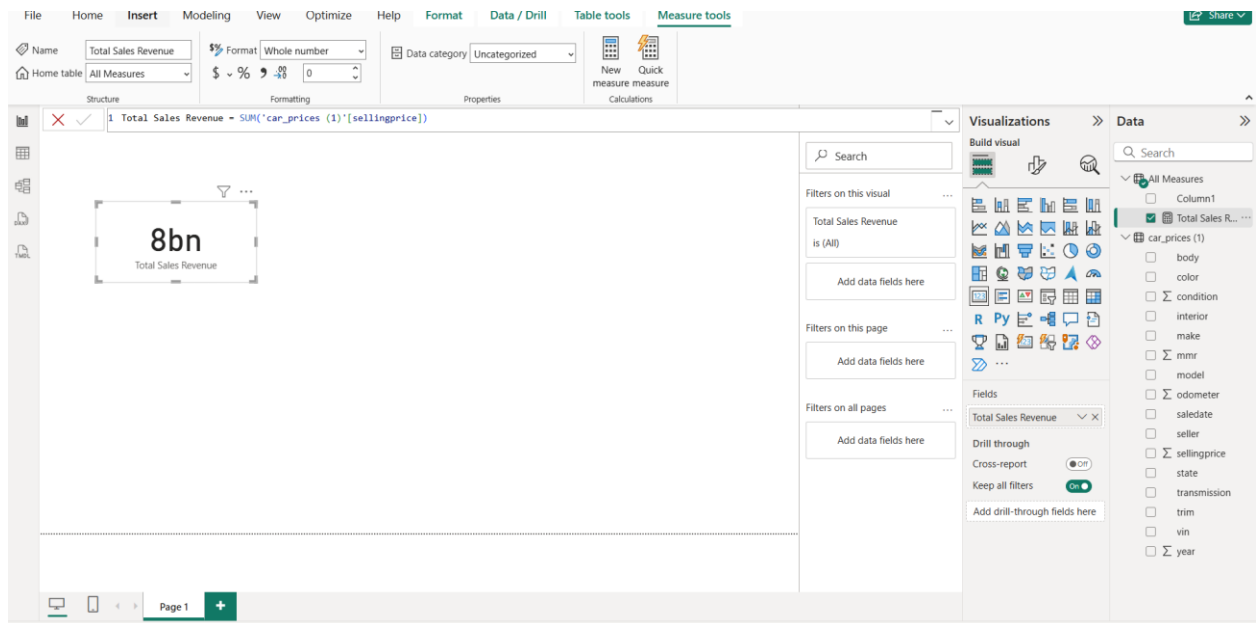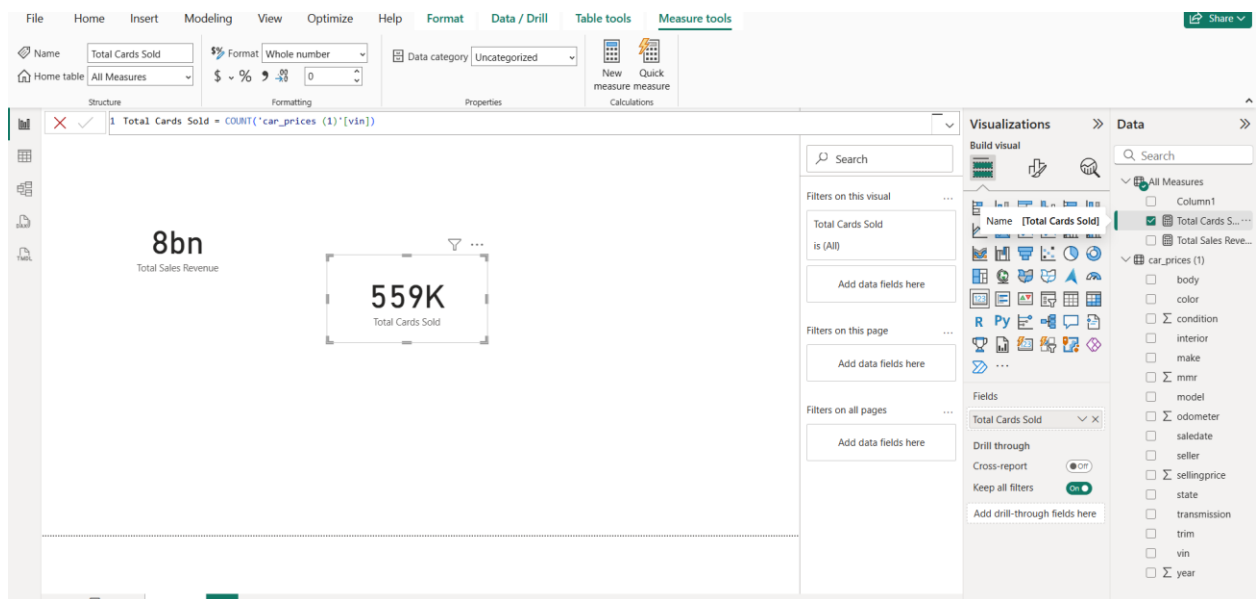