



# Data Analyst Portofolio 'Car Sales'

Dataset, Data Cleansing, Business Question Analysis, Dashboard  
Visualization, and Insights from the Visual Analysis

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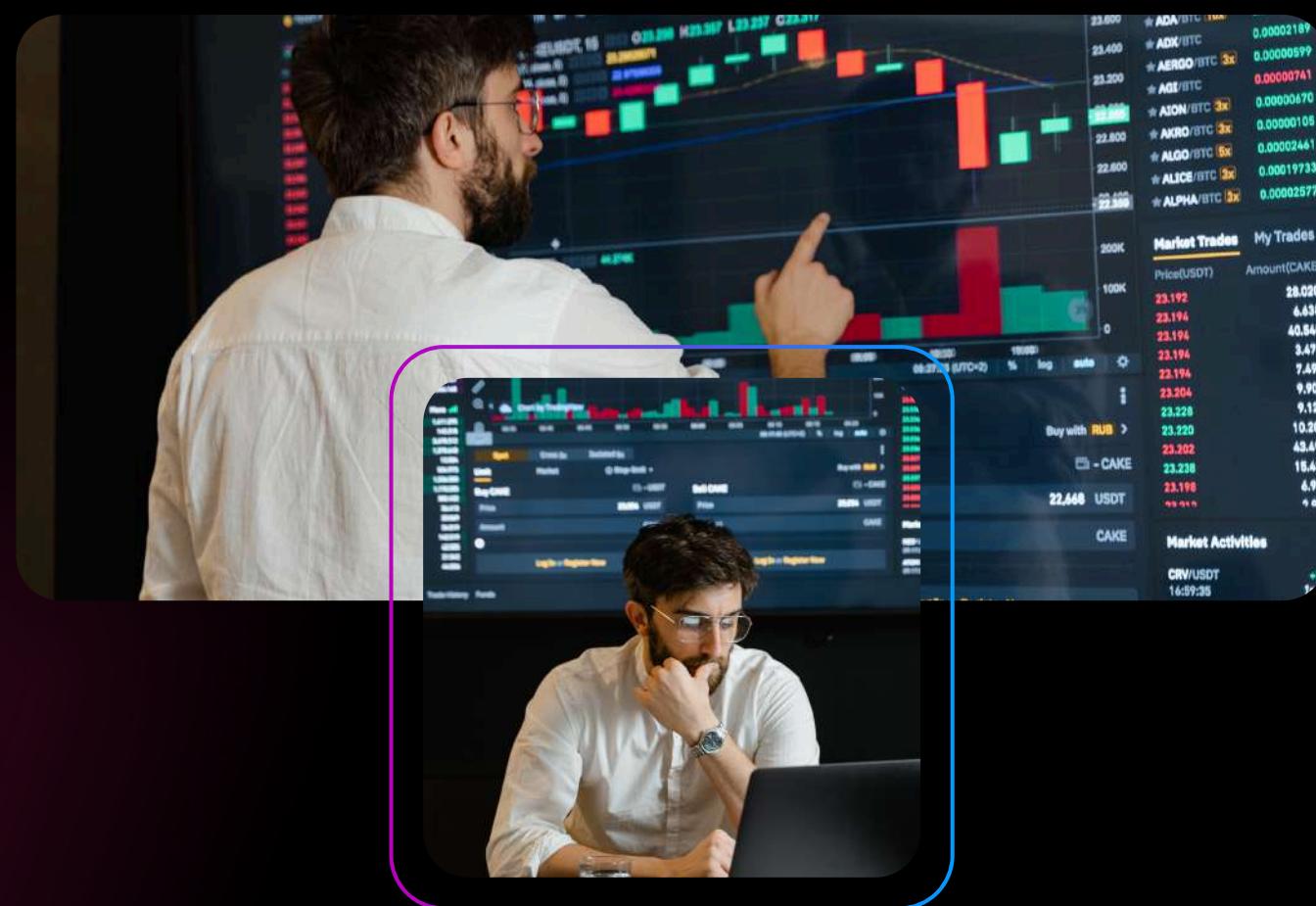
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Linkweb : [portfolio-adhitama.vercel.app](https://portfolio-adhitama.vercel.app)

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# Dataset Description

The dataset used consists of car sales data over the last five years. It includes sales transactions, customer information, dealer data, and regional data.

