**Docx Report for Automobile Industry Performance Analysis**

**1. Introduction**

This report documents the performance analysis of the automobile industry, focusing on sales, costs, discounts, and labor. It provides a comprehensive overview of key metrics and trends using interactive dashboards.

**2. Methodology**

The analysis utilizes data on sales prices, cost prices, spare parts, labor costs, vehicle types, models, makes, client names, reporting years, discounts, countries, and sales modes. Data visualization tools are employed to create charts, tables, and slicers for interactive exploration.

**3. Requirement Analysis**

The key requirement was to develop a user-friendly dashboard to analyze various aspects of the automobile industry's performance. This includes:

* Key performance indicators (KPIs) such as total sales price, total cost price, number of spare parts, and total labor cost.
* Sales and cost price analysis by vehicle type, model, and make.
* Client-specific insights on sales prices and discounts.
* Labor cost analysis by client, year, country, and vehicle type.
* Discount analysis by sales mode and make.
* Sales price visualization by country.

**4. Other Parameters**

* Data Source: Specify the source of the data used (e.g., company database, industry reports).
* Data Cleaning Techniques: Mention any data cleaning steps performed to ensure data accuracy.
* Data Period: Define the timeframe covered by the data (e.g., specific years).

**5. Visualization**

**Task 1: Cover Page**

* Include an interactive button with navigation options:
  + Performance Analysis
  + Labor-Cost Analysis
  + Discount and Sales Analysis

**Task 2: Performance Analysis Page**

* **Number Cards:**
  + Total Sales Price
  + Total Cost Price
  + Number of Spare Parts
* **Charts:**
  + Sales Price by Vehicle Type (Pie chart)
  + Cost Price by Model Analysis (Bar chart)
* **Table:**
  + Client Name, Sales Price, and Total Discount (sortable table)
* **Slicer:** Reporting Year (for filtering data)

**Task 3: Performance Analysis Page**

* **Sales Price by Make Analysis:** Text section summarizing key findings about sales price distribution across different makes (e.g., top-selling makes, average sales price by make).

**Task 4: Labor Cost Analysis**

* **Visualizations:**
  + Highest Labor Cost by Client Name (Table)
  + Labor Cost by Year (Line chart)
  + Labor Cost by Client Name (Bar chart)
  + Labor Cost by Country (Donut chart)
  + Labor Cost by Vehicle Type (Bar chart)

**Task 5: Discount and Sales Analysis**

* **Visualizations:**
  + Total Discount by Model (Clustered bar chart)
  + Total Discount by Make (Pie chart)
  + Sales Price by Country Name (Donut chart)
  + Total Discount by Country Name (Donut chart)

**6. Insights from the Charts and Dashboards**

By analyzing the visualizations, users can glean valuable insights such as:

* Overall sales performance and profitability based on sales price and cost price.
* Popular vehicle types and models based on sales price trends.
* Client buying behavior and discount preferences.
* Labor cost variations across clients, years, countries, and vehicle types.
* The impact of discounts on sales and potential areas for optimization.
* Geographical distribution of sales and discounts.

**7. Conclusion**

The Automobile Industry Performance Analysis dashboard provides a comprehensive and interactive tool for exploring key metrics. It empowers stakeholders to make data-driven decisions regarding pricing strategies, cost control, resource allocation, and marketing campaigns.