POWER BI PROJECT: NEXT-GEN FINANCIAL INSIGHTS

DATA VISUALIZATION | INFOSYS SPRINGBOARD INTERNSHIP 5.0

Team Members

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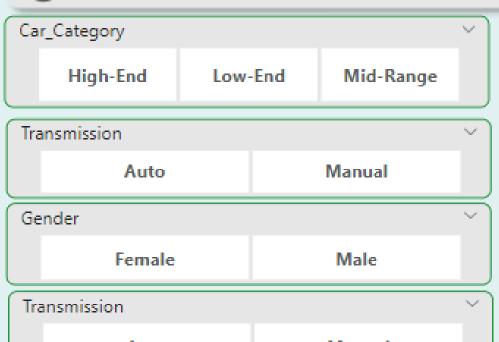
Introduction

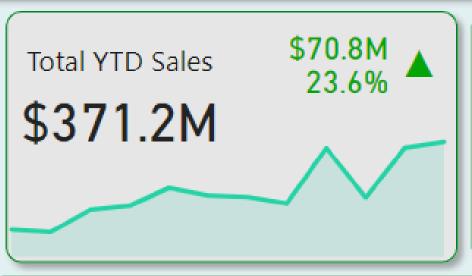
Welcome to our Next-Gen Financial Insights Report. Today, we delve into a comprehensive overview of our key financial metrics, sales trends, and overall financial health. By analyzing these insights, we can identify areas of strength, pinpoint opportunities for improvement, and make data-driven decisions to enhance our company's profitability and growth.

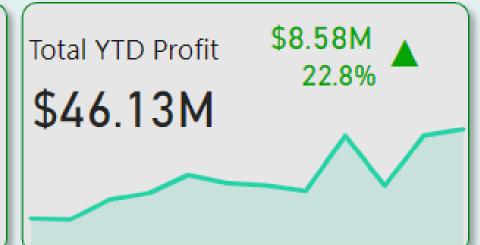
This presentation is more than just numbers, it's a narrative of our collective efforts, showcasing the impact of our financial strategies and the pathways to future success.



