**TABLEAU PROJECT-4**

**CAR SALES DASHBOARD**

**PROBLEM STATEMENT**

**Background:** Our company, a car dealership, needs to analyze sales performance efficiently. To achieve this, we aim to create a dynamic and interactive Car Sales Dashboard in Tableau.

**Objective**: The project objective is to design a comprehensive Car Sales Dashboard in Tableau, visualizing critical KPIs related to our car sales. This dashboard will provide insights into our sales performance over time, enabling data-driven decision-making.

**Problem Statement 1: KPI’s Requirement**

To effectively monitor our sales performance, our dashboard needs to showcase key performance indicators (KPIs) in an easy-to-understand manner. This will empower us to make informed decisions, track our progress, and spot growth opportunities.

1. Sales Overview:

- Year-to-Date (YTD) Total Sales

- Year-over-Year (YOY) Growth in Total Sales

2. Average Price Analysis:

- YTD Average Price

- YOY Growth in Average Price

3. Cars Sold Metrics:

- YTD Cars Sold

- YOY Growth in Cars Sold

**Problem Statement 2: Charts Requirement**

To visually represent our sales data effectively, we require a variety of charts tailored to our needs.

1. YTD Sales Weekly Trend: Show the weekly trend of YTD sales with a line chart, displaying total sales amount on the Y-axis and weeks on the X-axis.

2. YTD Total Sales by Body Style: Use a Pie chart to illustrate the distribution of YTD total sales across different car body styles.

3. YTD Total Sales by Color: Present the contribution of various car colors to YTD total sales using a Donut chart.

4. YTD Cars Sold by Dealer Region: Display YTD sales data based on different dealer regions with a bar chart to visualize geographical sales distribution.

5. Company-Wise Sales Trend in Grid Form: Provide a tabular grid showcasing the sales trend for each company, including company names along with their YTD sales figures.

#Dahboards :

Problem Statement 1: KPI’s Requirement

KPI 1: **Sales Overview**

- What it shows: Total sales performance over time.

- Year-to-Date (YTD) Total Sales: The total sales amount from the beginning of **the current year** up to the present.

-PYTD : Previous YTD :*YTD-1*

- Year-over-Year (YOY) Growth in Total Sales: The percentage **change in total sales** compared to the **same period last year.**

*YOY\_Growth =(YTD-PYTD)/PYTD*

KPI 2: Average Price Analysis

- What it shows: Pricing trends for our cars.

- YTD Average Price: The average price of cars sold from the beginning of the current year up to the present.

- YOY Growth in Average Price: The percentage change in average price compared to the same period last year.

KPI 3: Cars Sold Metrics

- What it shows: Quantity of cars sold and its growth.

- YTD Cars Sold: The total number of cars sold from the beginning of the current year up to the present.

- YOY Growth in Cars Sold: The percentage change in the number of cars sold compared to the same period last year.

Problem Statement 2: Charts Requirement

Chart 1: YTD Sales Weekly Trend

- What it shows: Weekly sales performance throughout the year.

- Visualization: Line chart displaying total sales amount on the Y-axis and weeks on the X-axis.

Chart 2: YTD Total Sales by Body Style

- What it shows: Distribution of sales across different car body styles.

- Visualization: Pie chart illustrating the percentage of total sales for each body style.

Chart 3: YTD Total Sales by Color

- What it shows: Contribution of various car colors to total sales.

- Visualization: Donut chart presenting the percentage of total sales for each car color category.

Chart 4: YTD Cars Sold by Dealer Region

- What it shows: Geographical distribution of sales.

- Visualization: Bar chart displaying sales data for different dealer regions.

Chart 5: Company-Wise Sales Trend in Grid Form

- What it shows: Sales trend for each company.

- Visualization: Tabular grid showcasing company names along with their YTD sales figures.