Car Sales Analysis Using Excel

Rhives Technologies Internship – Week 1

Presented by:
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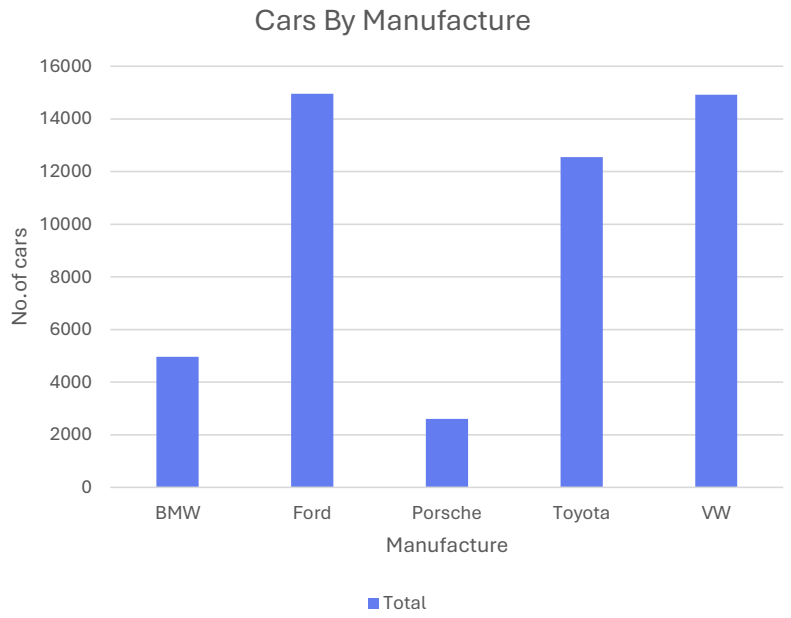
Role: Data Analyst Intern

Objective & Dataset:

- **Objective:**
- To analyze car sales data for trends in price, mileage, and fuel type.
- To visualize key metrics using Excel charts and dashboards.
- **Dataset Summary:**
- Total Records: 50,000 cars
- Attributes: Manufacturer, Model, Engine Size, Fuel Type, Year, Mileage, Price
- Tool Used: Microsoft Excel (Pivot Tables, Charts, Dashboard Layout)
- Source: Rhives Technologies Internship Dataset

Insights – Cars by Manufacturer

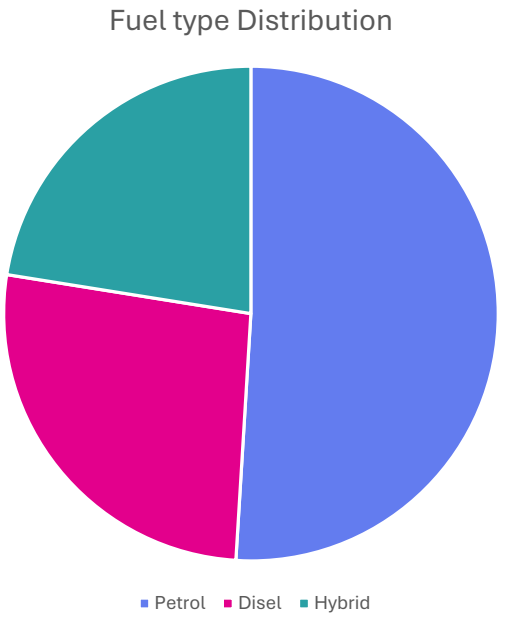
- **Observation:**
- VW and BMW have the highest representation.
- Toyota and Porsche appear less frequently, indicating niche positioning.
- German brands dominate overall distribution.



Insights – Cars by Fuel Type

Observation:

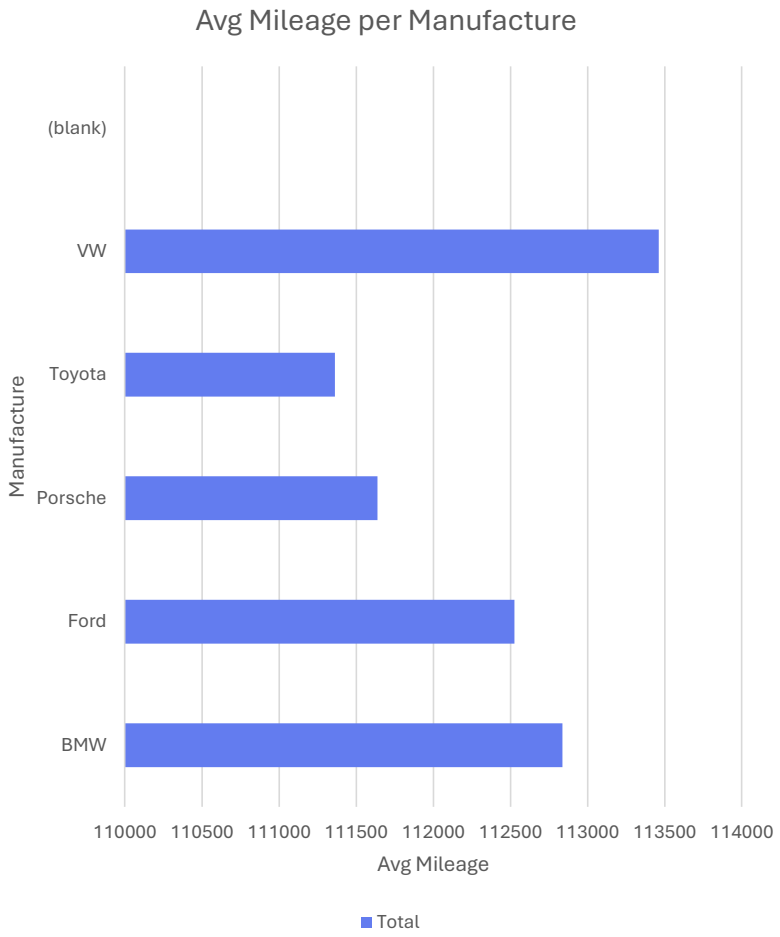
- Petrol cars dominate the dataset (~25K).
- Diesel vehicles are moderately represented (~13K).
- Hybrids form the smallest group (~11K), showing limited adoption.



Average Mileage by Brand

Observation:

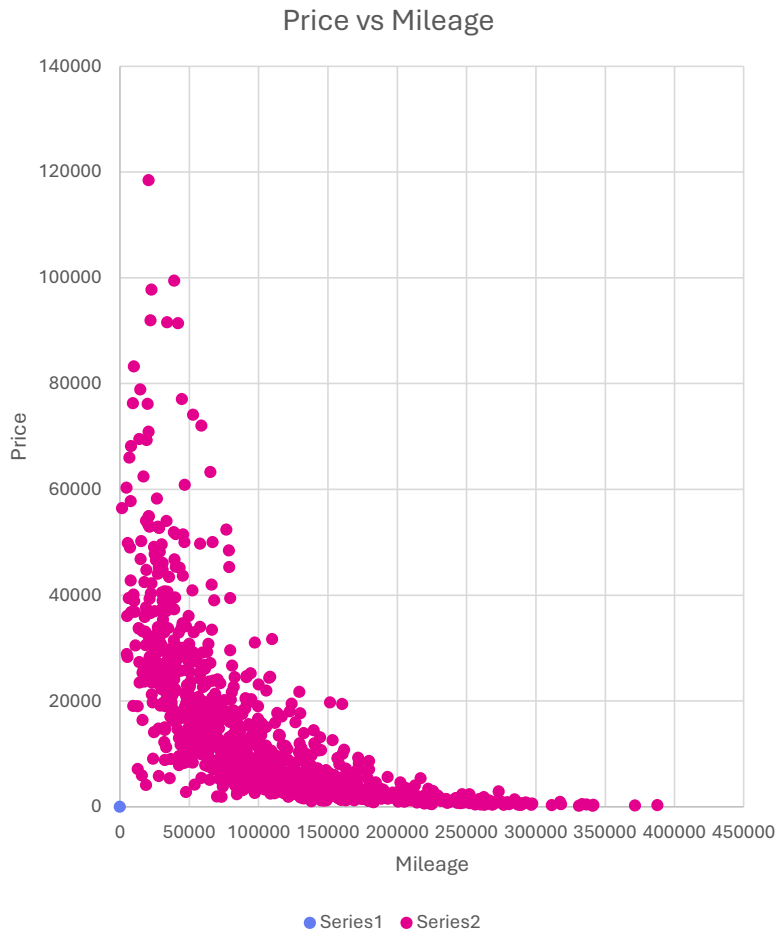
- VW cars offer the highest average mileage (~113K).
- BMW and Ford show consistent performance and efficiency.
- Porsche and Toyota have lower mileage averages due to focus on luxury/performance.



