

# Project Title

BMW Sales Analysis Dashboard

## Objective or Purpose of the Project

The objective of this project is to analyze BMW car sales data using Power BI and provide actionable insights. The dashboard helps identify sales trends, top-performing models, regional performance, and channel contribution for better business decision-making.

## Dataset Description

The dataset contains BMW sales information with the following columns:

- Date: The transaction date of each sale.
- Year: The year of sale.
- Model: BMW car model name.
- Revenue: Total revenue generated.
- Quantity Sold: Number of cars sold.
- Region: Geographic region of sale.
- Country: Country where the sale occurred.
- Channel: Sales channel such as Dealer or Online.

## Tools Used

- Power BI Desktop
- Microsoft Excel / CSV
- DAX (Data Analysis Expressions)
- GitHub for project hosting

## Data Cleaning and Preparation

The dataset was cleaned and prepared before visualization. Steps included:

- Removing duplicates and invalid entries.
- Formatting date and numeric fields.
- Standardizing region, country, and model names.
- Creating calculated columns and DAX measures for analysis.

## Dashboard Design & Analysis

The dashboard includes KPI cards for Total Sales, Quantity Sold, Average Selling Price, and Growth Rate. Visualizations such as bar charts, line charts, and maps are used to explore model-wise, region-wise, and channel-wise performance. Dynamic filters allow users to interactively explore sales insights.