CAR SALES DASHBOARD | OVERVIEW | 2023

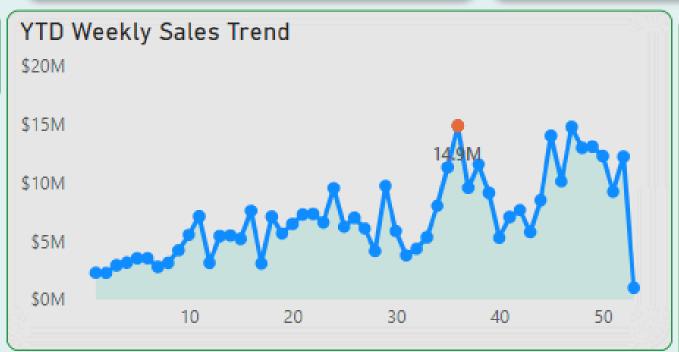


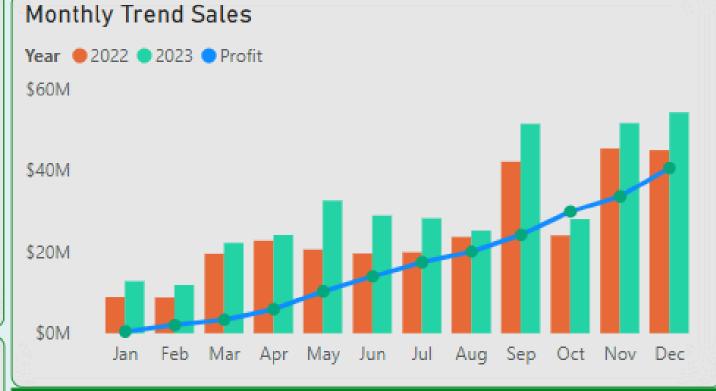




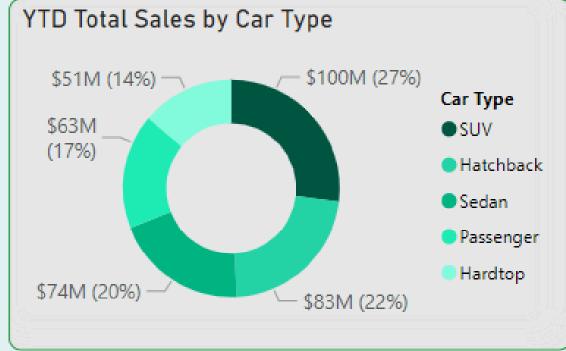






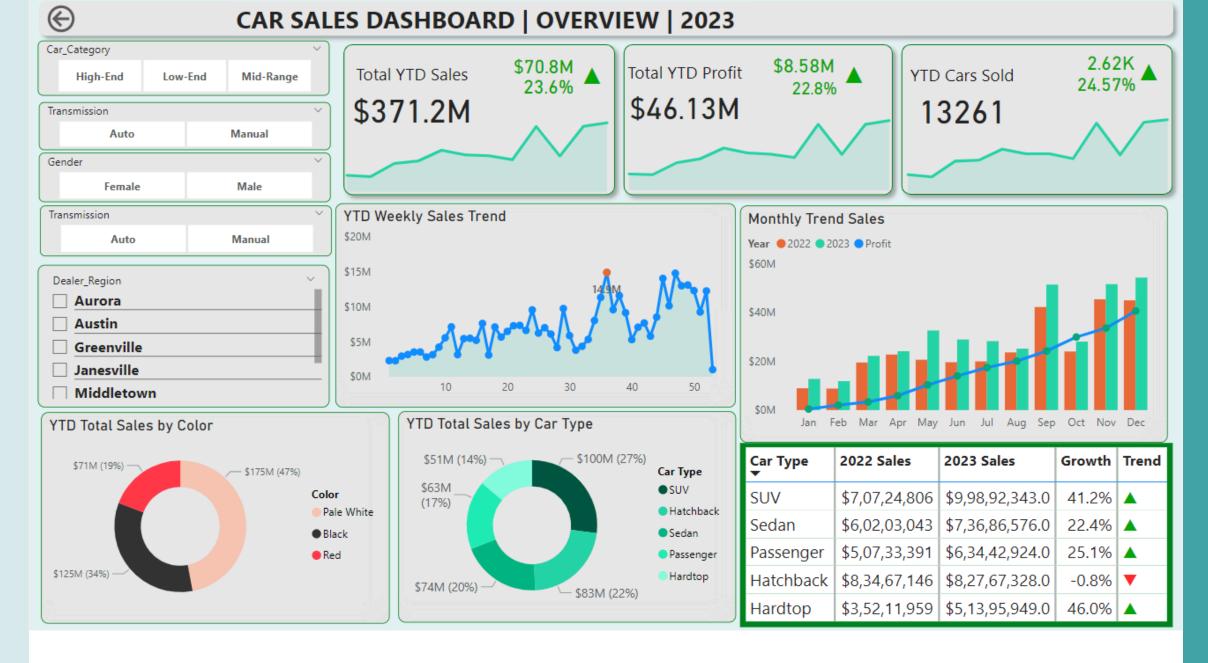


YTD Total Sales by Color	
\$71M (19%) \$175M (47%) \$125M (34%)	Color Pale White Black Red



Car Type ▼	2022 Sales	2023 Sales	Growth	Trend
SUV	\$7,07,24,806	\$9,98,92,343.0	41.2%	A
Sedan	\$6,02,03,043	\$7,36,86,576.0	22.4%	A
Passenger	\$5,07,33,391	\$6,34,42,924.0	25.1%	A
Hatchback	\$8,34,67,146	\$8,27,67,328.0	-0.8%	▼
Hardtop	\$3,52,11,959	\$5,13,95,949.0	46.0%	A

Project Overview



- Developed financial dashboards to provide actionable insights.
- Utilized Power BI for data modeling, visualization, and reporting.
- Focused on KPIs such as Revenue trends, Sales
 Performance, and Growth analysis

Key Metrics And KPI's



Aggregated
Sales Amount



Weekly & Monthly Revenue Trend



Year-over-Year Financial Metrics



Gross profit Margin



Popular Car Models



Sales vs. Profit Comparison Chart

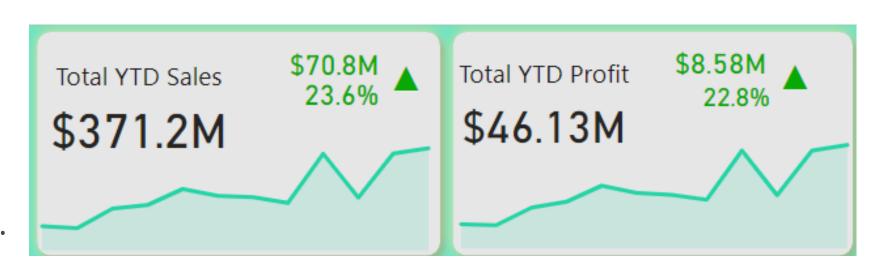


Top Performing Charts

Sales Performance

Revenue Growth

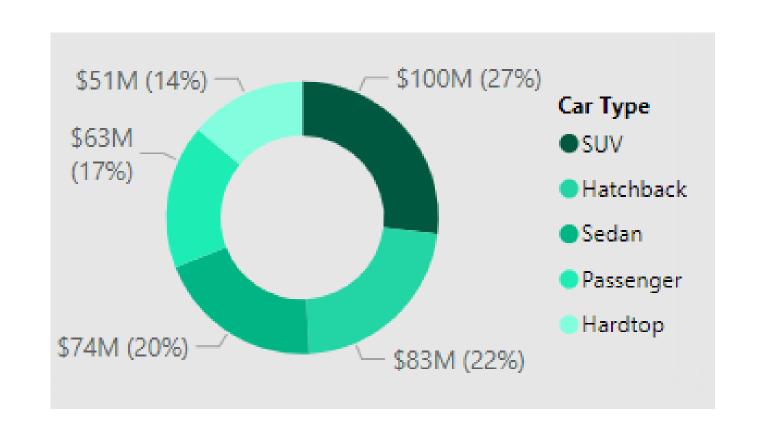
Our sales efforts have yielded a commendable 23.6% increase in revenue with 22.8% Profit growth compared to the previous period, showcasing robust growth in car sales.



Market Penetration

Successful market penetration has been achieved in some specific car segments - Hardtop and SUV cars dominate sales among other segments with 46% and 41% growth in comparison to previous year.

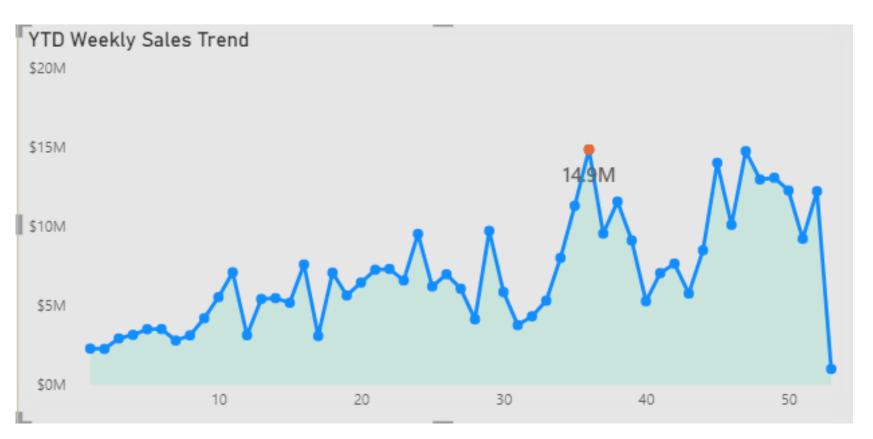
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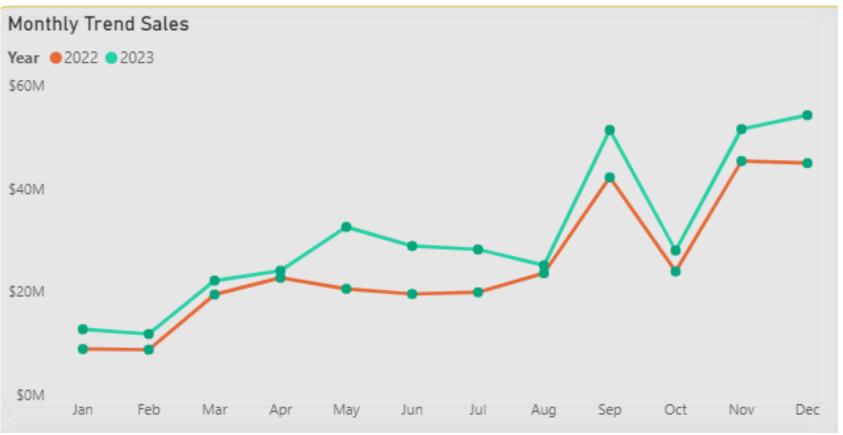


Time Series Visualization

Monthly and Weekly Sales Trend

- Financial Insights shows an upward trend in 30th week of year after a slight fall as much of peak sales of 14.9 Million.
- A seasonal trend has been shown in the sales, after the 1st quarter the numbers are shown to go in upward trend.

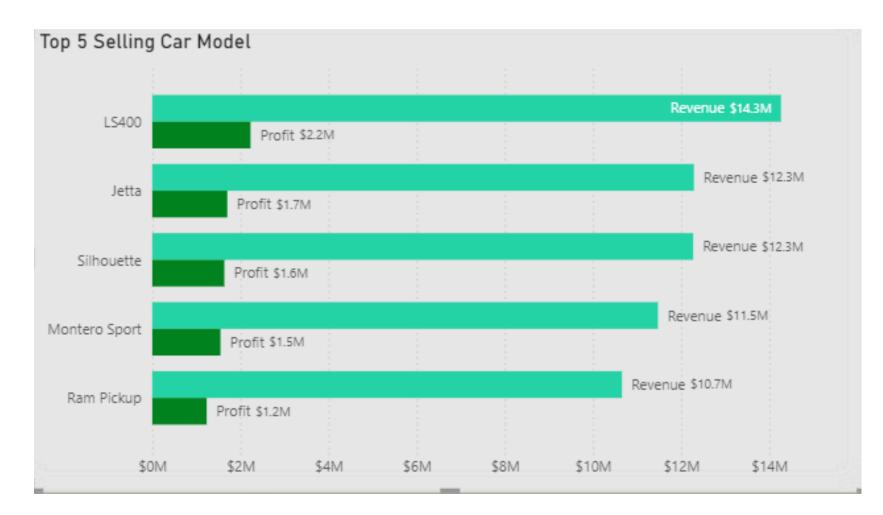


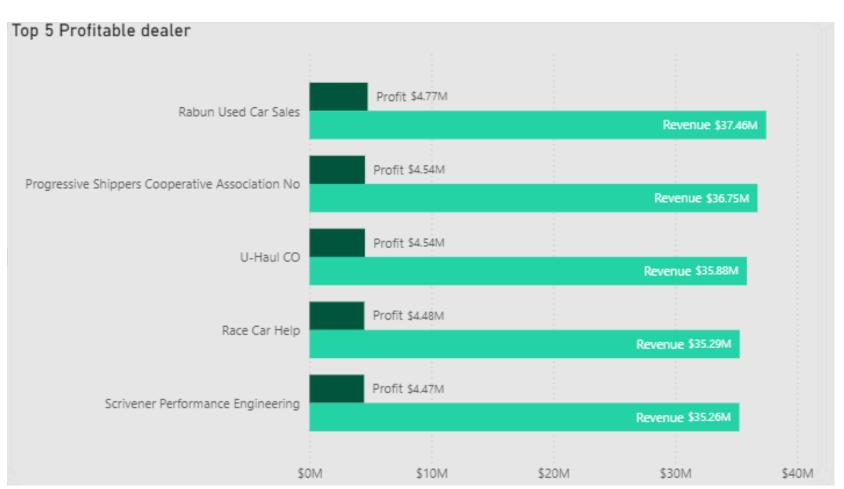


Top Performers

Customer Segmentation Insights

- Top selling car includes LS400, Jetta and others shows excellent performance compares to other models of cars
- Among all the dealers it shows which consistently exceeds sales targets and learn from their sales techniques and customer relationships