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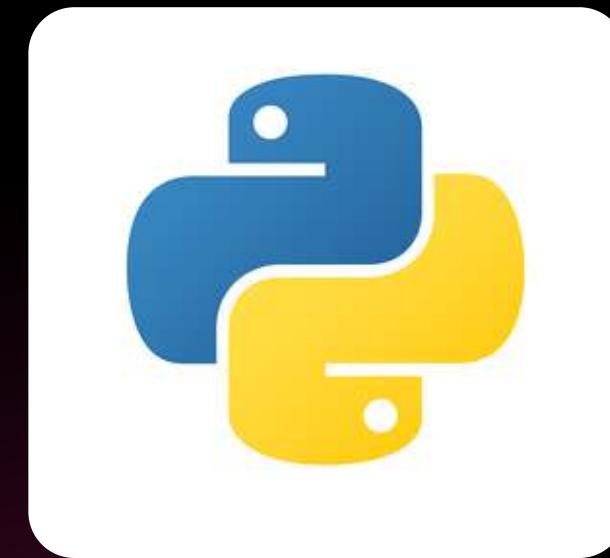
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Excel, Python, Power BI



## What tools are used?



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# Data Used :

- Car-Sales-Data.xlsx
- Car Payment.xlsx
- Customer-Data.xlsx
- Dealer-Name.xlsx
- Region.xlsx

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# Data Cleaning Process



- Handling missing values
- Removing duplicates
- Data type correction
- Standardization / normalization
- Handling inconsistent data
- Validation and filtering



# Business Question Analysis

- How does the revenue trend change from 2022 to 2025?
- How does the total number of units sold evolve over the same period?
- Which companies contribute the most to total revenue?
- Do brands with higher units sold always generate higher revenue?
- How does sales performance compare based on payment type (cash vs credit)?



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# Business Question Analysis

- Which body style is most preferred by customers?
- How is revenue distributed based on customer gender?
- Which age group is the most active in making purchases?
- Which dealers and salespersons demonstrate the best performance?
- What key insights can be derived from this dashboard?



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# Dashboard using Power Bi

## Main Page:

### Monitoring Sales Dashboard

Made by Adhitama

**Power BI Car Sales**

**Filters**

Date: 1/3/2022 - 7/12/2025

Company: All

City: All

Body Style: All

Sales Type: Cash, Credit

**Key Metrics**

- Unit Car Sales: 23,696**
- Total Customer: 4,460**
- Avg Car Price: \$25.70K**
- Net Revenue: \$609.08M**

**Top 8 Market Share by Company**

Company	Market Share (%)
Oldsmobile	15.32%
Lexus	15.46%
Pontiac	11.98%
Volvo	9.55%
Oldsmobile	21.57%
Lexus	15.57%
Pontiac	7.05%
Volvo	15.46%

**Top 5 Car Sales Trend**

Year	Chevrolet	Dodge	Ford	Mercedes-Benz	Oldsmobile
2022	~150	~150	~150	~150	~150
2023	~180	~180	~180	~180	~180
2024	~170	~170	~170	~170	~170
2025	~160	~160	~160	~160	~160

**Sales Type**

Type	Percentage
Cash	33.76%
Credit	66.24%

**Car Distribution by Year**

Car Model	2022	2023	2024	2025
Acura	~25%	~25%	~25%	~25%
Audi	~25%	~25%	~25%	~25%
BMW	~25%	~25%	~25%	~25%
Buick	~25%	~25%	~25%	~25%
Cadillac	~25%	~25%	~25%	~25%

**World Map**

**Company Performance**

Company	Total Units Sold	Total Customer	Total Revenue
Chevrolet	1819	1214	\$43,723,
Dodge	1671	1155	\$40,484,
Ford	1614	1134	\$43,334,
Volkswagen	1333	993	\$31,270,
Passat	391	350	\$7,031,
Jetta	382	342	\$11,273,
GTI	165	161	\$3,688,
<b>Total</b>	<b>23696</b>	<b>4460</b>	<b>\$609,083,</b>

**Bottom Row Data**

- Volkswagen 5.63%
- Mercedes-B 5.42%
- Mitsubishi 5.39%
- Chrysler 4.73%
- Oldsmobile 4.69%

