

# Project Name: Car Sales Project

## Introduction

The Car Sales Project aims to provide an overview of key sales metrics and trends to help stakeholders assess overall business performance. This project focuses on important indicators like total sales, Total profit, Customer count, order volume, discount, and more applied. It allows users to compare year-on-year changes and analyze sales distribution across various channels.

## Objectives

To provide a summary of total sales & profit, and also growth rate year by year

To track customer and their buying pattern

To track new customers and new opportunities

To analyze sales distribution over various countries and cities

To track the future possibility of buying cars

## Key Metrics

Total sales & profit: 553.5 million sales and 360 million of profit over 20 years where sales are increasing yearly than the previous year. It's indicating a positive sales growth. Net sales are increasing in every year except 2020

Total orders: A total of 10 thousand orders cover 49 thousand car sales. But there is a point that in the last year, orders have decreased by 8.7%

Total Quantity: A Total 49.4 thousand of cars sold and the most profitable brand is Ford

## Sales Over Time

The dashboard provides various kinds of charts comparing yearly & monthly sales both sales & profit performance and more.

Yearly bar chart: That chart shows that most sales are performing in 2002 over 20 years.

Monthly bar chart: This chart shows that most of the sales are in October in the last year. This month carries 2.83 million sales.

Sales volume (monthly): Monthly sales volumes are increasing every year except 2020. In the last year monthly sales volume are decreasing by 9%.

This visualization helps identify seasonal trends and periods of strong or weak sales performance.

## Sales Distribution

By age: Most sales age range is between 60-70 and most of the people buying cars in 67 years

By gender: Interest in buying cars is almost the same but women's interest is 7.4% more than men

By color: There are many colors for cars but the top three colors are Mauv (577), Yellow (564), and Orange (550). Also, the bottom color is Khaki (484)

By brand: The selling brand is Ford which sold 2.82 thousand cars. The most popular model is the Mustang.

## Insights and Recommendations

Growth in Sales and Orders: The growth in total sales and orders suggests a positive trend, though it is important to investigate the factors contributing to flat customer growth.

Same in trends: Almost every year customer buying patterns are the same as most cars are bought by women, most of the customers are belongs to 60-70 ages.

The reason behind 2020: Because COVID-19 pandemic world economy slowdown, supply chain disruption, consumer behavior change, etc. are the key reasons behind 2020's sales fall.

## Conclusion

The car sales project provides valuable insights into the company's sales performance, Inventory management, and brand effectiveness. By leveraging these insights, the business can refine its strategies to maintain growth, optimize promotional activities, and better understand its customer base. Regular monitoring of these metrics will ensure that the company remains responsive to market changes and continues to thrive in a competitive environment.