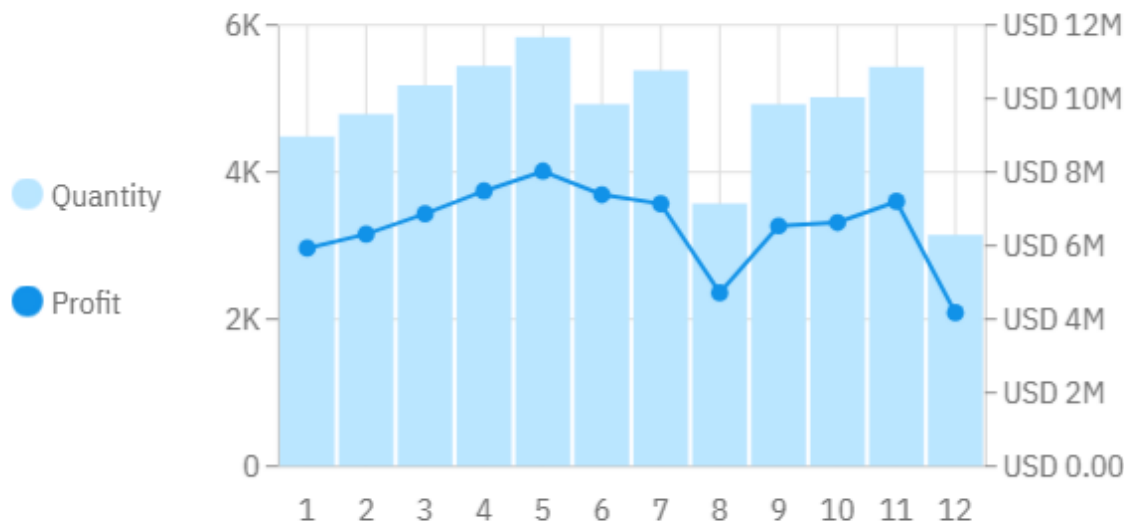
58.1K

Cars sold (monthly average)



19.4

Profit & cars sold by month (lifetime)



Profit (lifetime)



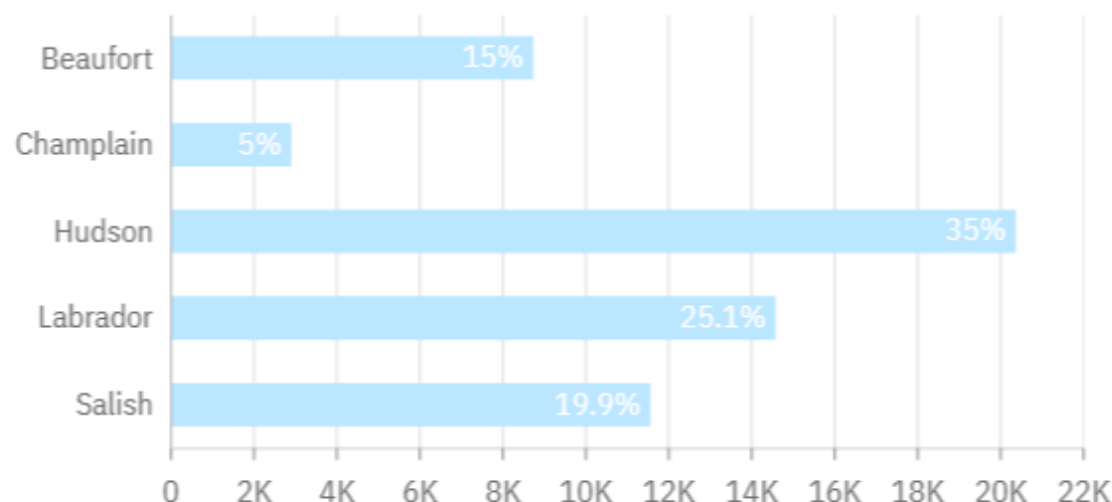
USD 78.4M

Profit (monthly average)

