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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **🔷 Page 1:Overiew Dashboard**  **Objective: Explore causes and patterns of attrition.**   | **Area** | **Visual Type** | **Content** | | --- | --- | --- | | Top Left | **Card** | Total Sales (₹672M) | | Top Center | **Card** | Total Company (30) | | Top Right | **Card** | Total Dealer (28) | | Next to Right | **Card** | Total Car Sold (23,906) | | Top Filter | **Slicers (Row)** | Year, Month, Company, Body Style | | Center | **Toggle** Button | Sales / Customer | | Middle Left | **Pie** **Chart** | Customer by Body Style | | Middle Right | **Donut** Chart | Customer by Transmission | | Bottom Left | **Map** | Customer Locations (City-wise) | | Bottom Center | **Bar Chart (Horizontal)** | Customer by Dealer Name (Top Dealers) | | Bottom | **Area Chart** | Customer by Month | |  |  |

**🔷 Page 2: Sales Analysis**

**Objective: Analyze sales performance by model, time, and transmission type.**

| **Area** | **Visual Type** | **Content** |
| --- | --- | --- |
| Top Left | **Card** | Total Sales (₹672M) |
| Top Center | **Card** | Average Price (₹28,090) |
| Top Right | **Card** | Total Car Sold (23,906) |
| Next to Right | **Card** | Same Period Last Year Sales (₹300M) |
| Top Row | **Slicers (Row)** | Year, Month, Company, Body Style |
| Button Row | **Toggle Buttons** | Body Style, Color, Transmission, Dealer, Model, Engine |
| Middle Left | **Donut Chart** | Sales by Transmission Type |
| Middle Right | **Bar Chart (Horizontal)** | Sales and Total Car Sold by Model |
| Bottom Middle | **Line Chart** | Sales vs Same Period Last Year by Month |
| Bottom | **Tree Diagram** | Car Sales Breakdown by Year → Company → Model → Transmission → Color |

**🔷 Page 3: Dealer Performance**

**Objective: Evaluate car sales performance by dealer and region.**

| **Area** | **Visual Type** | **Content** |
| --- | --- | --- |
| Top Left | **Card** | Total Sales (₹672M) |
| Top Center | **Card** | Total Dealers (28) |
| Top Right | **Card** | Total Car Sold (23,906) |
| Next to Right | **Card** | Average Car Sold per Dealer (854) |
| Top Filter | **Slicers (Row)** | Year, Month, Company, Body Style |
| Middle Left | **Bar Chart (Horizontal)** | Total Car Sold by Dealer |
| Middle Right | **Bar Chart (Horizontal)** | Sales (₹) by Dealer |
| Center | **Map + Legend** | Car Sales by Region and Body Style |
| Middle Right | **Matrix Table** | Sales by Region and Company (Dealer\_Region × Brand) |
| Bottom | **Detailed Table** | Dealer Name × Car Sales 2022/2023 + Sales in ₹ + Growth % |

**🔷 Page 4: Customer Insights**

**Objective: Understand customer distribution, preferences, and dealer relationships.**

| **Area** | | **Visual Type** | **Content** |
| --- | --- | --- | --- |
| Top Left | **Card** | | Total Sales (₹672M) |
| Top Center Left | **Card** | | Total Customers (3,022) |
| Top Center Right | **Card** | | Total Car Sold (23,906) |
| Top Right | **Card** | | Average Income (₹831K) |
| Top Filters | **Slicers (Row)** | | Year, Gender, Company, Body Style |
| Middle Left | **Bar Chart (Horizontal)** | | Total Customers by Car Brand |
| Middle Right | **Bar Chart (Horizontal)** | | Total Customers by Dealer Name |
| Toggle Buttons | **Button / Selector** | | Transmission / Color |
| Bottom Left | **Donut Chart** | | Customer by Transmission Type |
| Bottom Center | **Column Chart** | | Total Customers by Dealer Region |
| Bottom | **Tree Diagram** | | Gender → Company → Body Style → Model → Transmission |

**🔷 Page 5: Customer Flow**

**Objective: Understand switching behavior of customers — between companies, dealers, and models. Highlight how customer enquiries lead to conversions and which segments they switch to.**

| **Area** | **Visual Type** | **Content / Description** |
| --- | --- | --- |
| **Top Left** | **Card** | **Total Sales —** ₹672M |
| **Top Center Left** | **Card** | **Total Enquiries —** 23,906 |
| **Top Center Right** | **Card** | **Switched Company —** 2,092 |
| **Top Right** | **Card** | **Switch %** — 0.09 (9%) |
| **Below Filters** | **Slicers (Row)** | Buttons: 🔸 Switched Company 🔸 Switched Dealer 🔸 Switched Model |
| **Main Table** | **Matrix Table (Dynamic)** | Customer switching matrix: Enquiry Company → Switched Company |
| **Middle Section** | **Matrix Table** | Dealer switching: Dealer → Dealer mapped count |
| **Bottom Section** | **Matrix Table** | Model switching: Model → Model |

**🔷 Page 6: Discount Effectiveness**

**Objective:** **Understand how discount levels influence customer behavior and sales performance.**

| **Area** | **Visual Type** | **Content / Description** |
| --- | --- | --- |
| **Top Left** | **Card** | **Total Sales** — ₹672M |
| **Top Center Left** | **Card** | **Total Car Sold** — 23,906 |
| **Top Center Right** | **Card** | **Average Discount** — 7.50 |
| **Top Right** | **Card** | **Sales Rate** — 68.00% |
| **Below Filters** | **Slicers (Row Buttons)** | Buttons: **🔸 High Discount 🔸 Low Discount 🔸 Medium Discount** |
| **Left Middle (1st row)** | **Donut Chart** | **Customer by Discount Category** — count & % by category |
| **Right Middle (1st row)** | **Column Chart** | **Sales Growth Rate % by Discount Category** |
| **Middle Section (2nd row)** | **Combo Chart** | **Monthly Trend** — Total Customers (bars) vs Average Discount (line) over time |
| **Bottom Left** | **Scatter Plot** | **Average Discount by Company vs Total Cars Sold** |
| **Bottom Right** | **Stacked Column Chart** | **Total Car Sold by Discount Category** — per company with color-coded discount categories |

**🔷 Page 7 :**

**Objective:** **Sorting highlights companies and dealers with the highest total stock and unsold percentages. This helps quickly spot inventory concentration and deadstock issues.**

| **Area** | **Visual Type** | **Content / Description** |
| --- | --- | --- |
| Top Left | Card | Total Cars — 27,466 |
| Top Center Left | Card | Car Sold — 23,906 |
| Top Center Right | Card | Unsold Car — 3,560 |
| Top Right | Card | Deadstock % — 12.96% |
| Filters (Top Right) | Slicers | Company, Body\_style |
| Below Cards | Stacked Column Chart | Sold & Unsold Cars by Company — Stacked bars of Sold vs Unsold |
| Middle Section | Table | Dealer-wise Stock, Sold & Unsold Analysis — with % Unsold |
| Bottom Section | Tree  Diagram | Car Stock Breakdown — Flow of car stock by: Sold/Unsold → Company → Body Style → Model → Transmission |

**🔷 Page 8: Summary Page**

**Objective: Provide narrative business insights and strategic highlights across all key areas.**

| **Area** | **Visual Type** | **Content** |
| --- | --- | --- |
| Top Filter | **Slicers (Row)** | Year, Month, Company, Body Style |
| Full Page Body | **Rich Text / Narrative** | **Period Overview** – Summary of total vehicle sales, revenue, and unit price for selected period |