

Driving Insights: Analysing Automobile Sales with DAX in Power BI

Project

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About the Data

This project analyzes **Automobile Sales Data** from 2018, 2019, and 2020, focusing on key trends and insights across these three years. The dataset captures yearly sales volumes, regional performance, and vehicle category preferences, providing a comprehensive overview of the automotive industry's evolution during this period.



Aim Data

- The primary aim of this project is to **unlock actionable insights** from the **Automobile Sales Data** spanning the years **2018, 2019, and 2020**. By leveraging advanced data analysis techniques, we seek to:
 - **Identify and understand key sales trends** across different vehicle categories and regions.
 - **Evaluate the impact of external factors** on sales performance over the three years.
 - **Forecast future market trends** to guide strategic decisions in the automotive industry.
 - This analysis will empower stakeholders with the data-driven knowledge needed to navigate the dynamic landscape of the automotive market.
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Perform Task Using DAX Language



1.Data Exploration:

- Start by exploring the *Auto Mobile Sales Data*.
- Check for any missing values and duplicates.
- Confirm that the dataset is clean, with no missing values or duplicates.

2.Sales Calculation:

- Utilize the DAX function to compute the **Sum of Total Sales** for the Auto Mobile Data.

3.Date Exploration:

- Investigate the OrderDate variable.
- Use DAX to calculate sales for specific years: 2018, 2019, and 2020.

4.Add Year Column:

- Insert a Year column into the Auto Mobile Sales Data for better time-based analysis.

5.Visualization:

- Create a **Bar Chart** to visually represent yearly sales.

Auto Mobile Sales Dashboard



Total Sales
9.76M

Total Sales 2018
3.35M

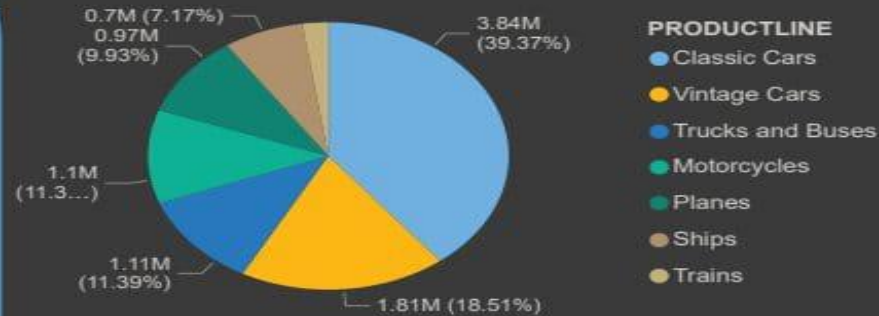
Total Sales 2019
4.67M

Total Sales 2020
1.74M

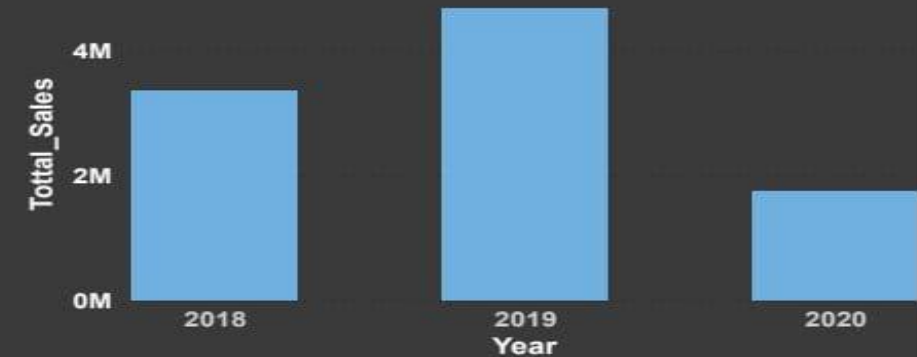
Auto Mobile Sales
Dashboard



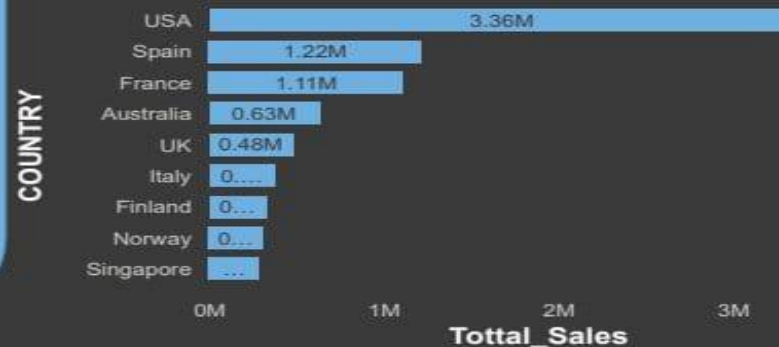
Total_Sales by PRODUCTLINE



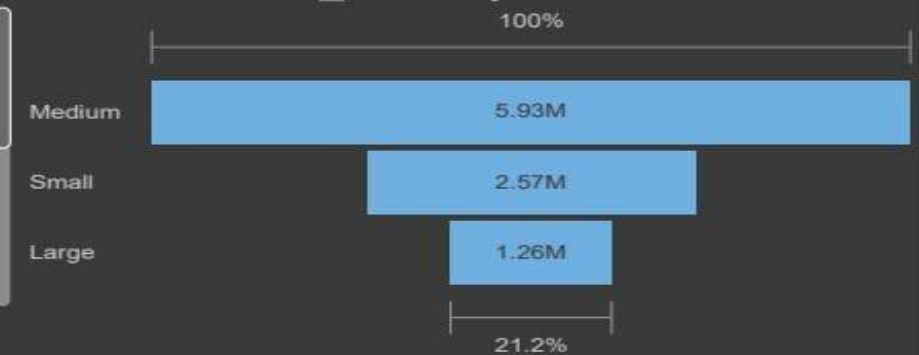
Total_Sales by Year



Total_Sales by COUNTRY



Total_Sales by DEALSIZE



Auto Mobile Sales Analysis

- **Total Sales:** The overall sales in the *Auto Mobile Sales Data* reached a significant **\$9.76M**.
- **Yearly Breakdown:**
 - **2018:** Achieved **\$3.35M** in total sales.
 - **2019:** Soared to a record **\$4.67M**—the highest of all years.
 - **2020:** Concluded with **\$1.74M** in total sales.
-  **Highlight:** The year **2019** stands out with the **highest sales**, marking a peak in performance.



Total Sales
9.76M

Total Sales 2018
3.35M

Total Sales 2019
4.67M

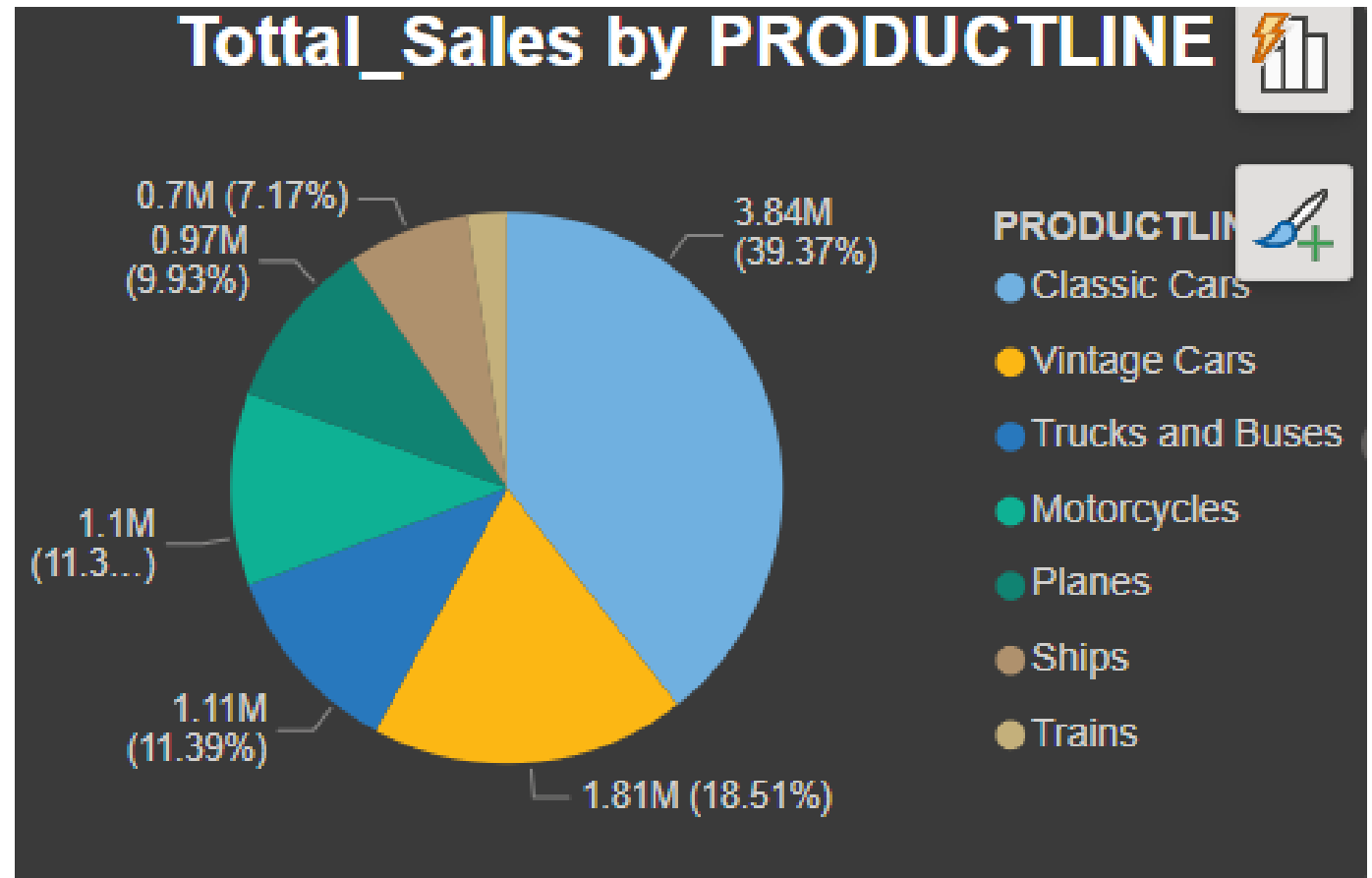
Total Sales 2020
1.74M



Product Line Analysis

Product Line Insight: The **Productline** variable represents different product categories within the dataset.

Top Performer: The **Classic Car** category leads the way with an impressive **\$3.84M** in sales, making it the highest-grossing product line.

