

Automobile Project

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Introduction

The sales department in a company that sells different products and needs their data to be analysed. For their sales team to be able to make the right decisions based on the trends of the product's sales and analyse customer behaviour in this project, we going to accomplish Sales Analysis and other different tasks only using Power BI.

Methodology

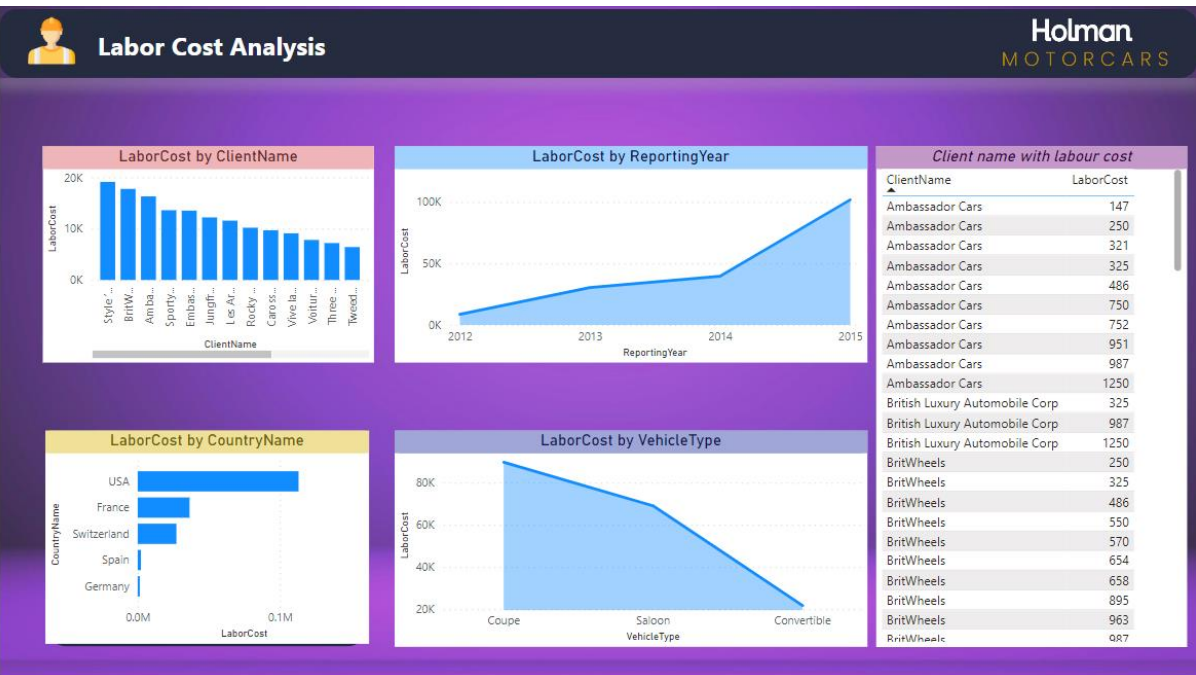
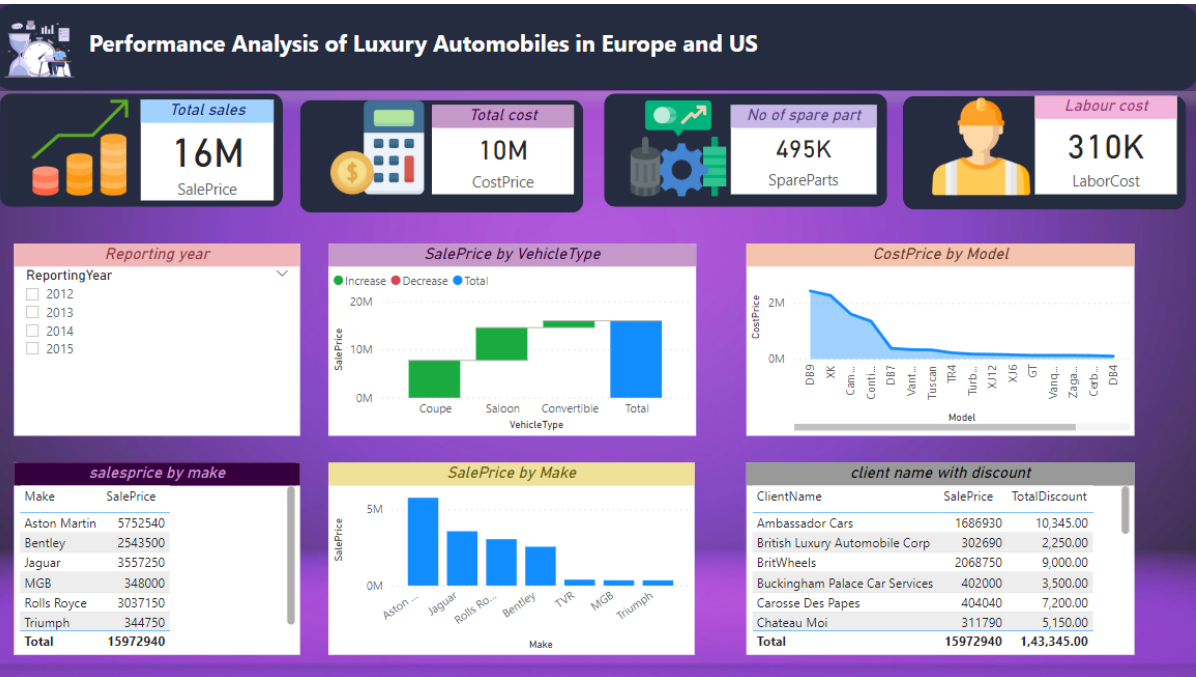
The problem addressed in this project is to analyse the sales data of a superstore In different cities of USA and gain valuable insights to drive business decisions. The challenges include cleaning and transforming the raw data, and creating dashboards for analysing the data.

