**2023 Car Sales and Marketing Analysis**

1.Overview of car:

a) top selling car brand by price.

SELECT TOP 1

Car\_Make, SUM(Price) AS total\_sales

FROM dbo.[2023 Car Dataset]

GROUP BY Car\_Make

ORDER BY total\_sales DESC

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b) top selling car brand by unit sold.

SELECT TOP 1

Car\_Make, SUM(Sales\_Figures\_Units\_Sold) AS unit\_sold

FROM dbo.[2023 Car Dataset]

GROUP BY Car\_Make

ORDER BY unit\_sold DESC

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2.Sales Performance Analysis:

SELECT TOP 10

Car\_Make, Car\_Model, Year, SUM(Sales\_Figures\_Units\_Sold) AS unit\_sold

FROM dbo.[2023 Car Dataset]

GROUP BY

Car\_Make,

Car\_Model,

Year

ORDER BY unit\_sold DESC

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3.Customer Preference:

SELECT TOP 10

Car\_Make, Car\_Model, Body\_Type, Color\_Options,

SUM(Sales\_Figures\_Units\_Sold) AS unit\_sold

FROM dbo.[2023 Car Dataset]

GROUP BY

Car\_Make, Car\_Model, Body\_Type, Color\_Options

ORDER BY unit\_sold DESC

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4.Fuel Efficiency impact:

SELECT TOP 10

Car\_Make, Car\_Model, Mileage\_MPG,

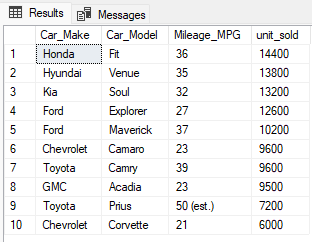
SUM(Sales\_Figures\_Units\_Sold) AS unit\_sold

FROM dbo.[2023 Car Dataset]

GROUP BY

Car\_Make, Car\_Model, Mileage\_MPG

ORDER BY unit\_sold DESC



5.Price Sensitivity:

SELECT TOP 10

Car\_Make, Car\_Model,

SUM(Price) AS total\_sales,

AVG(TRY\_CAST(LEFT(Customer\_Ratings, 3) AS FLOAT)) AS avg\_rating

FROM dbo.[2023 Car Dataset]

GROUP BY

Car\_Make, Car\_Model

ORDER BY

total\_sales DESC

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6.Safety and features impact:

SELECT TOP 10

Car\_Make, Car\_Model,

SUM(Price) AS total\_sales,

AVG(TRY\_CAST(LEFT(Customer\_Ratings, 3) AS FLOAT)) AS avg\_rating,

Safety\_Features, Entertainment\_Features

FROM dbo.[2023 Car Dataset]

GROUP BY

Car\_Make, Car\_Model, Safety\_Features, Entertainment\_Features

ORDER BY

total\_sales DESC

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7.Market Trend Analysis:

SELECT TOP 10

Car\_Make, Car\_Model, Body\_Type, Fuel\_Type, Year,

SUM(Sales\_Figures\_Units\_Sold) AS unit\_sold

FROM dbo.[2023 Car Dataset]

GROUP BY

Car\_Make, Car\_Model, Body\_Type, Fuel\_Type, Year

ORDER BY

unit\_sold DESC

