

Cars Sales Report

Introduction

This report provides an overview of the Power bi dashboard that presents key insights into car sales data. The dashboard shows various visualizations to showcase metrics like the count of sold cars, total sales price, total profit, and total shipping cost. Additionally, it explores the sales by make name, stock color, and country.

Data Sources

The data is sourced from a CSV file containing sales information. This dataset contains information about sold cars, including their make, color, sales price, shipping cost, and country of sale.

Metrics and KPIs

- **Count of Sold Cars:** The total number of cars sold within the specified time period.
- **Total Sales Price:** The total revenue generated from car sales.
- **Total Profit:** The net profit earned from car sales, calculated as the difference between the total sales price and total shipping cost.
- **Total Shipping Cost:** The total cost afforded for shipping sold cars.

Dashboard Layout

The dashboard is organized into the following sections:

- **Header:** Displays the dashboard title and date range filter.
- **Key Metrics:** Presents four key metrics in a card format: Count of Sold Cars, Total Sales Price, Total Profit, and Total Shipping Cost.
- **Sales by Make Name:** A bar chart showing the total sales price by car make.
- **Sales by Stock Color:** A bar chart illustrating the total sales price by stock color.
- **Map:** A map displaying the distribution of sales by country.
- **Sales by Customer Country:** A bar chart ranking countries by their total sales price.
- **Sales by Customer Country (Map):** A map highlighting countries with the highest sales.

Visualizations

The dashboard employs a variety of visualizations to present the data effectively:

- **Cards:** Used to display key metrics in a concise and easily readable format.
- **Bar Charts:** Used to compare the total sales price across different categories (make name, stock color, and country).

- **Maps:** Used to visualize the geographical distribution of sales by country.

Interactivity

The dashboard offers several interactive features:

- **Date Range Filter:** Users can select a specific date range to analyze sales data within that period.
- **Drill-Down on Maps:** Clicking on a country on the map will display a detailed bar chart showing sales by customer country within that region.

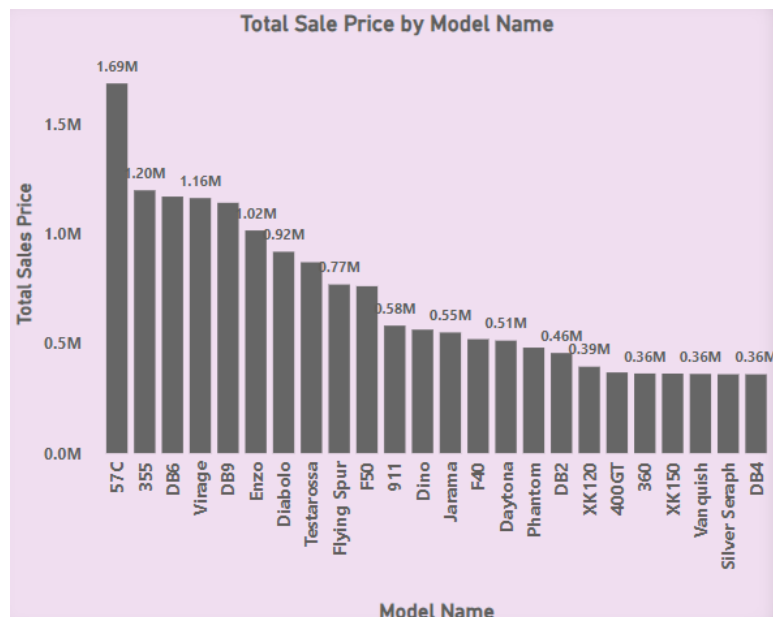
Data Insights

- **Count of Sold Cars:** 348
- **Total Sales Price:** 25.17 M
- **Total Profit:** 6.51 M
- **Total Shipping Cost:** 207 K
- **Top-Selling Car Makes:** Identifies the car makes that contribute the most to the total sales price.

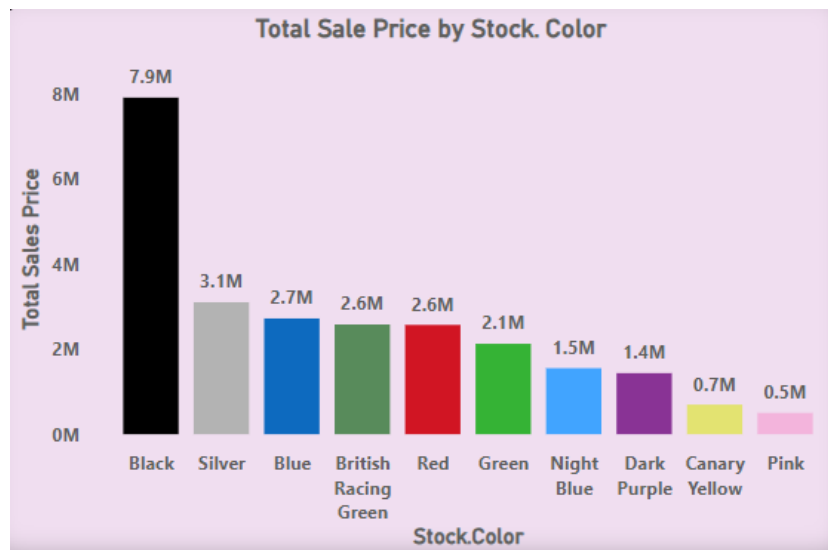
It is observed from the analysis that Ferrari recorded the highest sales price (6.1 M), while Aston Martin comes closely behind Ferrari (5.6 M).



- **Top-Selling Cars by Model Name:** visualize the model name that records the highest sales price. The 57C (Bugatti) achieved the highest total sales price, followed by 355 (Ferrari).



- **Popular Stock Colors:** Highlights the stock colors that are most preferred by customers. It is showed that most of customers preferred to buy the cars in black color.



- **Key Sales Regions:** Pinpoints the countries with the highest sales volume. Among the regions, United Kingdom recorded the highest sales with total sales of 11.87 M. Italy followed with sales of 8.66 M.



Technical Tools

- Excel
- Power bi

Glossary

Profit = Total sales price – Total cost

Conclusion

This Power BI dashboard provides a comprehensive view of car sales data, enabling users to identify trends, analyze performance, and make informed decisions. The dashboard's clear layout, interactive features, and insightful visualizations make it a valuable tool for sales teams and management.