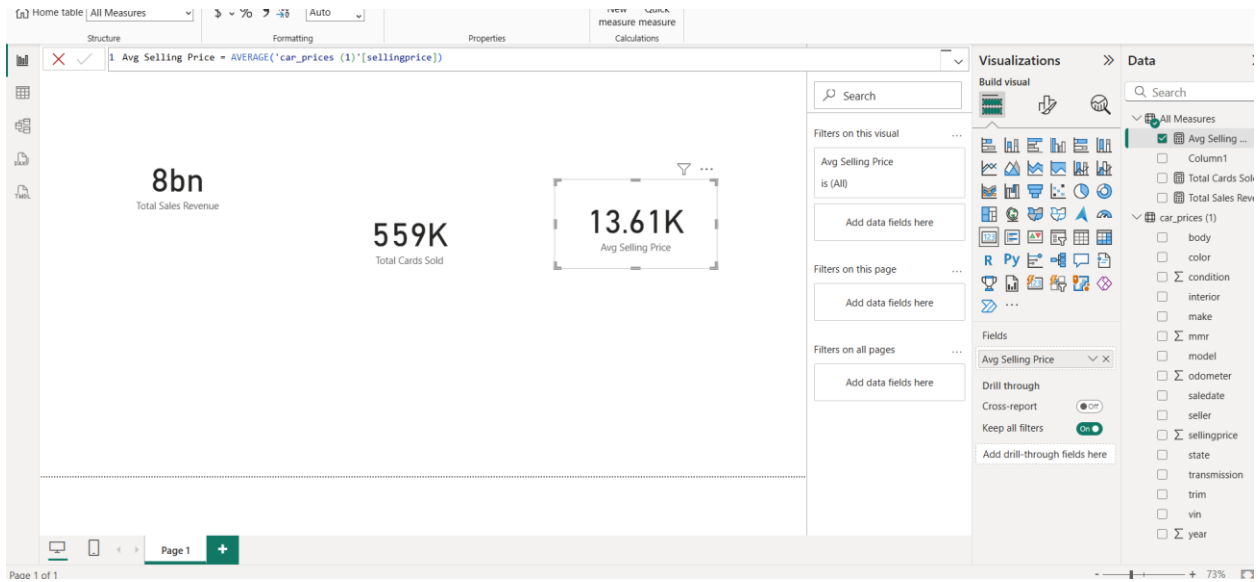1. Key Performance Indicators (KPIs)

