

Car Sales Analysis Dashboard

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Dashboard Objective

- Provide a unified view of car sales performance.
- Identify profitable segments by model, year, condition, and location.
- Enable data-driven decision-making through visual insights.
- Track time-series trends in vehicle sales, condition, and pricing.

Problem Statement

- Car sales data is scattered across brands, states, and time.
- Lack of clarity on which models, colors, or years are most profitable.
- Difficult to detect market trends and customer preferences.
- Business users lack real-time insights to drive strategic decisions.

Key Deliverables

- KPIs: Total Listings, Avg. Odometer, Avg. Condition, Profitable Sales.
- Drill-down capability by transmission, year, and model.
- Visuals: Bar charts, pie charts, donut charts, trend lines.
- Time trend analysis and seller analysis included.
- Interactive filters for deep dives.

Page 1 – Sales Overview

- Total Listings: 448K, Avg. Condition: 30.55, Avg. Odometer: 67.92K, Profitable Sales: \$211K
- Top models by maker (Ford, Chevrolet, Nissan...)
- Distribution by body type (SUV, Sedan, Hatchback...)
- Popular colors (White, Black, Gray...)

Insights from Sales Overview

- Ford dominates listings.
- Sedans are the most common body type.
- White is the most preferred color.

Page 2 – Time-Series Trends

- Avg. Odometer by Year – wear and tear trend over decades.
- Profitable Sales by Year – peak in 2011.
- Total Listings by Year – spike in 2012.
- Average Selling Price by Year – consistent increase.

Insights from Time-Series Trends

- Older vehicles have higher mileage.
- Profits and sales peaked between 2010–2012.
- Average selling price has increased over the years.

Page 3 – Seller Analysis

- Count of Sellers by State – distribution of sellers geographically.
- Profitable Sales by Seller – identify top revenue generators.
- Count of Sellers by Transmission Type – manual vs automatic.

Insights from Seller Analysis

- Automatic transmission dominates seller inventory — most sellers deal in automatic cars.
- Top sellers like Nissan-Infiniti LLC and Ford Motor Credit Co. generate \$6K–\$7.5K in profits each.
- California has the highest concentration of sellers (11.54%), followed by PA, FL, TX, and NY.
- Many smaller sellers contribute under \$2K profit — potential for training or performance boosting.
- Use seller segmentation to tailor support and maximize ROI from high-potential sellers.

Strategic Takeaways

- Focus on high-performing sellers to increase profitability.
- Expand in states with fewer sellers but high potential.
- Align inventory with transmission preferences of sellers.

Dashboard screenshots:





