

# “DECODING CAR SALES: INSIGHTS INTO PROFITABLE MODELS AND DEALERSHIP STRATEGIES”

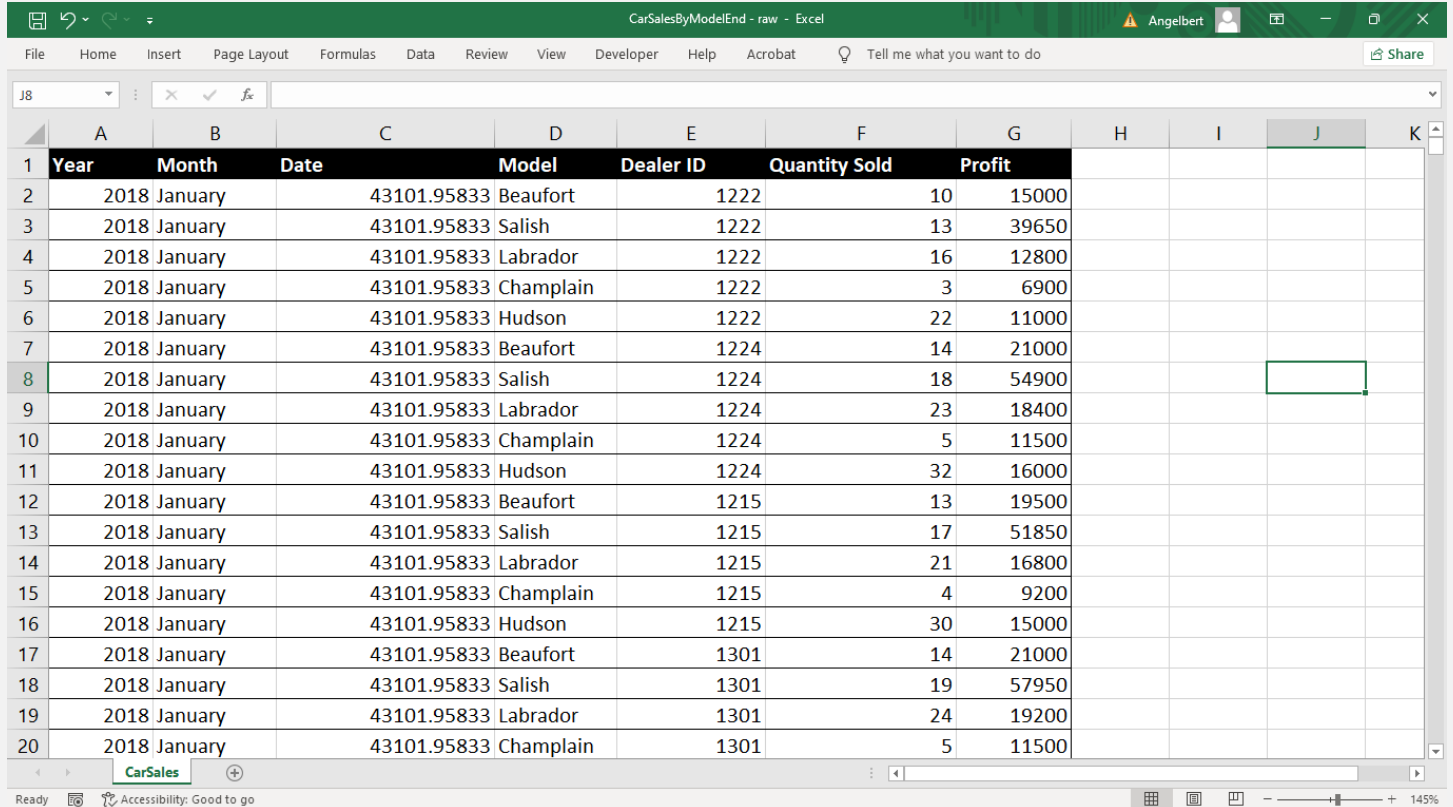
**INTRODUCTION:** Provides an overview of the project's objectives and scope.

**FINDINGS:** I organized a concise overview of the main observations derived from Power BI dashboard

**KEY INSIGHTS:** The critical revelations derived from the findings. These insights provide actionable information and guide decision-making.

## INTRODUCTION:

This project involves a comprehensive analysis of sales data using Power BI tool. The objective is to delve deeply into the dataset to identify trends and patterns, ultimately uncovering valuable insights that can facilitate business growth. The dataset, which I will be analyzing, comprises a table with 1201 rows and 7 columns. By leveraging the capabilities of both Excel and Power BI, I aim to provide a thorough examination and visualization of the data to support informed decision-making.