- Total Sales Revenue (SUM of sellingprice)
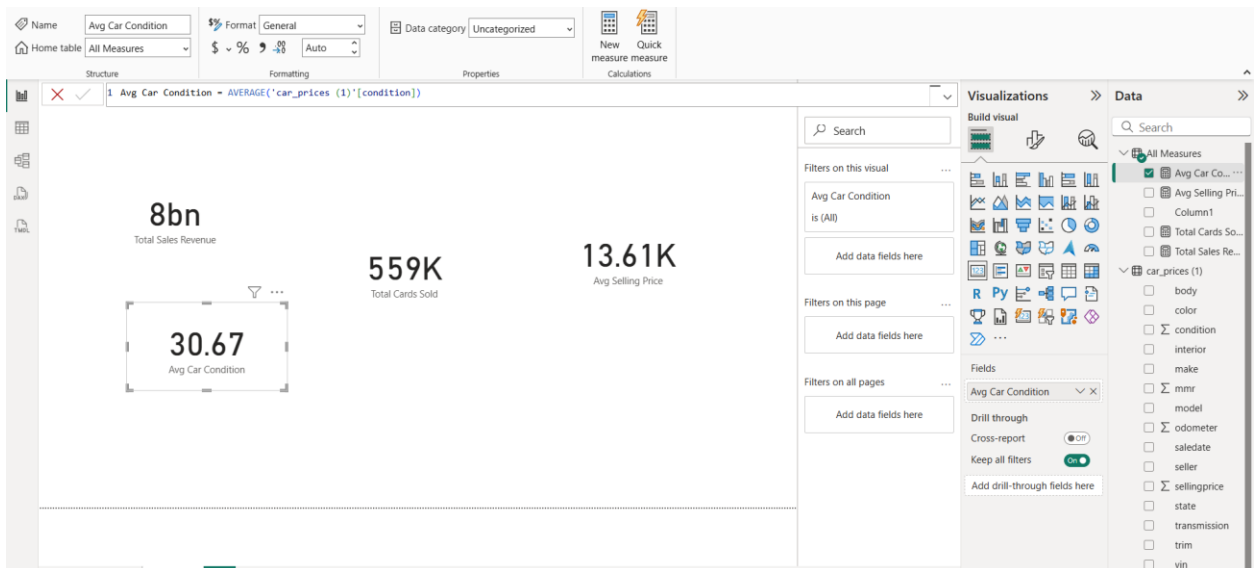

