DOCUMENTATION ON: AUTO SALES

Domain: Data Engineering

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AUTO SALES REPORT

HOME PAGE:
Visuals: • Total Sales by Year, Quarter, and Month (Line Chart)   • Average Sale Price, Min Sales, Max Sale (Gauge Chart)   • Product sales details (Table)   • Count of Deal Size by Country (Pie Chart)
Description of Each KPI: **Average Sale Price (3.55K)**   • Shows the mean value of all individual sales transactions.   • Important for understanding pricing strategy and customer spending behavior.   **Total Customers (89)**   • The number of distinct customers.   • Measures market reach and customer base size.   **Total Orders (298)**   • The total number of transactions processed.

- Indicates sales activity and order frequency.

Total Sales by Year, Quarter, and Month (Line Chart)

- Visualizes sales trends over time.

- Helps identify seasonality, growth, and decline patterns.

Average Sale Price with Min/Max (Gauge Chart)

- Offers a visual comparison of current average price against historical low (482.13) and   high (14.08K).

- Useful for benchmarking.

Product sales details (Table)

- Displays BRANDNAME, PRODUCTLINE and its total sales.

- Give over about what brands and there products are available on this dashboard.

Count of Deal Size by Country (Pie Chart)

- Shows distribution of sales (or order sizes) by country.

- Assists in geographic analysis and market segmentation.

PRODUCT PAGE:

SLIDERS:

1. **BRANDNAME Slider** – Filter by brand or manufacturer

2. **PRODUCTCODE Slider**– Filter by individual product codes.

3. **PRODUCTLINE Slider** – Filter by product categories

Additional Visual Elements:

1. **Pie Chart – Count of BRANDNAME by PRODUCTLINE**

   - Shows how different brands contribute within each product category.

   - Highlights brand diversity and dominance.

2. **Table – Max and Min Sales by PRODUCTLINE**

   - Compares order volume across product categories.

   - Identifies top-selling and underperforming lines.

3. **Line Chart – YoY Sales Growth (%) by Year and Quarter**

   - Displays year-over-year percentage change in sales.

   - Helps track seasonal trends and business momentum.

4. **Line Chart – Total Orders by PRODUCTLINE**

   - Count the total order of customers and as per distinct productline give count number of total order by productline.

Description of Each KPI:

Sales Per Product (89.54K)

- Average sales volume or revenue per individual product.

- Indicates product-level performance.

Total Order (298)

- Count of total product orders placed.

- Measures demand volume.

Distinct Products Sold (109)

- Number of unique product SKUs sold.

- Useful to understand product portfolio breadth.

Total Sales (9.76M)

- Sum of all revenue generated from sales.

- Crucial for tracking financial performance.

CUSTOMER PAGE:

Visual Components:

1. **Line Chart: Sales per Customer by Year, Quarter, Month, and Day**

   - Tracks how individual customer spending varies over time.

   - Helps detect seasonal changes or promotional impacts.

2. **Bar Chart: Total Sales by COUNTRY**

   - Compares customer sales volume by geographic location.

   - USA is the leading country, followed by Spain and UK.

3. **Bar Chart: Sales per Customer by BRANDNAME**

   - Shows customer spending levels per brand or company.

Description of Each KPI:

Total Orders (298)

- Total number of customer purchases across all products.

- Reflects overall engagement and activity level.

Total Customers (89)

- Unique customer count.

- Important for measuring customer base growth.

Sales per Customer (109.67K)

- Average total revenue generated by each customer.

- Indicates customer value or lifetime value (LTV).

TOOLTIP

KPI	Value	Description
Total Sales	9,760,221.71	Aggregate sales amount.
Sales Per Customer	109,665.41	Average sales per individual customer (Total Sales / Total Customers).
Sales Per Product	89,543.32	Average revenue generated per product.
Total Order	298	Total number of orders placed.
Total Customer	89	Number of distinct customers.
Avg Sales Price	3,553.05	Average sales price generated from total sales.