Select Category

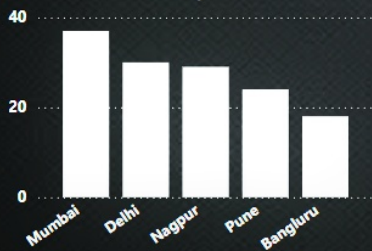| Sedans_wagons | SUV | Vans |

Mercedes-Benz

590M	653M	138	63M
Total cost	**Total sales**	**Car sold**	**Total profit**

Quantity Sold

- Mumbai
- Delhi
- Nagpur
- Pune
- Bangluru

Category sales

233M	222M	198M
Sedan...	SUV	Vans

Category profit

- 22M (35.42%)
- 19M (30.45%)
- 22M (34.12%)

Category
- Sedans_w...
- SUV
- Vans

Category sales by month

Category ● Sedans_wagons ● SUV ● Vans
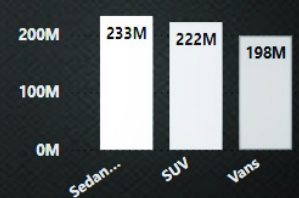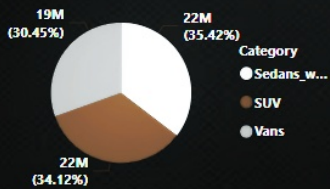
Project Title: Mercedes-benz Power bi Project

Project Overview
*This Power BI project is designed to provide interactive and dynamic visualizations of data sourced from a PostgreSQL database. The project aims to unlock. insights and trends within the data, enabling users to make informed decisions and drive business growth.

Data Source
*The project utilizes a PostgreSQL database as its primary data source, leveraging the power of relational databases to store and manage complex data sets. *The database is queried using Power BI's built-in connectors, ensuring seamless data integration and refresh.

Key Features-
*Interactive dashboards and reports that provide real-time insights into key performance indicators (KPIs)
*Customizable visualizations, including charts, tables, and maps, to facilitate data exploration and analysis
*Drill-down capabilities to enable users to navigate from high-level summaries to detailed data points
*Data modeling and transformation using Power BI's data modeling tools, ensuring data consistency and accuracy

Goals and Objectives
*The primary objectives of this project are to:
*Provide a centralized platform for data analysis and visualization
*Enhance business decision-making through data-driven insights
*Improve data accessibility and usability for stakeholders
*Foster a culture of data-driven innovation and experimentation

Mercedes-Benz Sales Report

Overall Performance
Total Cost: 590M
Total Sales: 653M
Total Profit: 63M
Cars Sold: 138

Sales by Category
Sedans & Wagons: 233M (highest revenue)
SUV: 222M
Vans: 198M
Key Insights:

Profitability: The company is profitable with a total profit of 63M.
Sales Trends: Sales peaked in month 6 and experienced a slight dip before rising again in month 12.
Category Performance: Sedans and wagons are the top-performing category in terms of revenue.
However, all categories contribute significantly to the overall sales.
Regional Performance: Delhi has the highest quantity of cars sold, indicating a strong market presence.

Recommendations
Focus on Vans: Explore strategies to boost the sales of vans, potentially through targeted marketing campaigns or special offers.
Capitalize on Peak Season: Implement strategies to maximize sales during peak months (e.g., month 6) through inventory planning and promotional activities.
Analyze Regional Trends: Further analyze sales data for each region (Mumbai, Delhi, Nagpur, Pune, Bangluru) to identify regional preferences and tailor marketing efforts accordingly.
Note: This report provides a high-level overview of the sales data. A more in-depth analysis considering factors like car models, pricing strategies, and marketing campaigns would provide further insights.