- Total Cars Sold (COUNT of VIN)

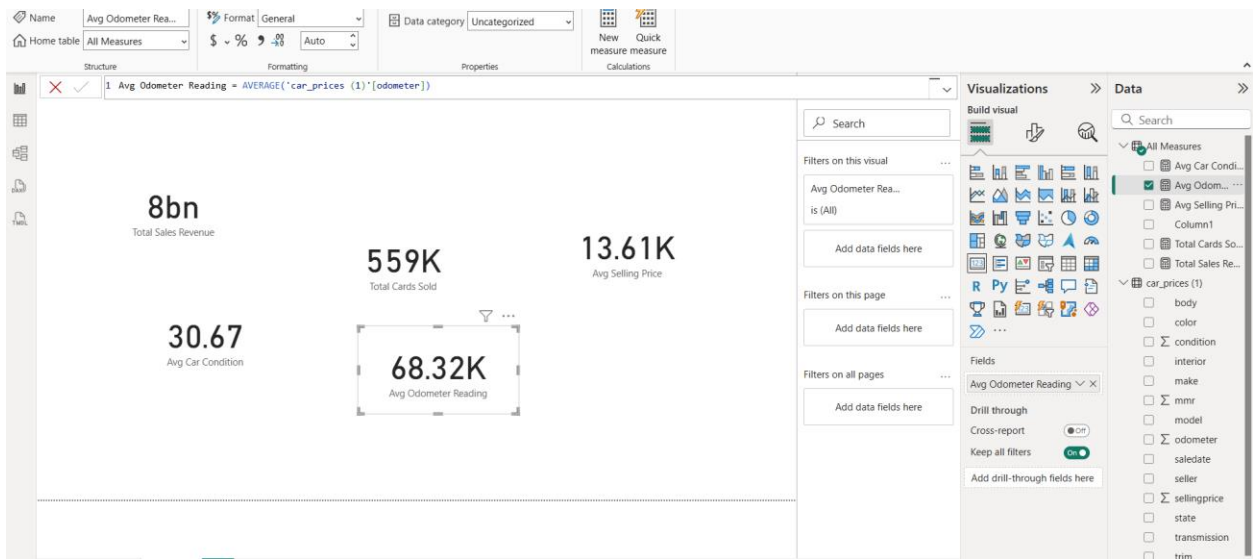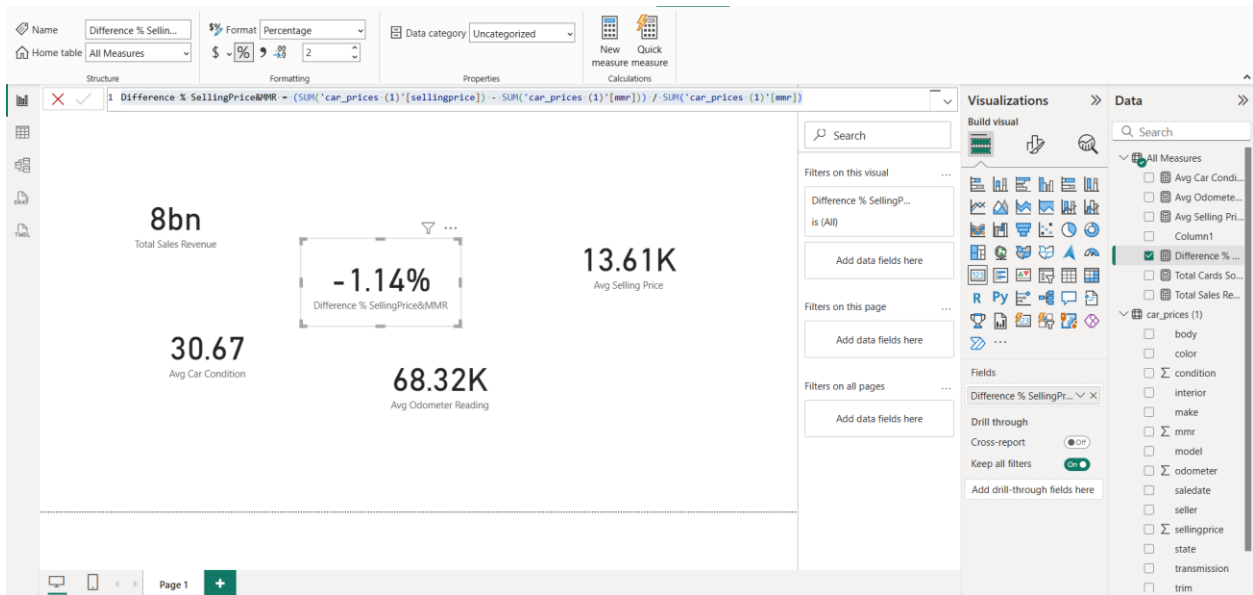- Average Selling Price

