Presentation of Car Sales Dashboard

This **Car Sales Dashboard**, created in Power BI with data processing in Excel, serves as a comprehensive tool for visualizing and analyzing car sales data. The dashboard is designed to provide an interactive, dynamic view of sales performance, helping to monitor key performance indicators (KPIs) and support data-driven decision-making.

Objective and Insights

The dashboard focuses on several essential KPIs, providing insights that drive informed decision-making:

1. **Sales Overview:**
   • Year-to-Date (YTD) and Month-to-Date (MTD) Total Sales with growth comparisons to track progress and identify trends.
   • Year-over-Year (YOY) Growth in total sales, enabling a review of performance over time.
2. **Average Price Analysis:**
   • YTD and MTD Average Prices along with YOY growth, offering insights into pricing trends.
3. **Cars Sold Metrics:**
   • YTD and MTD Cars Sold and YOY growth, reflecting market demand and sales effectiveness.

Dashboard Visualization Features

The dashboard provides both summary and detailed views through various visualizations:
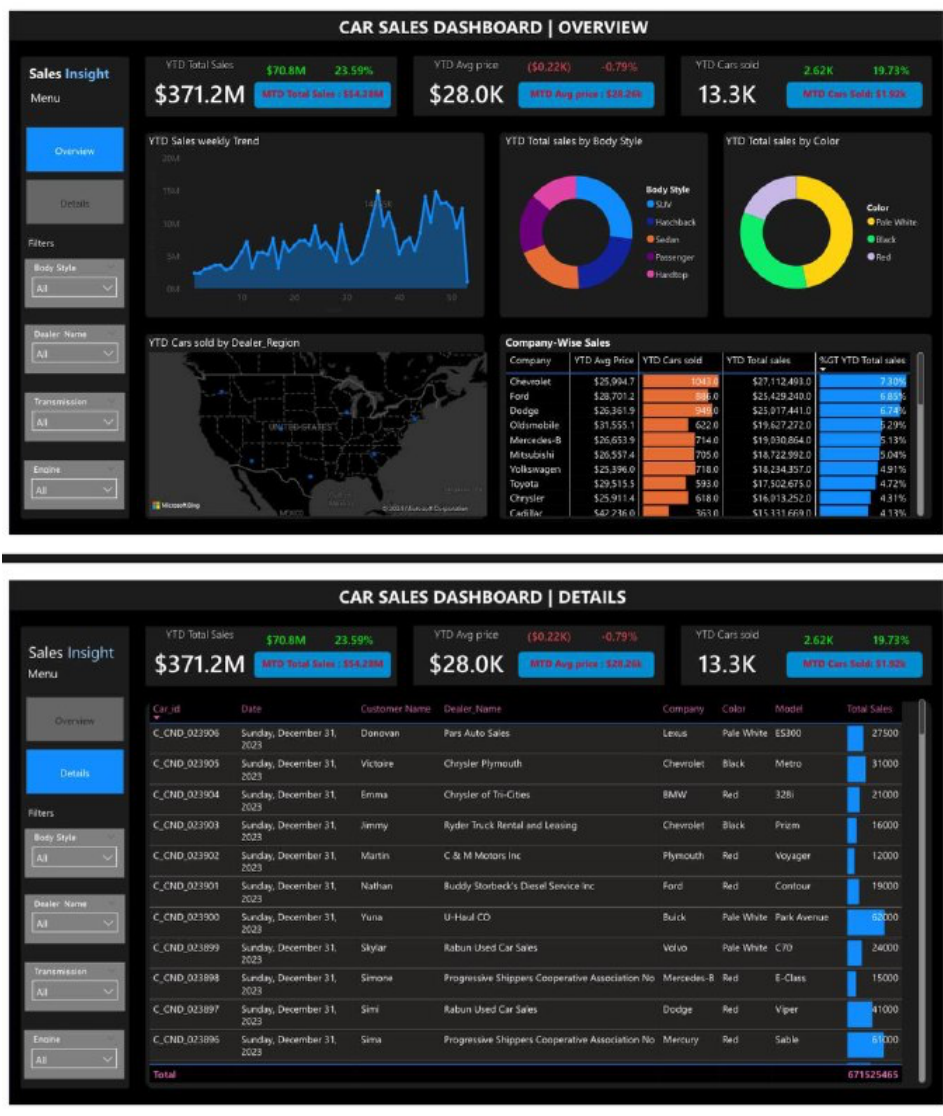
1. **Sales Trends and Breakdown:**
   • Weekly Sales Trends displayed in a line chart to observe sales fluctuations.
   • Sales by Car Body Style and Color using pie charts for quick insights into customer preferences.
2. **Geographical Insights:**

• Sales by Dealer Region shown on a map, visualizing sales distribution and regional performance.

3. **Company-wise Sales Grid:**

• A tabular grid view that presents YTD sales figures by company, allowing for brand comparison.

4. **Detailed Sales Information:**

• A comprehensive grid detailing each car sale, including car model, color, body style, amount, dealer region, and more, facilitating a detailed analysis of transactions.

This dashboard is designed to provide actionable insights for our car sales performance, helping to identify opportunities, monitor trends, and make informed business decisions20:33

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