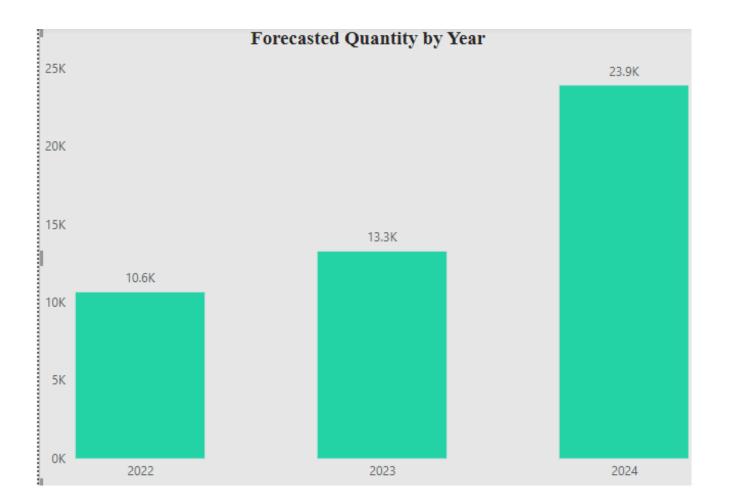


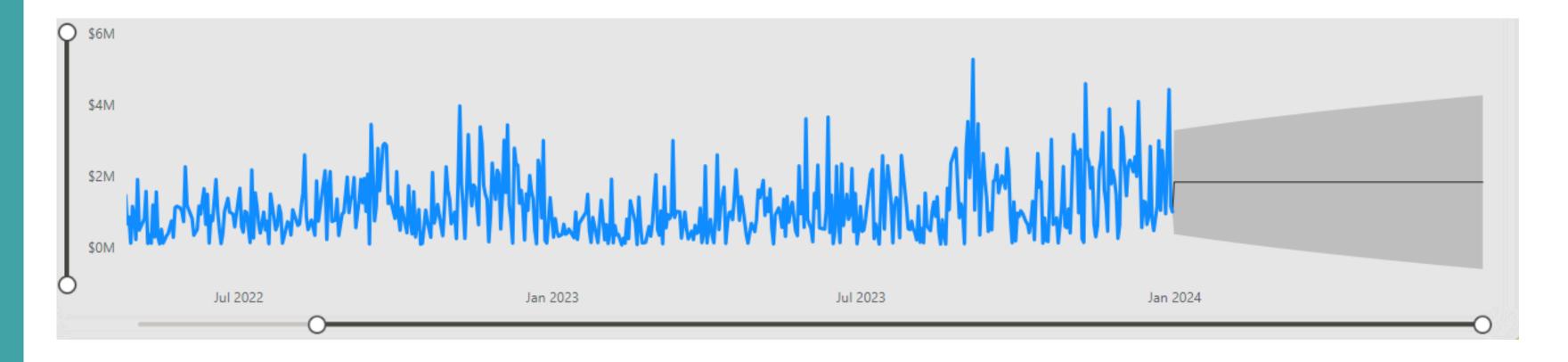


Forecasting

Forecasting & Prediction Analysis

Using a simple moving average model, we've forecasted future sales trends. The model predicts a steady increase in sales over the next year. This information helps us plan for future growth and allocate resources effectively







- Strong sales growth has been seen in comparison to the previous year.
- Year on Year profit growth is showing in SUV types of cars
- Company should focus on other segments of cars so as to capture a big market

Thank You