



SALES REPORT

INTRODUCTION

Welcome to our Sales Report Presentation. Today, we delve into a comprehensive overview of our sales performance, exploring the highs, challenges, and strategic insights that have shaped our journey. This presentation is more than just numbers, it's a narrative of our collective efforts, showcasing the impact of our sales strategies and the pathways to future success.

AGENDA

01 Company Details

02 Objective

03 Problem Statement

04 Overview Dashboard

05 Deatail Dashbaord

COMPANY DETAILS

.Our company is a car dealership that sells various car models. To effectively track and analyse our sales performance, we need a comprehensive Car Sales Dashboard in Power BI.

OBJECTIVE



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.

PROBLEM STATEMENT 01

● Sales Overview

- Year-to-Date (YTD) Total Sales
- Month-to-Date (MTD) Total Sales
- Year-over-Year (YOY) Growth in Total Sales
- Difference between YTD Sales and Previous Year-to-Date (PTYD) Sales

● Average Price Analysis

- YTD Average Price
- MTD Average Price
- YOY Growth in Average Price
- Difference between YTD Average Price and PTYD Average Price

● Cars Sold Metrics

- YTD Cars Sold
- MTD Cars Sold
- YOY Growth in Cars Sold
- Difference between YTD Cars Sold and PTYD Cars Sold

PROBLEM STATEMENT 02

● YTD Sales Weekly Trend

- Display a line chart illustrating the weekly trend of YTD sales. The X-axis should represent weeks, and the Y-axis should show the total sales amount.

● YTD Total Sales by Body Style

Visualize the distribution of YTD total sales across different car body styles using a Pie chart.

● Other Requirement

- YTD Total Sales by Color: Present the contribution of various car colors to the YTD total sales through a pie chart.
- YTD Cars Sold by Dealer Region: Showcase the YTD sales data based on different dealer regions using a map chart to visualize the sales distribution geographically.
- Company-Wise Sales Trend in Grid Form: Provide a tabular grid that displays the sales trend for each company. The grid should showcase the company name along with their YTD sales figures.

CAR SALES DASHBOARD OVERVIEW



OverView...

Details

Body Style

All

Dealer_N...

All

Transmiss...

All

Engine

All

\$371.2M

YTD Total Sales

\$70.8M

23.59%

MTD Total Sales : \$5428M

\$28.0K

YTD Avg Price

(\$0.221K)