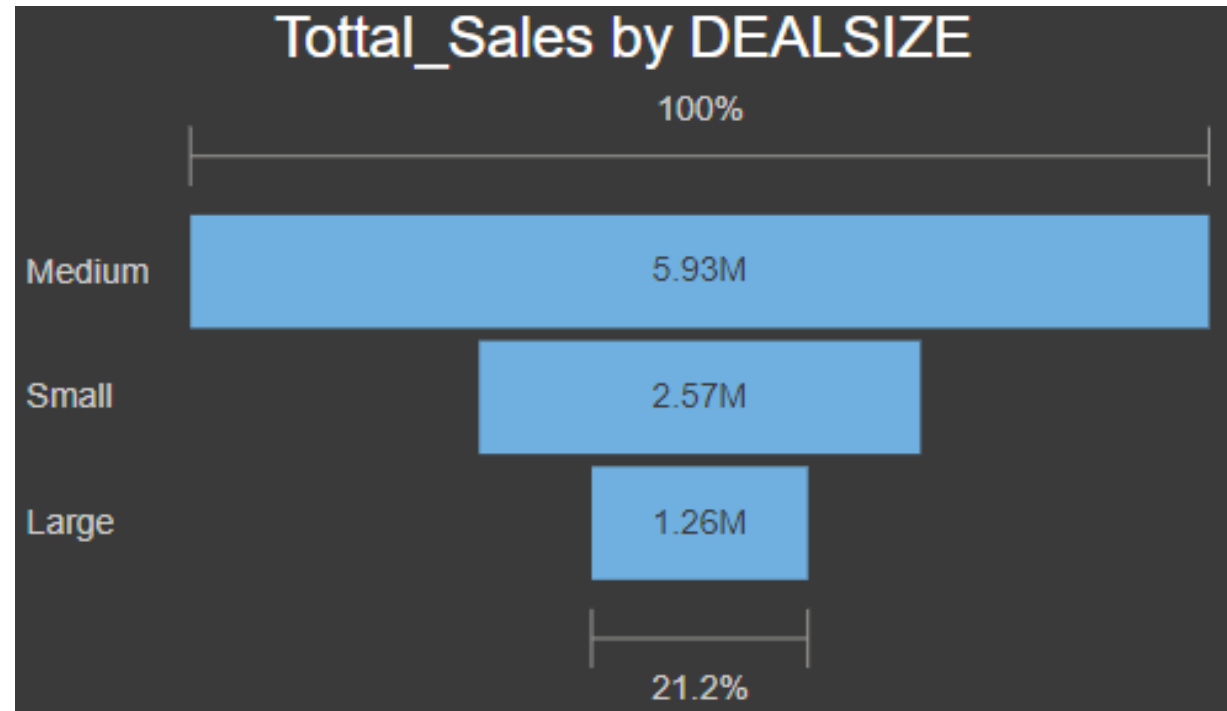




Deal Size Analysis

Deal Size Overview: The Dealsize variable categorizes sales into three sizes: **Large**, **Medium**, and **Small**.

Sales Leader: The **Medium** size dominates with a remarkable **\$5.93M** in sales, making it the top-performing category.

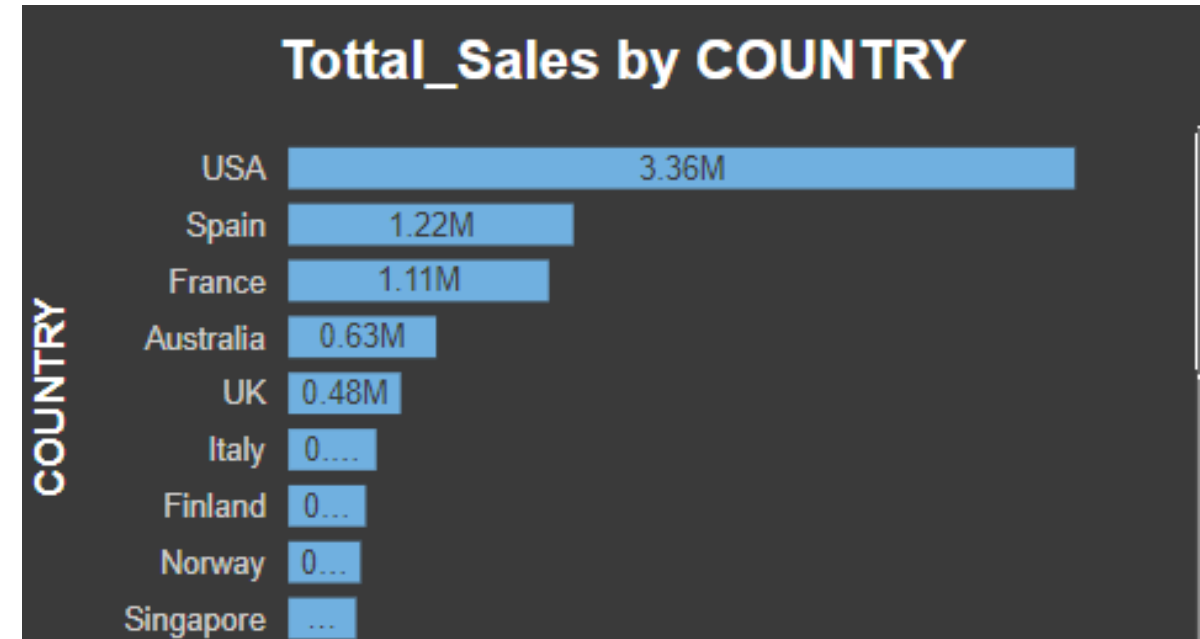




Country Sales Analysis

Country Insight: Analyzing the Country variable reveals the distribution of sales across different regions.