1	Year	Month	Date	Model	Dealer ID	Quantity Sold	Profit				
2	2018	January		43101.95833	Beaufort	1222	10	15000			
3	2018	January		43101.95833	Salish	1222	13	39650			
4	2018	January		43101.95833	Labrador	1222	16	12800			
5	2018	January		43101.95833	Champlain	1222	3	6900			
6	2018	January		43101.95833	Hudson	1222	22	11000			
7	2018	January		43101.95833	Beaufort	1224	14	21000			
8	2018	January		43101.95833	Salish	1224	18	54900			
9	2018	January		43101.95833	Labrador	1224	23	18400			
10	2018	January		43101.95833	Champlain	1224	5	11500			
11	2018	January		43101.95833	Hudson	1224	32	16000			
12	2018	January		43101.95833	Beaufort	1215	13	19500			
13	2018	January		43101.95833	Salish	1215	17	51850			
14	2018	January		43101.95833	Labrador	1215	21	16800			
15	2018	January		43101.95833	Champlain	1215	4	9200			
16	2018	January		43101.95833	Hudson	1215	30	15000			
17	2018	January		43101.95833	Beaufort	1301	14	21000			
18	2018	January		43101.95833	Salish	1301	19	57950			
19	2018	January		43101.95833	Labrador	1301	24	19200			
20	2018	January		43101.95833	Champlain	1301	5	11500			

