Problem Statement: Vehicle-Sales-Analysis

The primary objective of this project is to provide actionable insights into vehicle sales and order performance by leveraging Power BI's data visualization capabilities. The business faces several challenges in evaluating the sales trends, product performance, and customer behavior, as well as in optimizing delivery timelines and forecasting sales accurately.

Key issues include:

Sales and Product Performance: There is a need to analyze sales data across different regions, product lines, and deal sizes to identify underperforming and high-performing products and regions.

Order and Delivery Efficiency: Tracking and improving delivery timelines is crucial to enhancing customer satisfaction, as discrepancies in order and delivery dates can negatively impact operations.

Data Quality Issues: The dataset contains missing or inconsistent information, especially in key fields such as "State" and "Date," which could impact the quality and accuracy of analysis.

Forecast Accuracy: The company needs to understand the relationship between actual sales and estimated sales (Esales) to enhance its forecasting models and develop more accurate business strategies.

To address these issues, the project aims to:

- Visualize sales trends by country, product line, and year.
- Track and compare actual sales to Esales to adjust forecasting models.
- Analyze order and delivery timelines to identify logistical inefficiencies.
- Identify key product lines that contribute the most to revenue, and evaluate customer purchasing behaviors across different regions.
- Address data quality challenges to ensure consistency and accuracy in the final analysis.