# Dashboard using Power Bi

## Page 2:

**Car Sales Dashboard**

**609M**  
Total Revenue

**24K**  
Total Units Sold

**25.70K**  
Avg Car Price

**66.47M**  
Total Commission

Date

[ ]

[ ]

**Total Revenue by Dealer Name**

Dealer Name	Total Revenue (M)
Rabun Used Car...	34M
Progressive Shi...	33M
U-Haul CO	33M
Scrivener Perform...	32M
Saab-Belle Dodge	32M
Race Car Help	32M
Tri-State Mack Inc	32M
Star Enterprises ...	32M
Suburban Ford	32M
Ryder Truck Ren...	32M
Iceberg Rentals	16M
Gartner Buick H...	16M
Classic Chevy	16M
Enterprise Rent ...	16M
Nebo Chevrolet	16M
Capitol KIA	16M
Pars Auto Sales	16M

**Total Revenue**

609M

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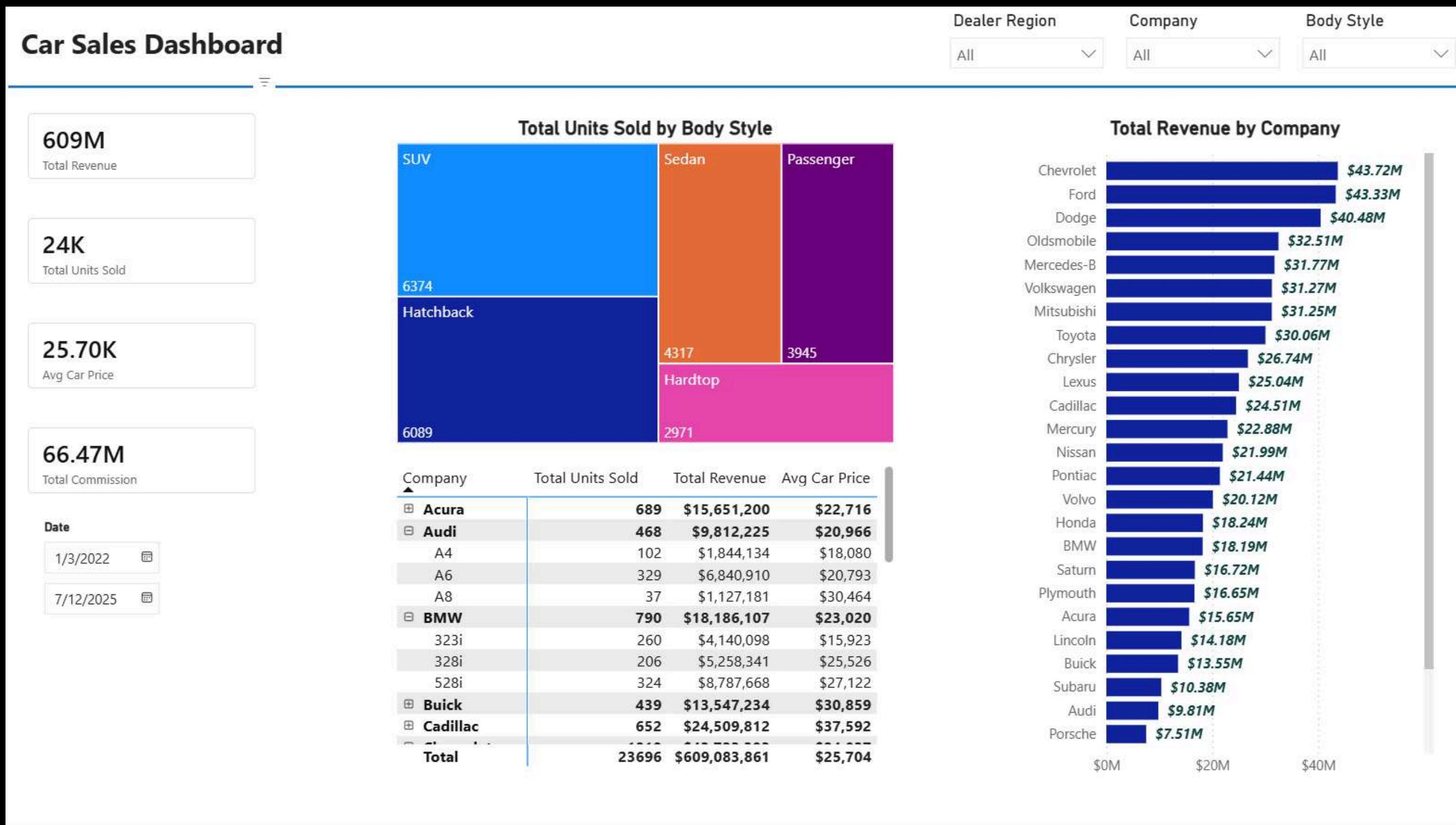
Dealer Region
Company
Body Style