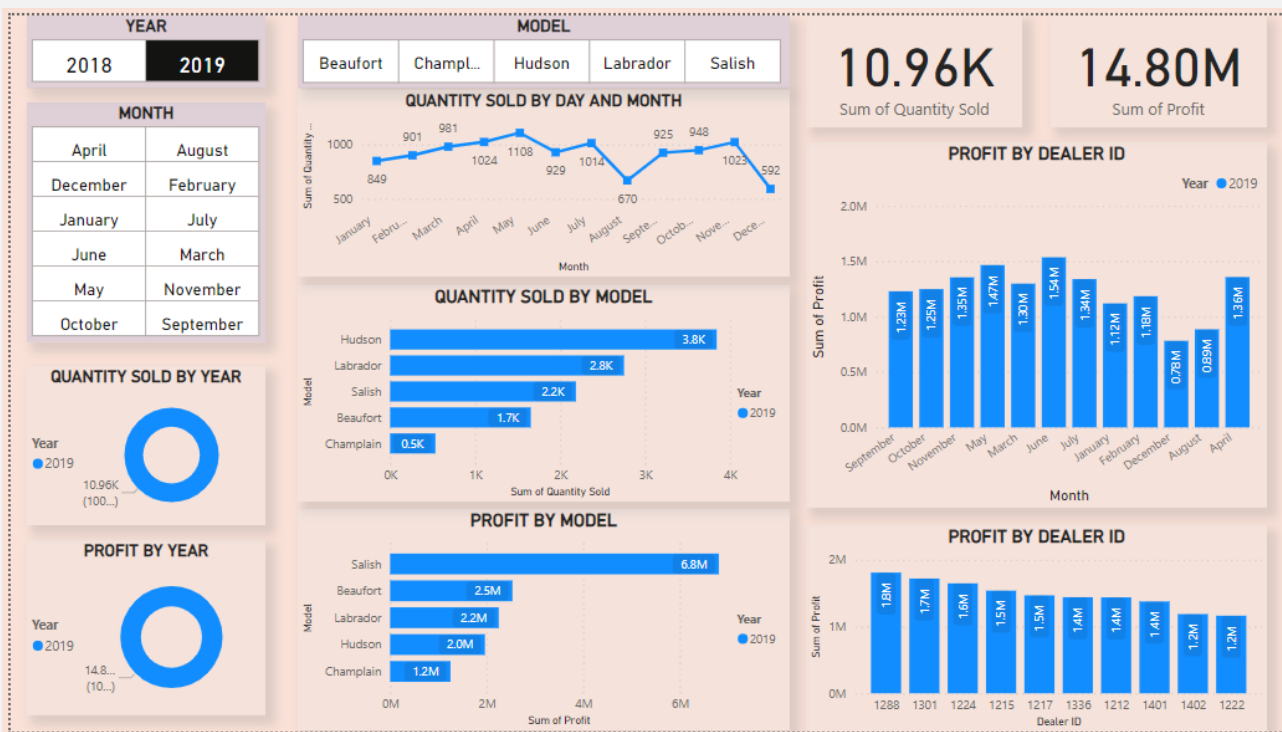
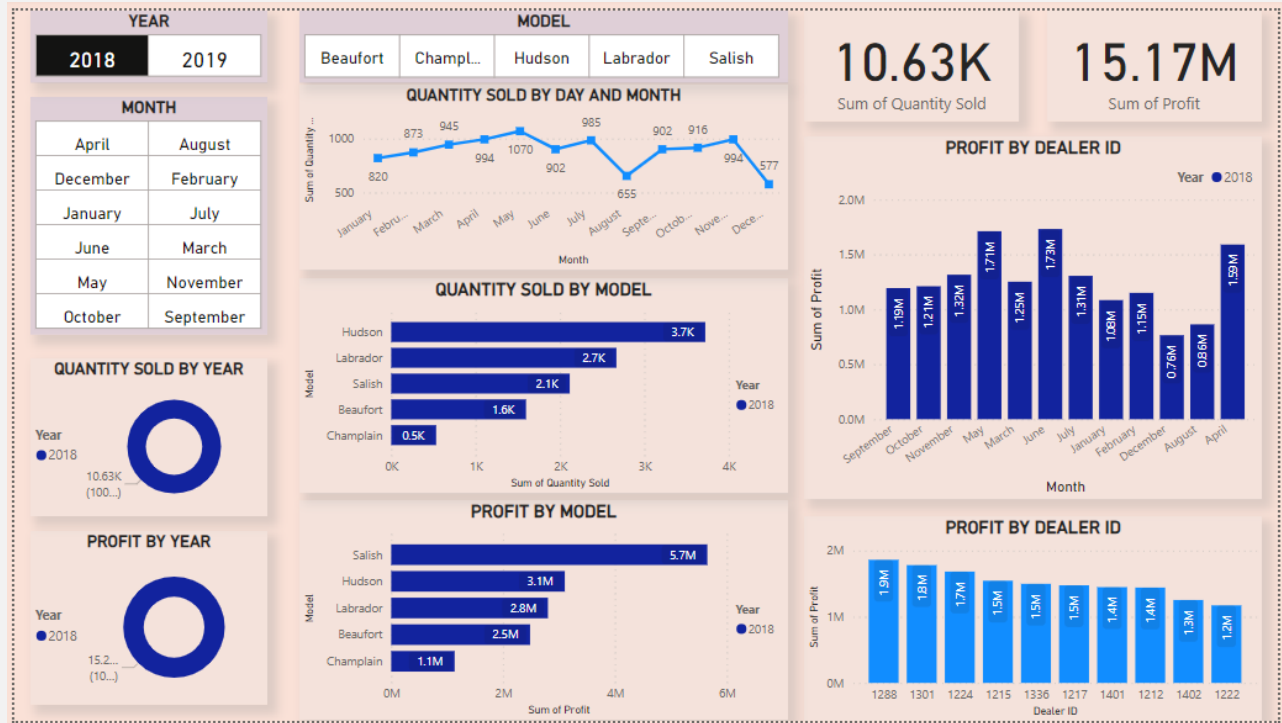
Let’s break down the dashboard. To fully explore the Power BI dashboard, download and open the file. Note that the exported PDF of the dashboard may differ in template from the interactive version you will see when you open the file.



