PROJECT DESCRIPTION

AIM OF THE PROJECT: To analyse a sample car sales dataset and create an interactive, dynamic dashboard to present key insights in appealing and easy to understand way.

Key Performance Indicators (KPIs):
1) YTD Total Sales: The total amount (in $) made through sale of cars in 2023**.**
2) PYTD Total Sales: The total amount (in $) made through the sale of cars in 2022.
3) YTD Cars Sold: The total number of cars sold in 2023.
4) PYTD Cars Sold: The total number of cars sold in 2022.
5) YTD Avg Price: The average sale price of each car sold in 2023.
6) PYTD Avg Price: The average sale price of each car sold in 2022.
Each KPI is represented by a **YoY Growth** value which indicates change in value of the KPI in the most recent year (2023) as compared to the year previous to that (2022) expressed as percentage.
YoY Growth % = {[(Value of KPI in 2023) / (Value of KPI in 2022)] - 1} * 100

Visuals:
1) Combo Chart: A combination of a **line chart** and an **area chart** to represent **sales** amounts over the **course of a year in weekly increments.**
2) Pie Chart: A **Pie Chart** to represent **total sales by car body type.**
3) Doughnut Chart: A **Doughnut Chart** to represent **total sales by colour of vehicle.**
4) Bar Chart: A **Bar Chart** to represent **sales by dealer region and transmission type**.
5) Company Wise Sales Trend: A visual to compare **sales** of vehicles manufactured by **different companies** based on key metrics.
The entire dashboard is **dynamic** and can be filtered for specific conditions using the slicers given.

CAR SALES DASHBOARD

SALES INSIGHTS

Filter Panel

Date
1/2/2022 to 12/31/2023

Transmission
All

Body Style
All

Engine
All

Gender
All

YTD Total Sales
$371.19M | YoY Growth = 23.59%

YTD Cars Sold
#13.26K | YoY Growth = 24.57%

YTD Avg Price
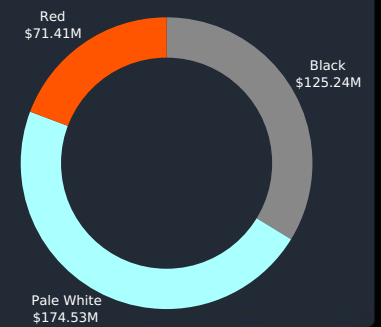**$27.99K** | YoY Growth = -0.79%

YTD Sales Weekly Trend

$14.85M

$1.01M

(x-axis: 0, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55)
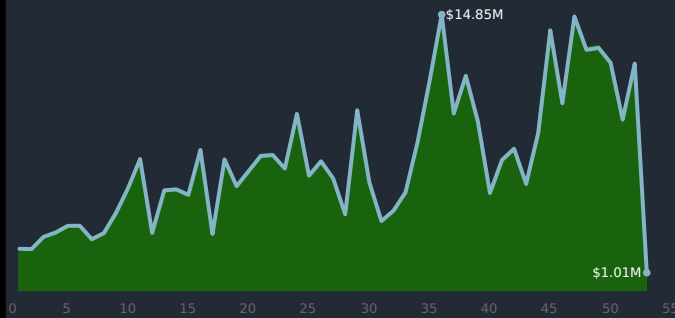
YTD Total Sales by Body Style

- Hardtop $51.40M
- SUV $99.89M
- Hatchback $82.77M
- Sedan $73.69M
- Passenger $63.44M

YTD Total Sales by Colour

- Red $71.41M
- Black $125.24M
- Pale White $174.53M
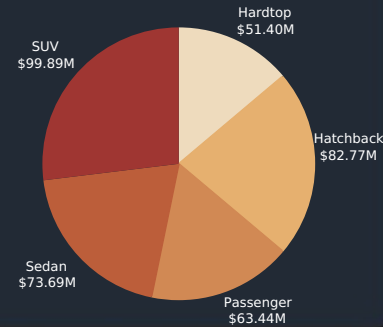
YTD Total Sales by Dealer Region

Legend: Manual, Auto

Region	Manual	Auto
Austin	$31.04M	$34.00M
Janesville	$28.72M	$30.01M
Scottsdale	$25.88M	$27.54M
Aurora	$23.71M	$25.49M
Greenville	$22.95M	$25.94M
Pasco	$22.45M	$25.92M
Middletown	$22.12M	$25.44M
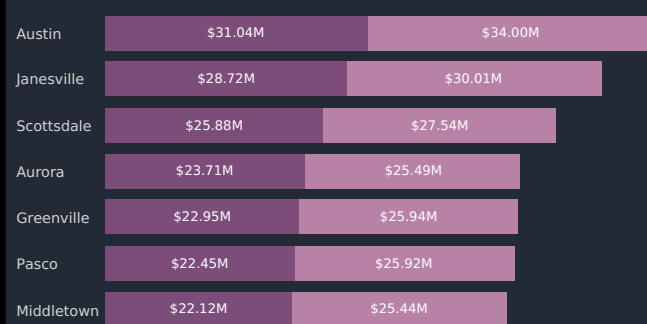
Company Wise Sales Trend

Company	YTD Cars Sold	YTD Avg Price	YTD Total Sales	% of Total YTD Sales
Acura	#0.38K	$24.86K	$9.35M	2.52%
Audi	#0.26K	$22.25K	$5.76M	1.55%
BMW	#0.45K	$25.68K	$11.43M	3.08%
Buick	#0.24K	$32.18K	$7.82M	2.11%
Cadillac	#0.36K	$42.24K	$15.33M	4.13%
Chevrolet	#1.04K	$25.99K	$27.11M	7.30%
Chrysler	#0.62K	$25.91K	$16.01M	4.31%
Dodge	#0.95K	$26.36K	$25.02M	6.74%
Ford	#0.89K	$28.70K	$25.43M	6.85%
Honda	#0.39K	$27.57K	$10.81M	2.91%
Hyundai	#0.13K	$19.15K	$2.57M	0.69%
Infiniti	#0.12K	$30.54K	$3.73M	1.00%
Jaguar	#0.10K	$24.55K	$2.50M	0.67%