-0.79%

MTD Avg Price : \$28.26K

13.3K

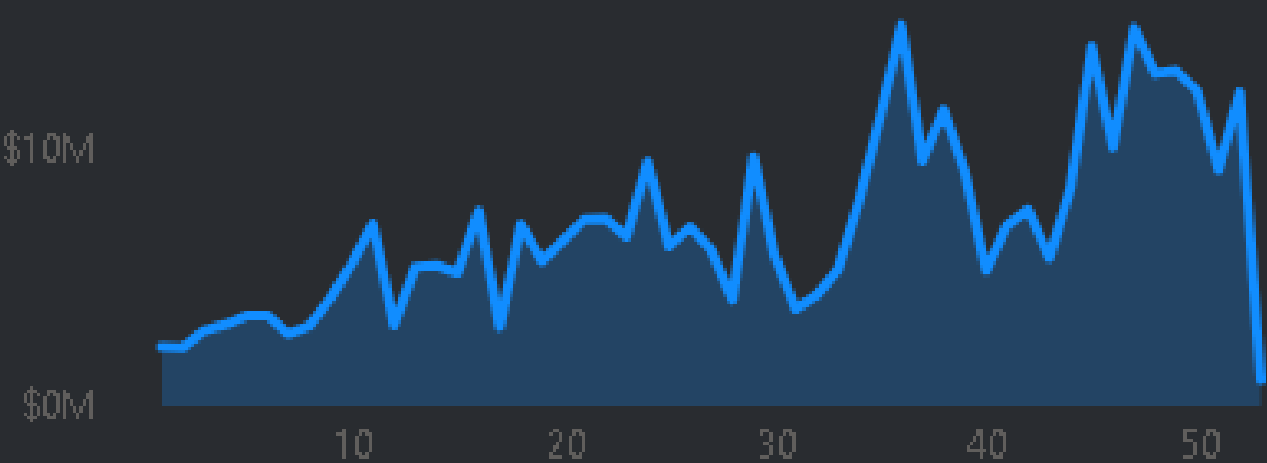
YTD Car Sold

2.62K

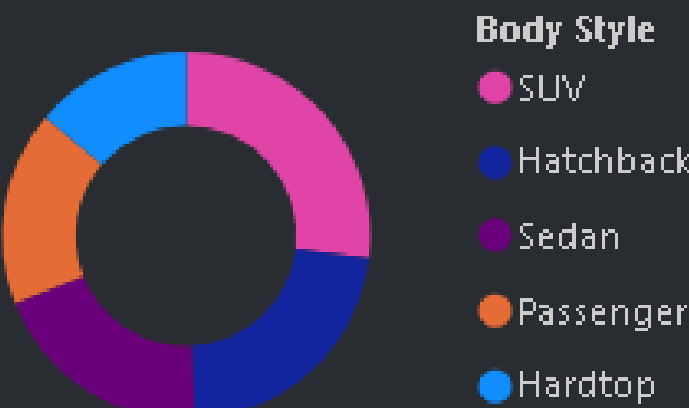
19.73%

MTD Cars Sold : \$1.92K

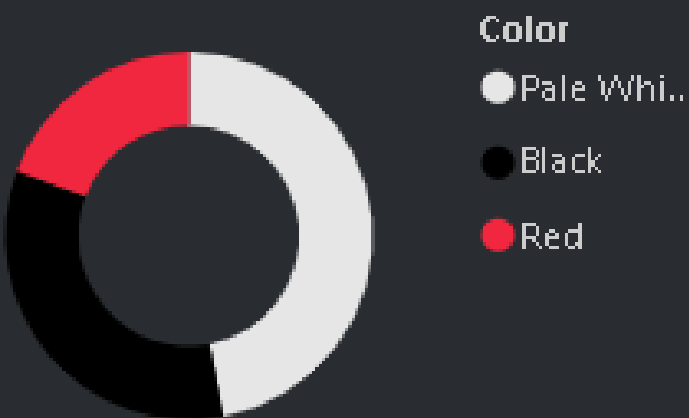
YTD Sales Weekly Trend



YTD Total Sales by Body Style



YTD Total Sales by Color



YTD Car Sold by Dealer_Region



Company wise Sales Trends

Company	YTD Avg Price	YTD Car Sold	YTD Total Sales	YOY Sales Growth
Chevrolet	\$26.0K	1043.0	\$27.1M	31.98%
Ford	\$28.7K	886.0	\$25.4M	16.64%
Dodge	\$26.4K	949.0	\$25.0M	30.93%
Oldsmobile	\$31.6K	622.0	\$19.6M	24.17%
Mercedes-B	\$26.7K	714.0	\$19.0M	22.05%

CAR SALES DASHBOARD OVERVIEW



Overview...

Details

Body Style

411

Dealer_N...

Transmiss...

Engine



\$371.2M

YTD Total Sales

\$70.8M

23.59%

MTD Total Sales : \$5428M

\$28.0K

YTD Avg Price

MTD Avg Price : \$28.26K

13.3K

YTD Car Sold

2.62K

19.73 %

MTD Cars Sold : \$1.92K

Car_id	Date	Customer Name	Dealer_Name	Company	Color	Model	Sum of Price (\$)
C_CND_007069	20 October 2022	Daniel	Star Enterprises Inc	Cadillac	Black	Eldorado	\$85.8K
C_CND_017130	26 August 2023	Akiva	Rabun Used Car Sales	Cadillac	Black	Eldorado	\$85.601K
C_CND_000359	06 February 2022	Matthew	Star Enterprises Inc	Toyota	Black	RAV4	\$85.6K
C_CND_013606	10 May 2023	Gabriella	Hatfield Volkswagen	Cadillac	Black	Eldorado	\$85.6K
C_CND_009229	04 December 2022	Julius	Hatfield Volkswagen	Audi	Black	A6	\$85.5K
C_CND_011331	14 February 2023	Zachary	Hatfield Volkswagen	Cadillac	Black	Eldorado	\$85.5K
C_CND_017948	08 September 2023	Zoey	Chrysler Plymouth	Cadillac	Black	Eldorado	\$85.4K
C_CND_002662	26 May 2022	Willa	Iceberg Rentals	Cadillac	Black	Eldorado	\$85.301K
C_CND_011429	21 February 2023	Kiyan	Nebo Chevrolet	Toyota	Black	RAV4	\$85.3K
C_CND_006531	28 September 2022	Rachel	Diehl Motor CO Inc	Mercedes-B	Black	S-Class	\$85.25K
C_CND_009166	04 December 2022	Maxwell	Pars Auto Sales	Mercedes-B	Black	S-Class	\$85.2K
C_CND_000699	05 March 2022	Perla	Gartner Buick Hyundai Saab	Toyota	Black	RAV4	\$85.001K
Total							\$6,71,525.465K

THANK YOU