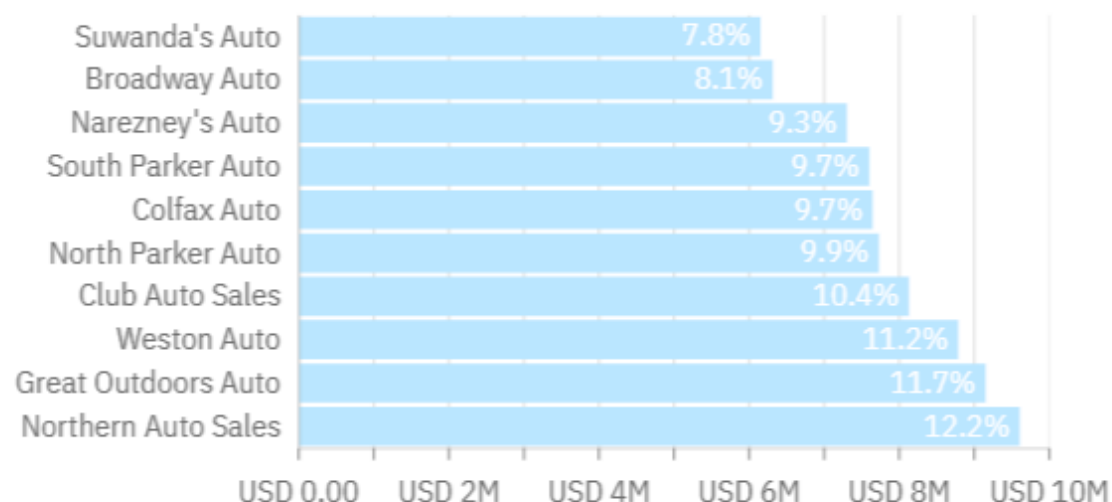


USD 26.1K

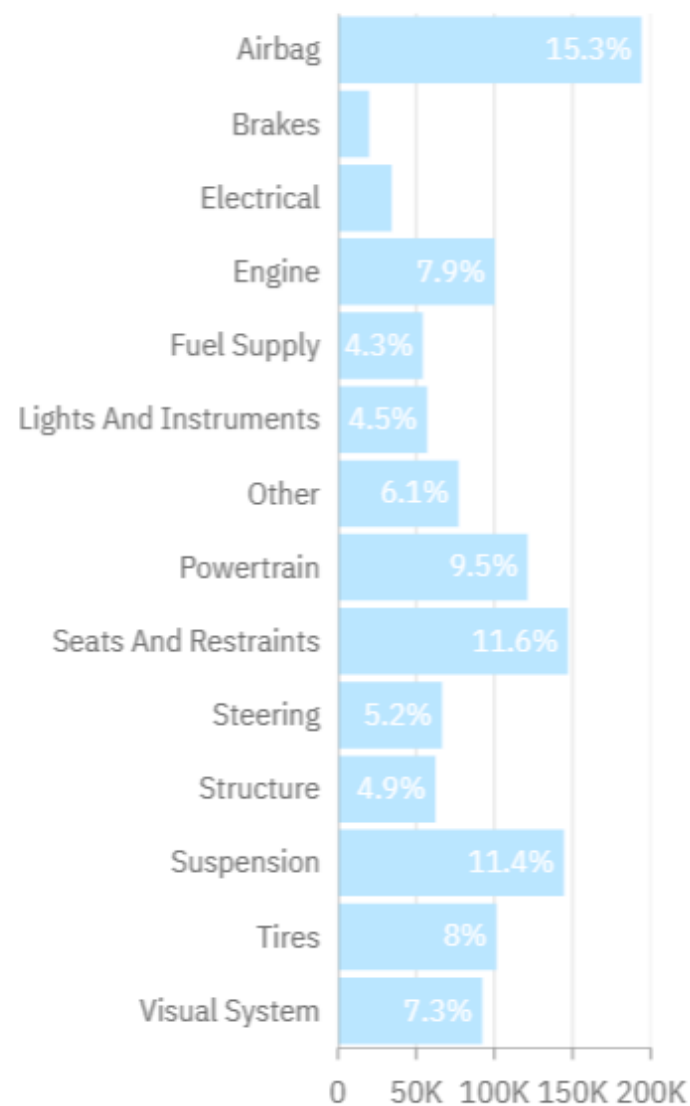
Quantity sold by model (lifetime)