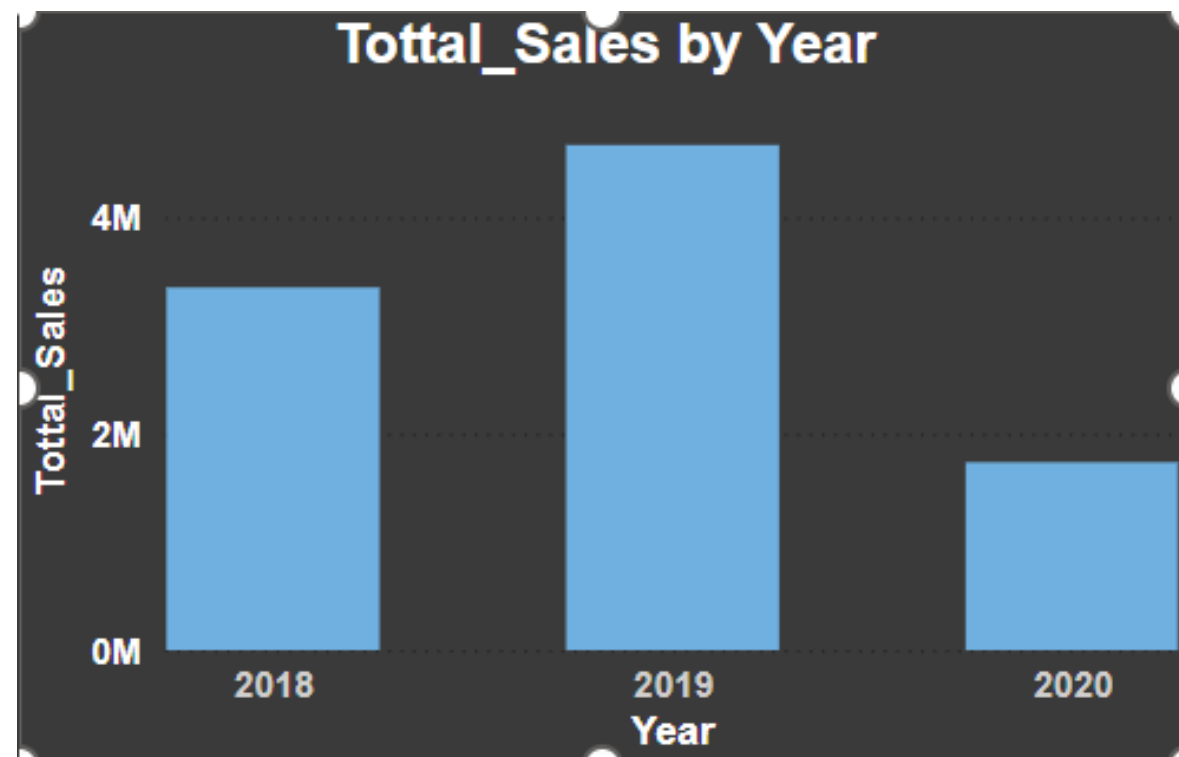
Top Market: The **USA** emerges as the leader, generating the highest sales at **\$3.36M**.



Yearly Sales Analysis

Yearly Overview: The dataset covers a total of three years.

Peak Performance: The year **2019** stands out with the **highest sales**, marking it as the top-performing year.



Auto Mobile Sales Analysis: Summary

- Our comprehensive analysis of Auto Mobile Sales reveals key insights:
- **Total Sales:** An impressive **\$9.76M** overall.
- **Top Year:** **2019** shines with the highest sales, reaching **\$4.67M**.
- **Leading Product Line:** **Classic Cars** dominate with **\$3.84M** in sales.
- **Deal Size Winner:** **Medium** deals take the lead, contributing **\$5.93M**.
- **Top Market:** The **USA** stands out as the top-performing country with **\$3.36M** in sales.