## FINDINGS:

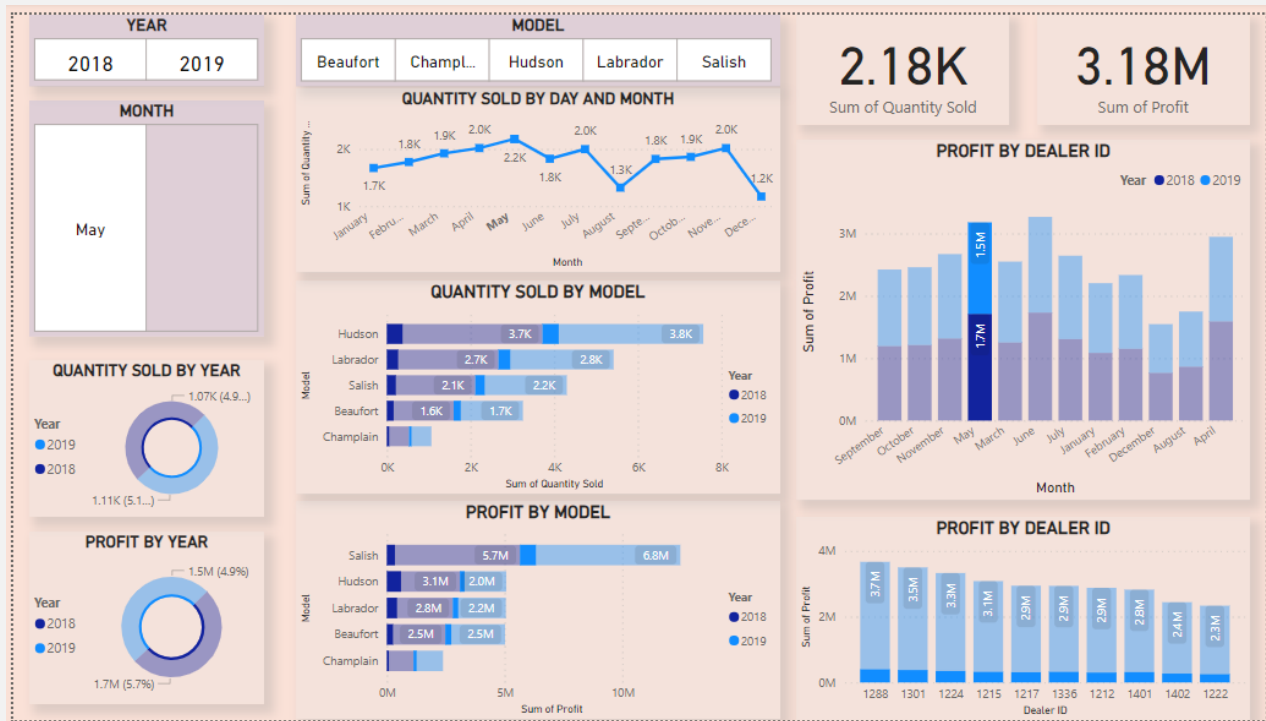
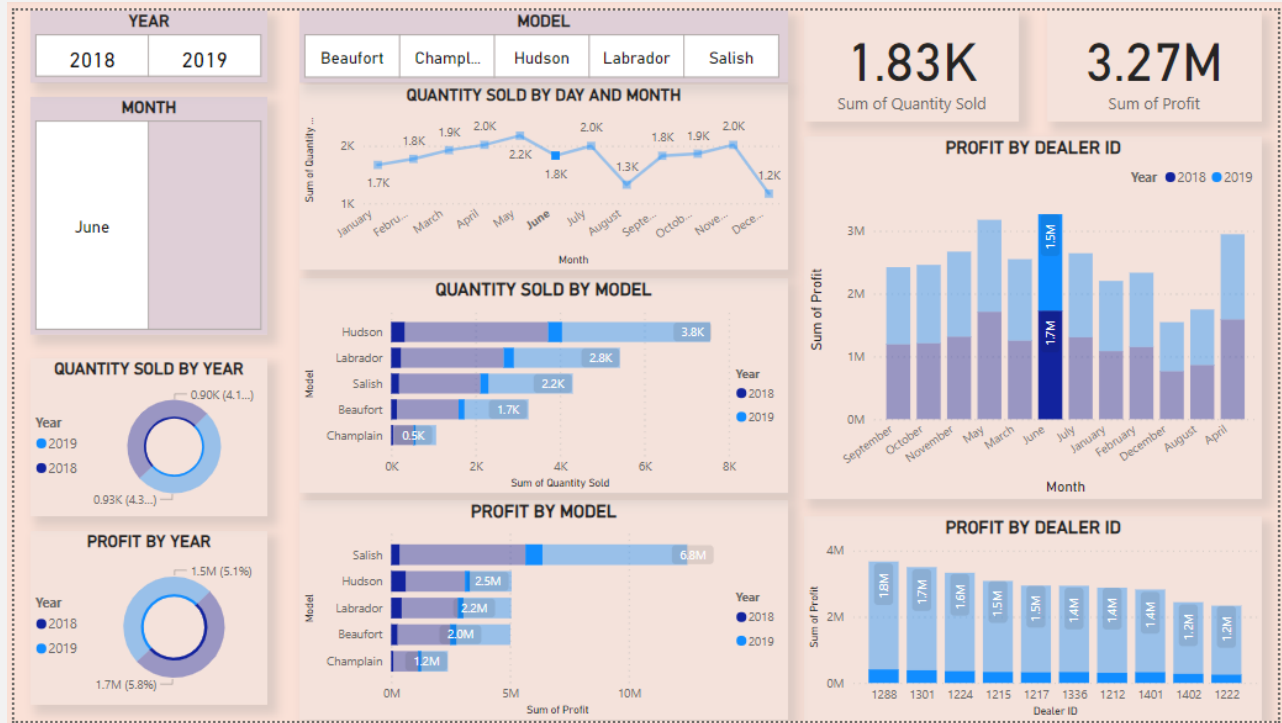
### 1. Sales and Profit Trends:

- In 2018, a total of **10.63 thousand cars** were sold, resulting in a profit of **15.17 million**.
- Moving to 2019, the quantity sold increased slightly to **10.96 thousand cars**, with a corresponding profit of **14.8 million**.



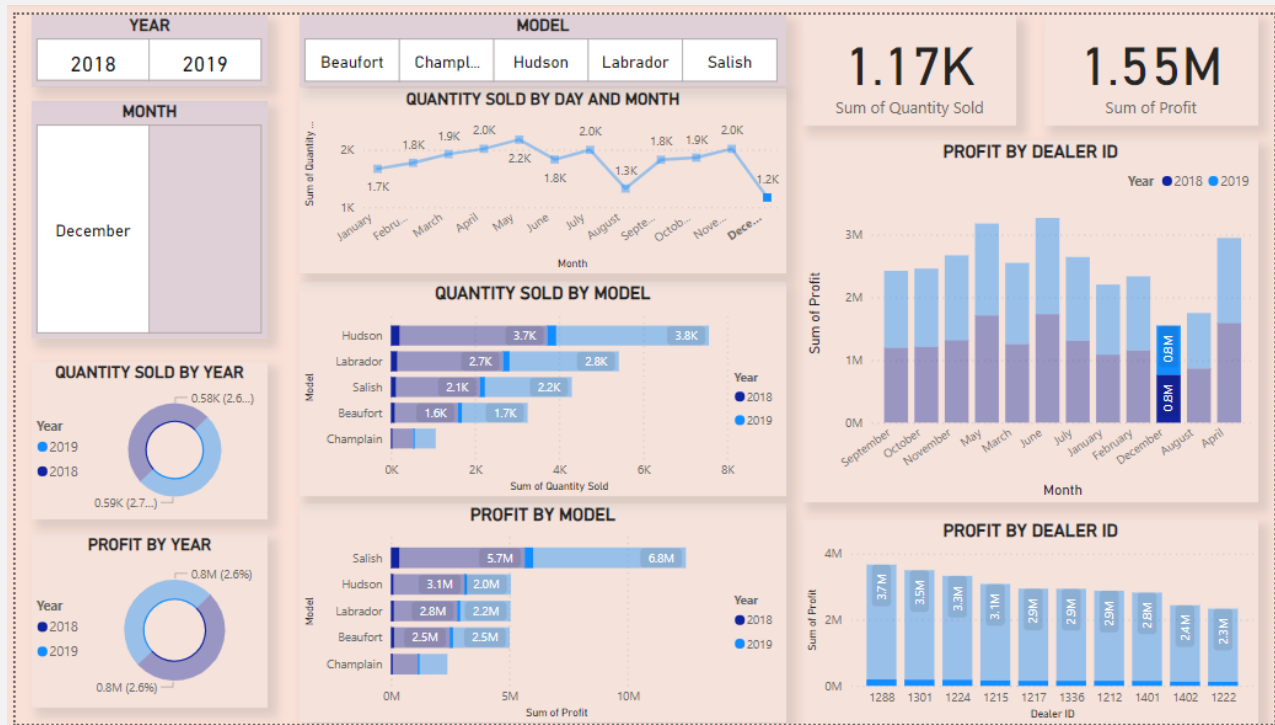
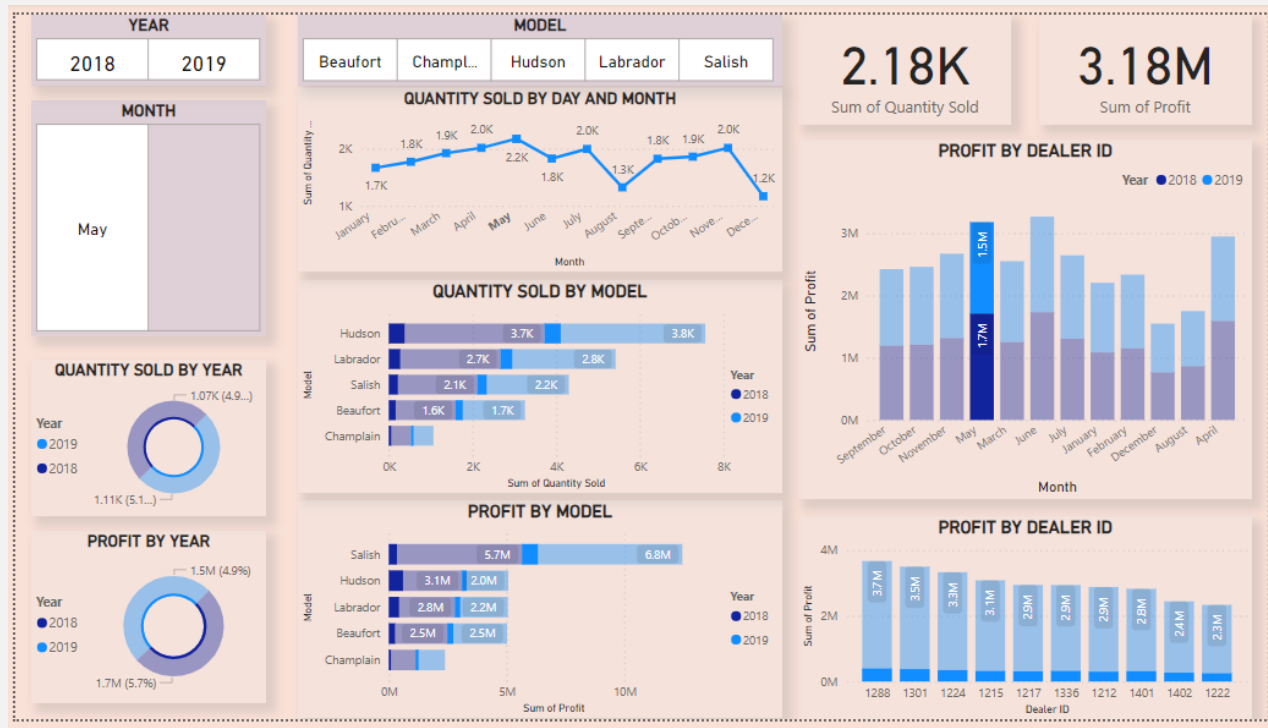
## 2. Monthly Profit Analysis:

- **June** generated the highest profit across all months, reaching a total of **3.27 million**.
- **May** closely followed with a profit of **3.18 million**.
- The months with the lowest profits were **December** and **August**, with December showing the least profitability.



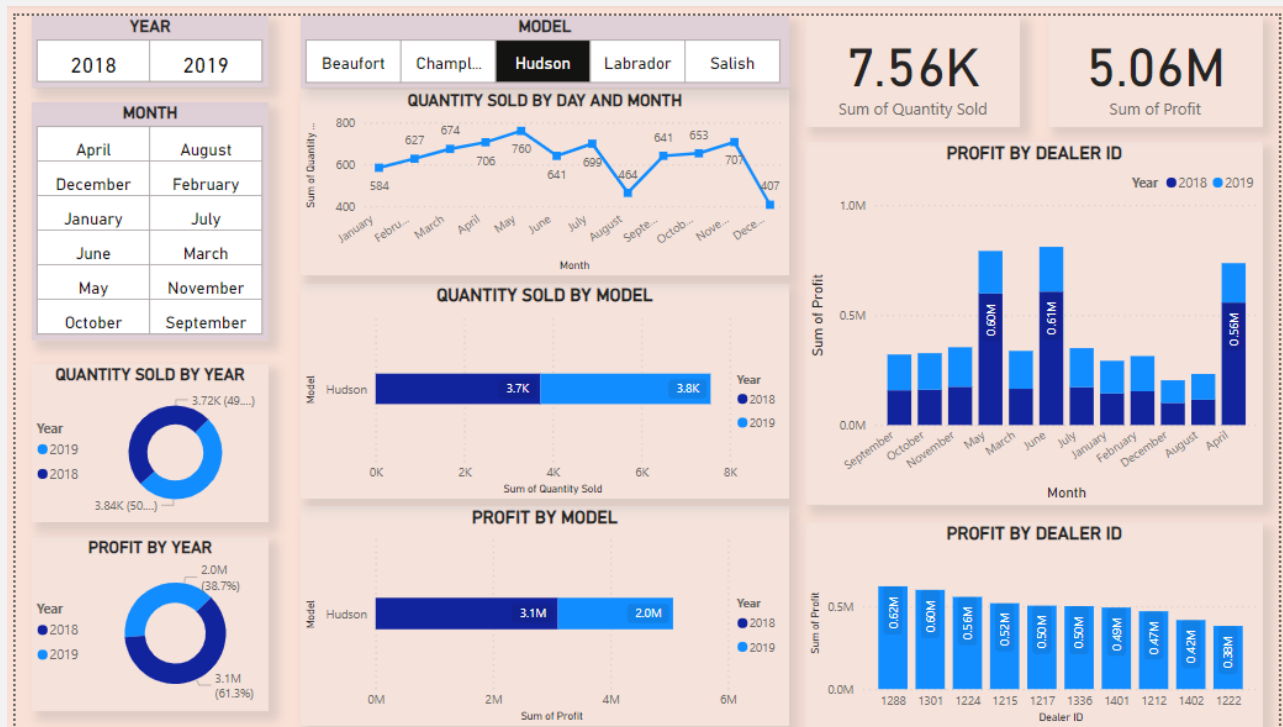
### 3. Monthly Sales Volume:

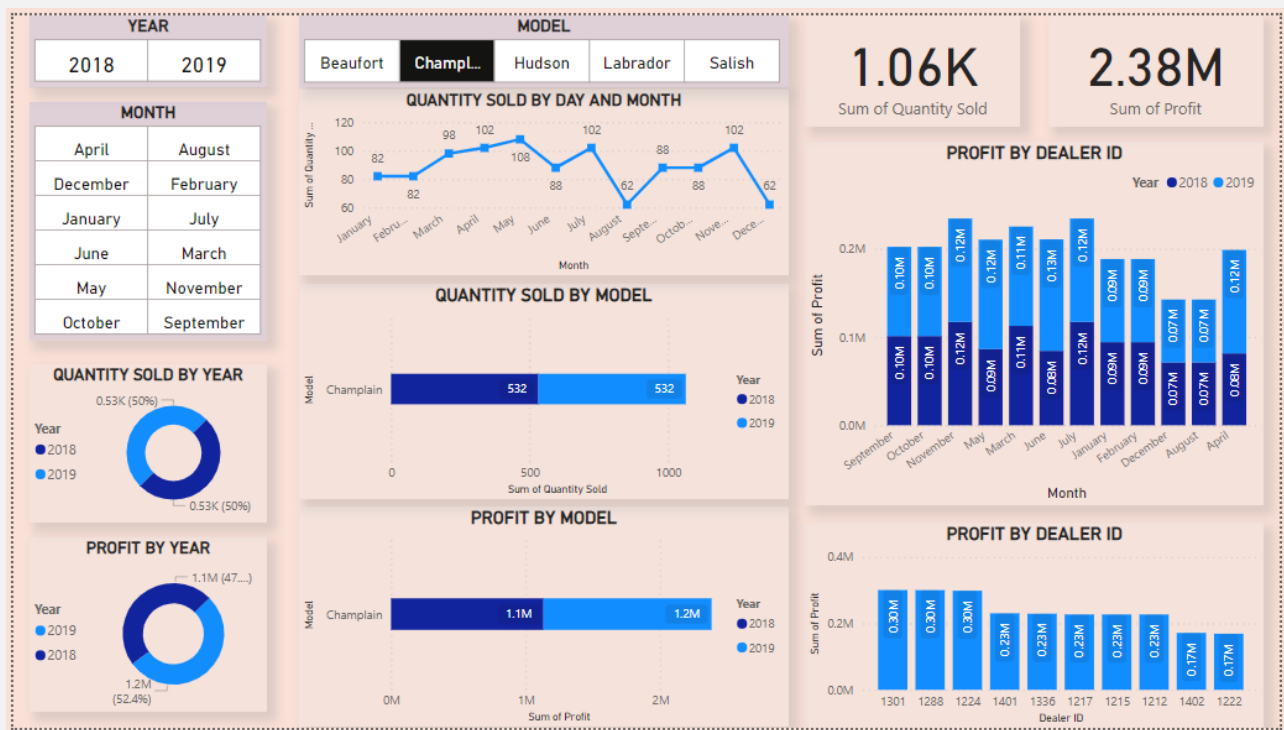
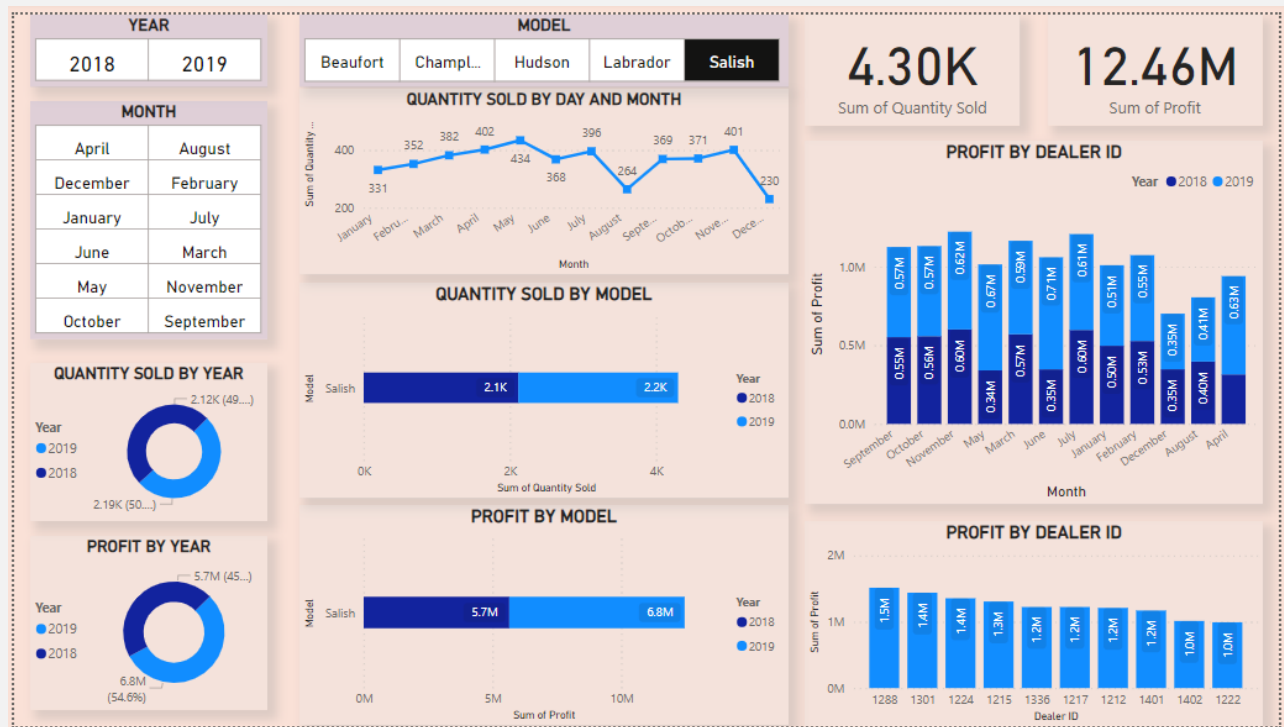
- **April** and **May** stand out as peak months for sales.
- In April, **2,178 cars** were sold, closely followed by May with **2,018 cars** sold.
- The lowest sales volumes occurred in **August** and **December**.