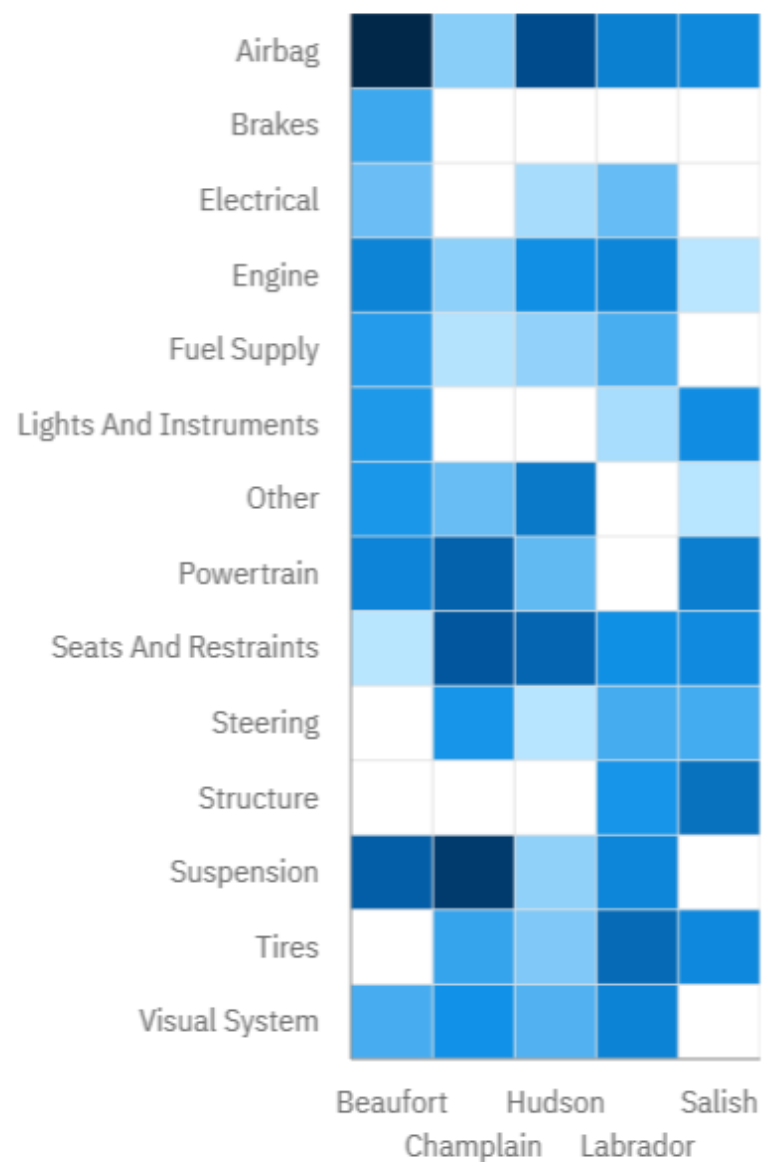
Profit by dealer name (lifetime)



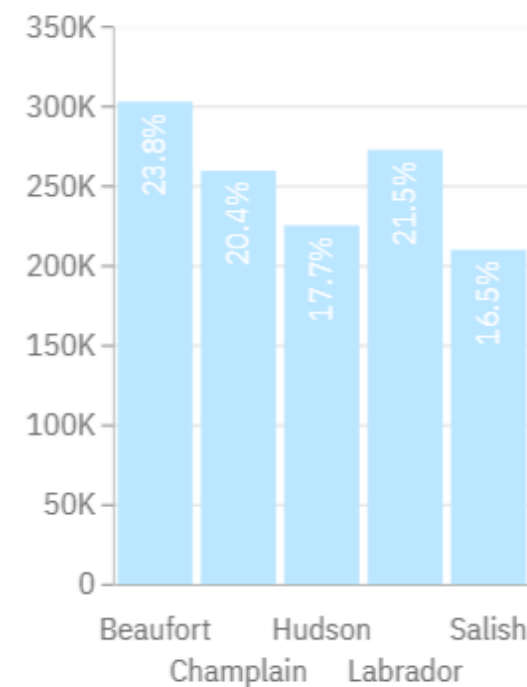
Recalls per affected system



Recalls by model and affected system (lifetime)



Recalls per model



Customer sentiment