- Average Car Condition

- Average Odometer Reading

- % Difference: Selling Price vs MMR = (sellingprice - mmr) / mmr
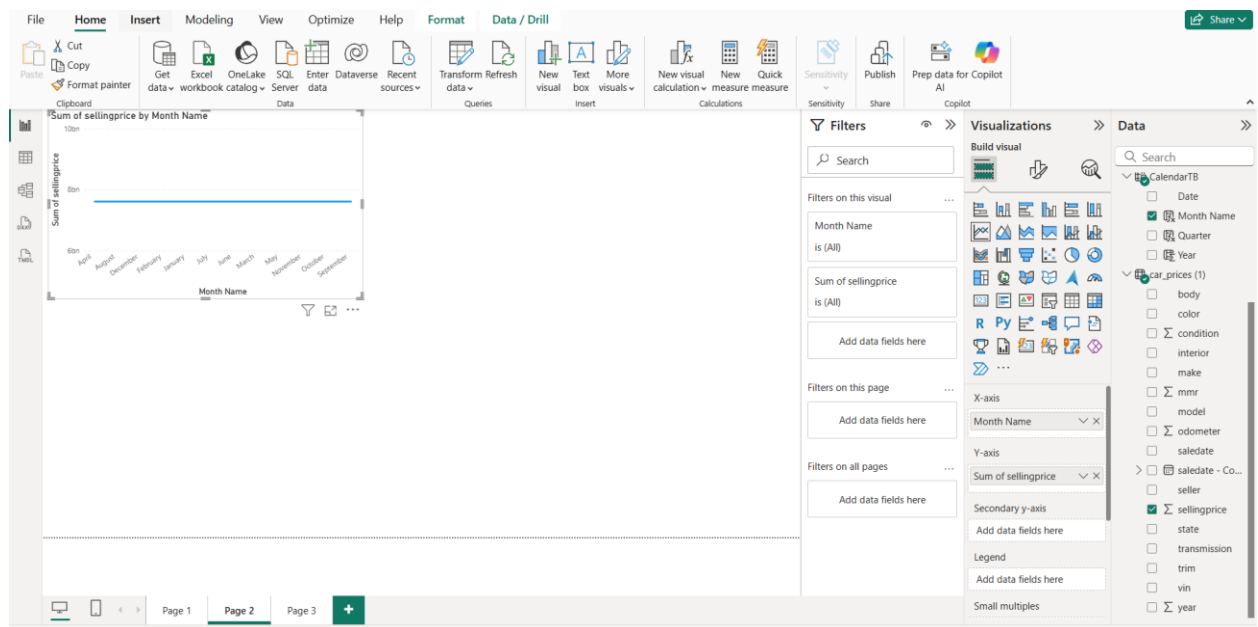

