

## **Problem Statement:**

### **Vehicle Sales Performance Insights**

The goal of this project is to use Power BI to gain useful insights into vehicle sales and order performance through data visualization. The business is currently facing challenges in understanding sales trends, product performance, customer behavior, and in optimizing delivery processes and improving sales forecasts.

### **Project Objectives:**

- Show sales trends by country, product type, and year.
- Compare actual sales to forecasted sales to improve prediction accuracy.
- Review order and delivery timelines to find and fix delivery issues.
- Identify the top-selling product lines and understand customer buying patterns across different regions.
- Fix data quality problems to ensure the analysis is reliable and accurate.