All
All
All

Salesperson	Total Revenue	Total Units Sold	Total Commission
David Smith	344064	11	38,243.82
Classic Chevy	55968	2	6,301.42
Motor Vehicle Branch Office	120192	2	11,061.17
Chrysler Plymouth	35782	1	4,545.87
McKinney Dodge Chrysler Jeep	20185	1	2,686.59
Progressive Shippers Cooperative Association No	16515	1	2,494.15
Rabun Used Car Sales	16515	1	2,289.07
Race Car Help	16516	1	1,250.11
Scrivener Performance Engineering	38535	1	3,831.98
U-Haul CO	23856	1	3,783.47
Christopher Johnson	269102	10	29,809.89
Jennifer Smith	259744	10	33,712.22
Michael Johnson	184419	10	18,623.07
Robert Smith	300942	10	32,675.12
David Jones	183503	9	20,705.89
Eric Johnson	230749	9	24,792.90
James Smith	333511	9	35,505.22
Michael Smith	223869	9	24,452.09
Stephanie Smith	196252	9	22,985.15
<b>Total</b>	<b>609083861</b>	<b>23696</b>	<b>66,471,359.91</b>

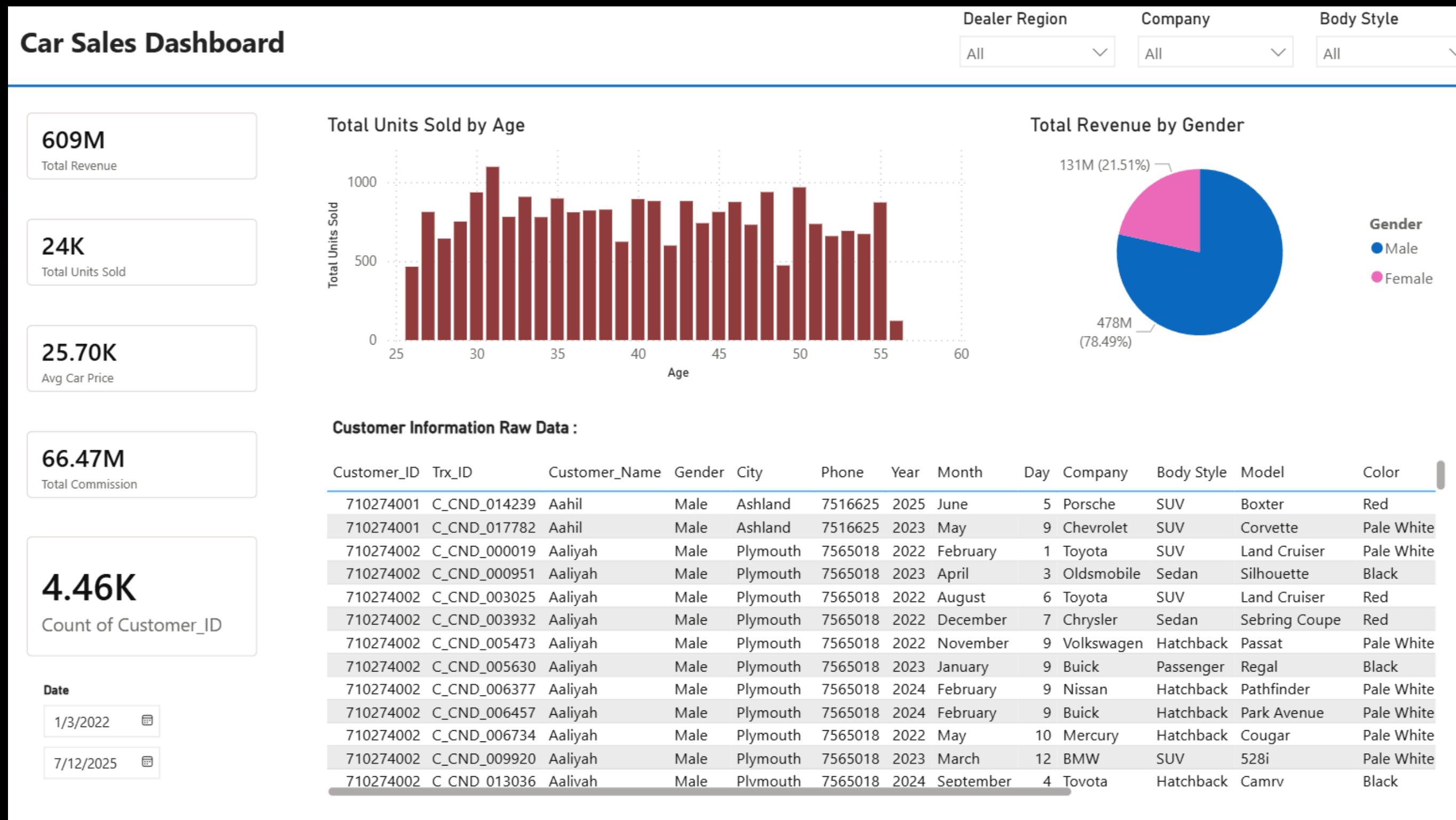
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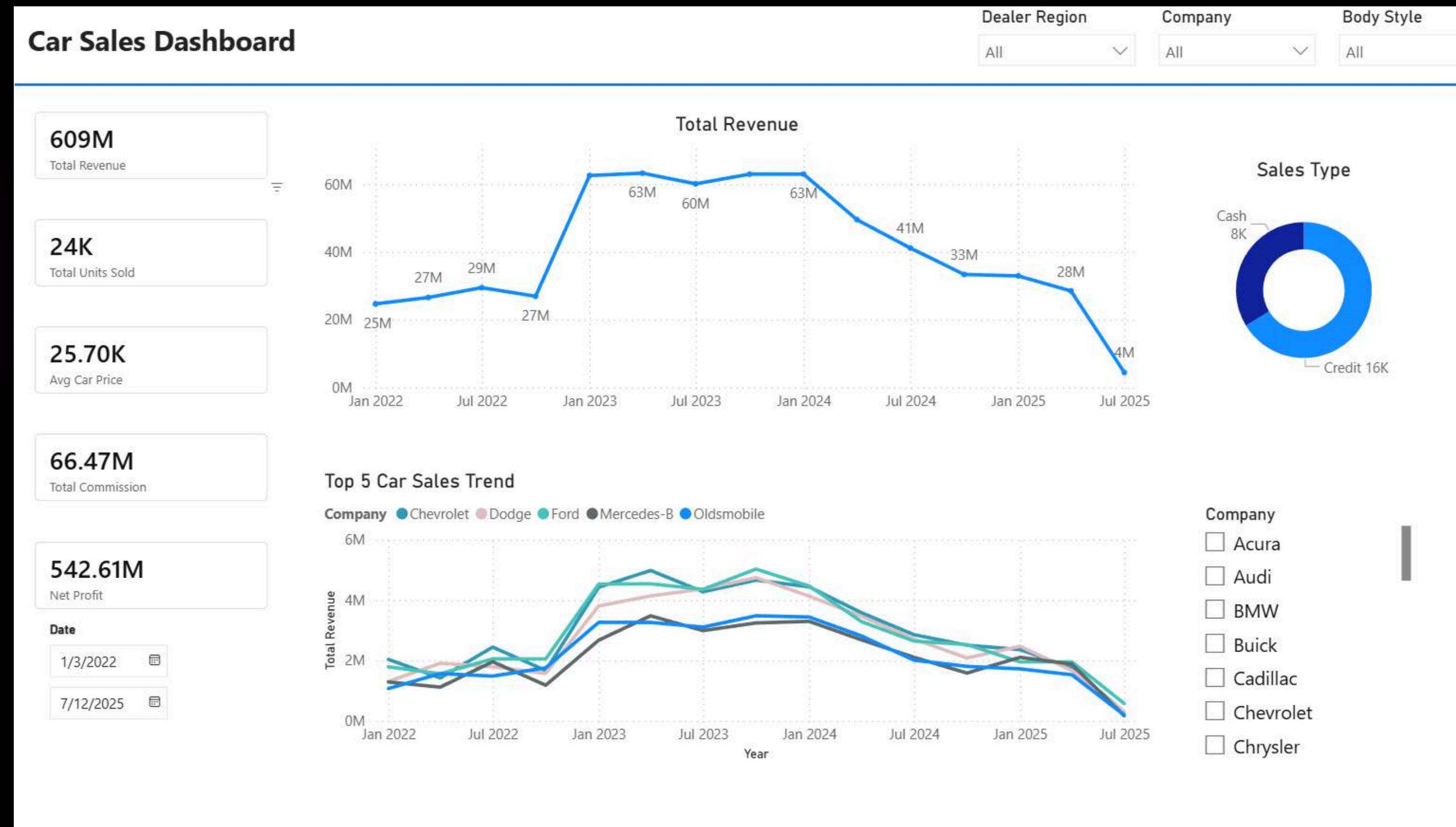
# Dashboard using Power Bi