2. Advanced DAX Measures

- % Above MMR Price – number of cars sold above MMR

- Avg Selling Price by Make

- Sales Trend by Month/Year using saledate

- Top 5 Car Brands by Sales Volume

- Avg Condition by Body Type

- Sales by Transmission Type

- Price Deviation from MMR (Variance)

3. Time Intelligence
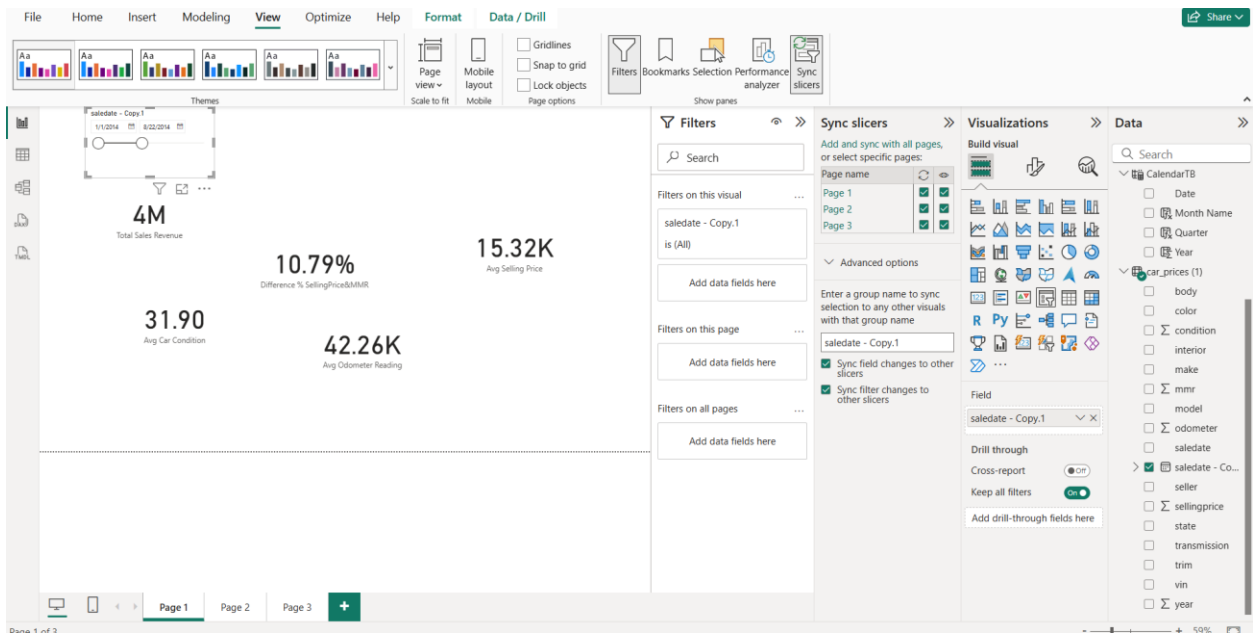
- Extract: Year, Month Name, Quarter from saledate

- Monthly Sales Trend Visual

- <mark>Date Slicer to filter entire dashboard dynamically</mark>

4. Add interactivity using slicers:

- Make

- Model

- Year

- Body

- Transmission

- Color

- State

- Seller
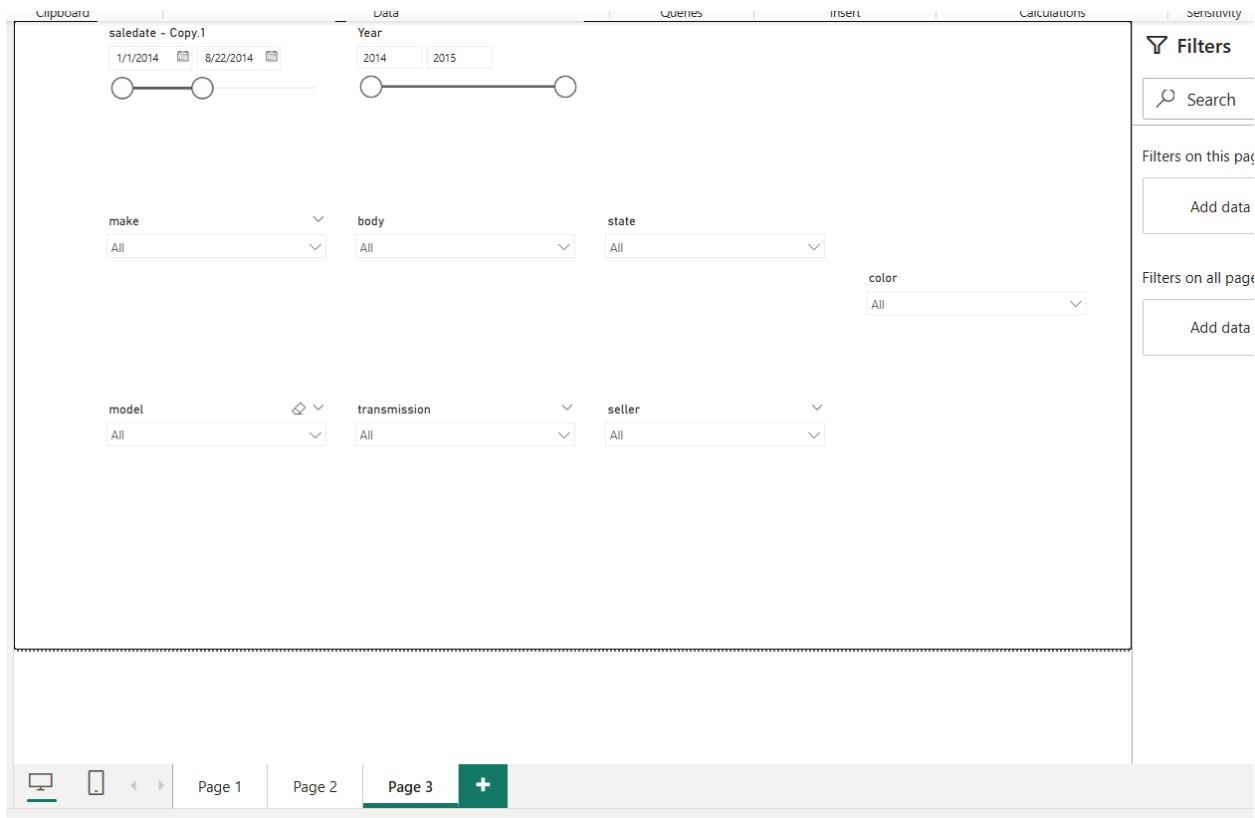
5. Visuals to Include

Visual Type	Description
Line Chart	Monthly/Quarterly Sales Trend
Bar Chart	Top Brands by Sales Volume
Pie / Donut Chart	Distribution by Body or Transmission Type
Table / Matrix	Sales Summary by Make & Model
Map	Sales by State
KPI Tiles	Display Summary KPIs
Decomposition Tree	Drill-down: Make > Model > Year
Treemap	Seller-wise Revenue Contribution