#### 4. Car Models and Dealership Insights:

- **Hudson** consistently led in terms of quantity sold across both 2018 and 2019, indicating strong buyer preference.
- **Dealer ID 1288** appears to favor the **Hudson** model, consistently purchasing more of them compared to other models.
- The **Salish** car model emerges as the most profitable model, generating a substantial **12.46 million** in total profit across both years.
- Despite its profitability, the **Salish** model achieved a moderate sales volume, with **4.3 thousand units** sold.
- In contrast, the **Champlain** model had the lowest profit, totaling only **2.38 million**, with minimal sales volume (only **1.06 thousand units** sold).





## KEY INSIGHTS:

### 1. Seasonal Trends:

- **June** consistently stands out as the most profitable month. Businesses can capitalize on this trend by focusing marketing efforts or promotions during this period.
- **December** and **August**, being the lowest-profit months, might require targeted strategies to boost sales during those times.

### 2. Model Performance:

- The **Salish** car model is highly profitable despite moderate sales volume. Businesses could explore pricing optimization or marketing campaigns to further leverage this model's success.
- Dealerships should closely analyze the performance of the **Champlain** model. Its low profit and sales volume may warrant adjustments or reevaluation.

### 3. Dealer Insights:

- Dealer ID 1288's preference for the **Hudson** model suggests a successful partnership. Dealerships can learn from this and strengthen relationships with high-performing models.

### 4. Marketing and Inventory Decisions:

- Car color distribution insights can influence production and marketing choices.
- Knowing the most and least expensive car makes helps dealerships allocate resources effectively.