## Page 4 :



# Dashboard using Power Bi

## Page 5 :



# 1. Insight apa yang di dapat ?

- Bagaimana tren grafik revenue dari tahun 2022–2025?

Revenue meningkat signifikan dari 2022 hingga mencapai puncak pada 2023, relatif stabil di awal 2024, kemudian mengalami penurunan tajam hingga 2025.

- Bagaimana perkembangan total unit terjual selama periode tersebut?

Total unit terjual mengikuti pola yang serupa dengan revenue, di mana terjadi peningkatan hingga 2023 lalu menurun pada 2024–2025.

- Perusahaan mana yang memberikan kontribusi revenue terbesar?

Chevrolet, Ford, dan Dodge menjadi kontributor utama terhadap total revenue dibandingkan brand lainnya.

- Apakah brand dengan unit terjual tinggi selalu menghasilkan revenue tertinggi?

Tidak selalu, karena beberapa brand memiliki volume penjualan tinggi namun dengan harga rata-rata kendaraan yang lebih rendah.

## 2. Insight apa yang di dapat ?

- Bagaimana perbandingan penjualan berdasarkan tipe pembayaran?

Penjualan dengan metode kredit mendominasi dibandingkan cash, menunjukkan preferensi pelanggan terhadap skema cicilan.

- Body style apa yang paling diminati pelanggan?

SUV dan Hatchback menjadi body style dengan unit terjual tertinggi dibandingkan kategori lainnya.

- Bagaimana distribusi revenue berdasarkan gender pelanggan?

Mayoritas revenue berasal dari pelanggan laki-laki, sementara kontribusi pelanggan perempuan masih relatif lebih kecil.

- Kelompok usia mana yang paling aktif melakukan pembelian?

Pelanggan pada rentang usia produktif menengah menunjukkan jumlah pembelian tertinggi.

- Dealer dan salesperson mana yang memiliki performa terbaik?

Beberapa dealer dan salesperson tertentu secara konsisten menghasilkan revenue dan unit terjual paling tinggi.



# Thank You

FOR YOUR ATTENTION

*Link Power BI 'Car Sales Dashboard' Online Access:*

[https://app.powerbi.com/view?  
r=eyJrIjoiZGZhNzdhZTMtODRkYi00ZDE2LTljZTMtZDQ1MzRlY2M0NzZiliwidCI6IjkwYWZmZTBmLWMyYT MtNDEwOC1iYjk4LTjZWIOZTk0ZWYxNSIsImMiOjEwfQ%3D%3D&pageName=25c483cb56256dcc311](https://app.powerbi.com/view?r=eyJrIjoiZGZhNzdhZTMtODRkYi00ZDE2LTljZTMtZDQ1MzRlY2M0NzZiliwidCI6IjkwYWZmZTBmLWMyYT MtNDEwOC1iYjk4LTjZWIOZTk0ZWYxNSIsImMiOjEwfQ%3D%3D&pageName=25c483cb56256dcc311)



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