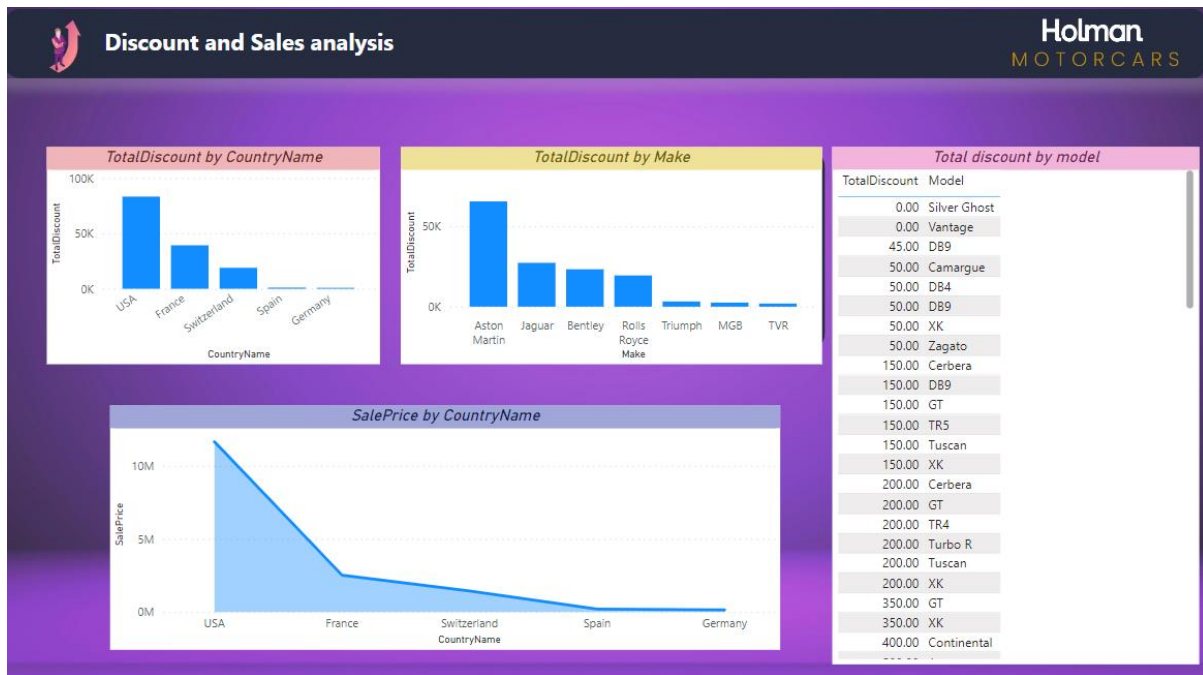
Requirement Analysis

Sales Analysis is to be done to identify total sales month wise, category wise, segment wise etc Also the product sold city wise and profit generated from it.

All Visualization like All Charts which is there in the Dashboards







Insights from the Charts as well as Dashboards

On the basis of Performance Analysis: The Total Sales Price is 16M and Cost Price is 10M spare parts is 495 k and Labor cost 310K

- The sales price of Coupe is more compare to saloon and convertible with vehicle type and by make sales price of Aston Martin is more compared to Bentley, Jaguar and Rolls Royce and by Model Cost price of Continental is High
- Labor Cost Analysis Includes Aldo Motors costs high and Costa del speed and in Year 2015 Labor cost was very high
- UK has higher Labor cost while Germany has lower Labor cost whereas coupe has higher Labor cost and Convertible has lower Labor cost
- On the basis of Discount and Sales Analysis Aston Martin give highest discount while TVR gives lowest. On the other and sales price of UK is more compared to Germany.

Conclusion

The analysis of Automobile Industry of Europe and US for the three years provides valuable insights into the company's performance.

The data highlights the most popular models, make, and vehicle types, as well as the countries with the highest demand various vehicles. This information will be invaluable to Automobile Industry as they plan for future production. By prioritizing the most profitable

models and makes and focusing on high-demand markets, they can continue to gain a competitive advantage in the automotive industry.