Price vs Mileage Relationship

Observation:

- There’s a clear inverse relationship — as price increases, mileage decreases.
- High-end cars = Low mileage + High price.
- Budget cars = High mileage + Low price.
- Correlation: **-0.63**



Dashboard Overview

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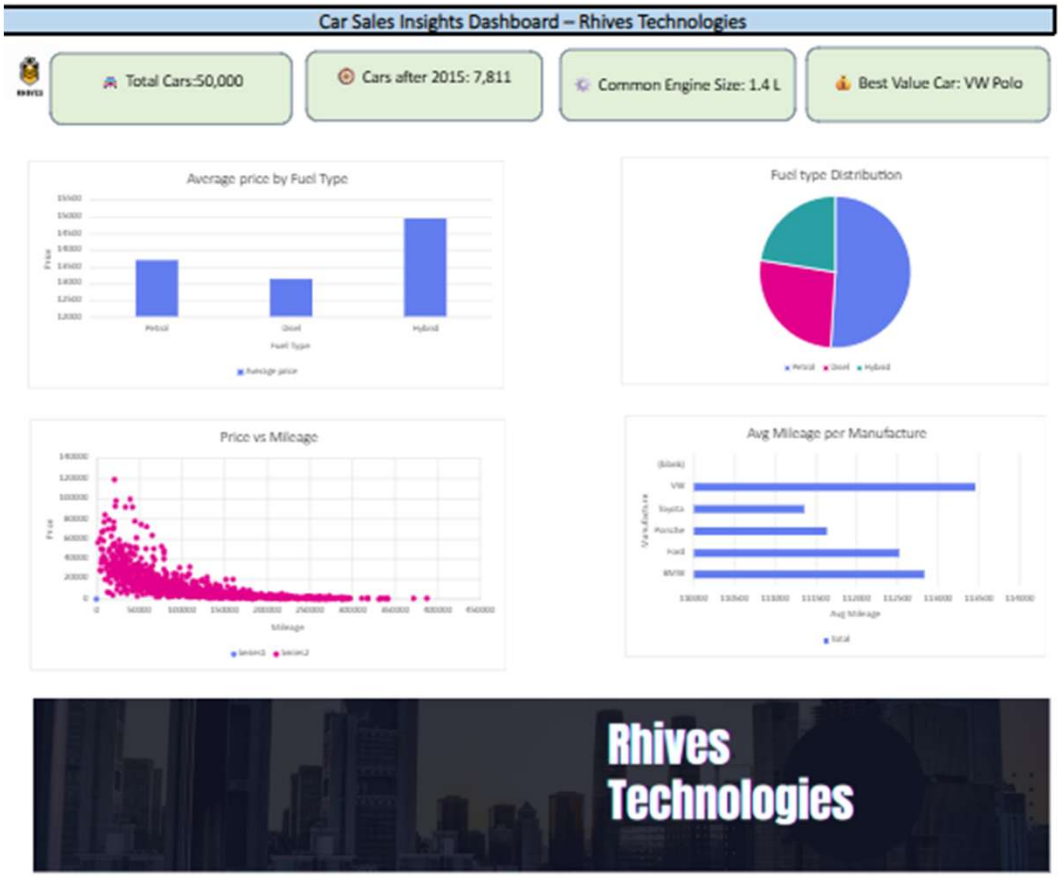

Key Learnings & Acknowledgment

Key Learnings:

- Learned to perform end-to-end data analysis — from importing raw data to cleaning, analyzing, and visualizing insights using Excel.
- Gained hands-on experience with Pivot Tables, Pivot Charts, and dynamic formulas such as `COUNTIF`, `AVERAGEIF`, and `INDEX-MATCH`.
- Designed an interactive Excel dashboard using charts, slicers, and KPI cards to summarize complex data clearly and visually.
- Interpreted car sales data to identify real-world insights like fuel type trends, manufacturer dominance, and price–mileage relationships.

Acknowledgment:

Special thanks to **Rhives Technologies** for this opportunity to explore real-time Excel analytics and develop professional skills.


THANK
YOU