**Power BI Dashboard Report for Prestige Cars ET Sales and Profit**

**1. Introduction**

* **Purpose:** The purpose of this report is to provide insights into the performance of the car dealership over time, focusing on key metrics such as total sales, profit, and sales by various dimensions (e.g., brand, model, color, and customer country).
* **Data Source:** The data is sourced from an Excel file, which has been cleaned and processed in Power Query. The cleaning process included changing data types and modifying country names for consistency.

**2. Key Metrics**

* **Sold Cars:** Total number of cars sold.
* **Total Sales Price:** Sum of the selling price of all cars sold.
* **Total Profit:** Sum of profit from all cars sold.
* **Total Shipping Amount:** Sum of shipping costs for all cars sold.
* **Total Profit by Brand Name:** Profit aggregated by car brand.
* **Total Sales by Model Name:** Sales aggregated by car model.
* **Total Sales by Color:** Sales aggregated by car color.
* **Total Profit by Brand Country:** Profit aggregated by the country of the car brand.
* **Total Sales by Customer Country:** Sales aggregated by the country of the customer.

**3. Detailed Analysis**

**a. Total Sales and Profit Analysis**

* **Overview:**
  + **2016:**

Total Sales: 6.31 M

Total Profit: 2.12 M

* + **2017:**

Total Sales: 8.26 M

Total Profit: 1.61 M

* **Observation:** Total sales increased in 2017 compared to 2016. However, the profit in 2017 is lower than in 2016, despite the similar numbers of cars sold.
* **Insight:** The decrease in profit can be attributed to a shift in the sales mix. In 2017, a larger proportion of cars sold had lower profit margins compared to 2016, where the sold cars had higher profit margins.

**b. Sales and Profit by Brand Name**

* **Overview:** Display total sales and profit broken down by brand.
* **Observation:** Aston Martin, Ferrari and Bentely performed best in terms of sales, while Triumph, Jaguar and Aston Martin performed best in terms of profit.

**c. Sales and Profit by Model Name**

* **Overview:** Display total sales and profit broken down by model.
* **Observation:** [Insert observations on which models were most popular and which ones contributed most to the profit.]

**d. Sales by Color**

* **Overview:** Display total sales broken down by car color.
* **Observation:** The most popular car color is Black.

**e. Profit by Brand Country**

* **Overview:** Display total profit broken down by the country of the car brand.
* **Observation:** The best selling cars are the United Kingdom cars followed by Italian cars.

**f. Sales by Customer Country**

* **Overview:** Display total sales broken down by customer country.
* **Observation:** The United Kingdom has the highest sales volumes.

**4. Visualizations**

* **Sales and Profit Trends:** Line charts or bar charts to show trends in sales and profit over time.
* **Profit and Sales by Brand:** Stacked bar charts or pie charts to show profit and sales distribution by brand.
* **Sales by Model and Color:** Bar charts to show sales volumes by model and color.
* **Geographical Analysis:** Maps to show sales and profit by country (both for brand and customer).
* **Profit Margin Analysis:** Scatter plots or heat maps to visualize profit margins across different models or brands.

**5. Conclusion**

* **Summary:** The dashboard provides a detailed view of key metrics for the car dealership. While total sales increased in 2017, the profit decreased due to lower-margin cars being sold in that year compared to 2016.
* **Recommendations:** Consider strategies to increase profit margins, such as promoting higher-margin models or optimizing the pricing strategy.

**6. Appendix**

* **Data Definitions:** Definitions of key metrics and terms used in the report.
* **Data Sources:** Details of the data source and any transformations applied.