Visual Type	Description
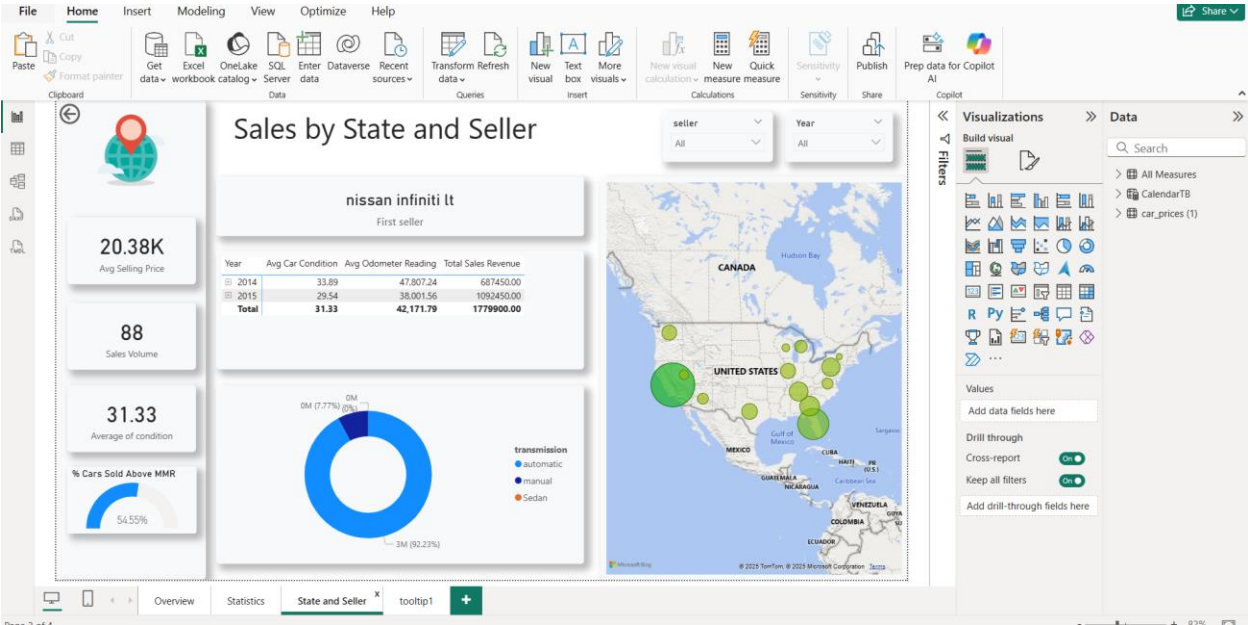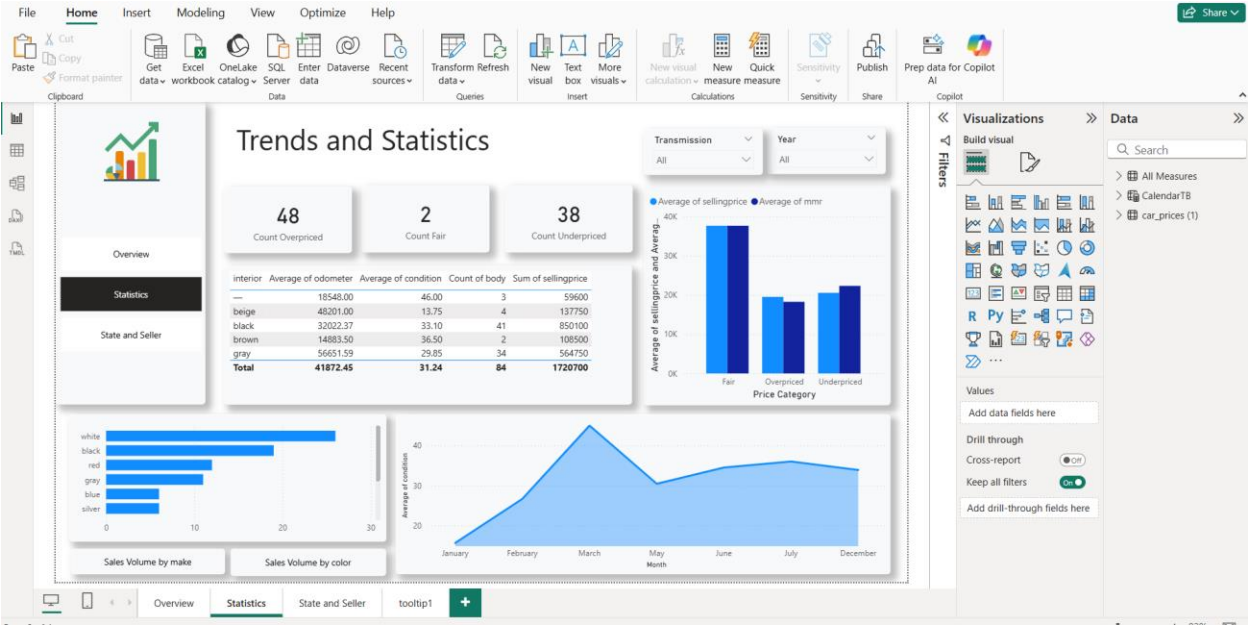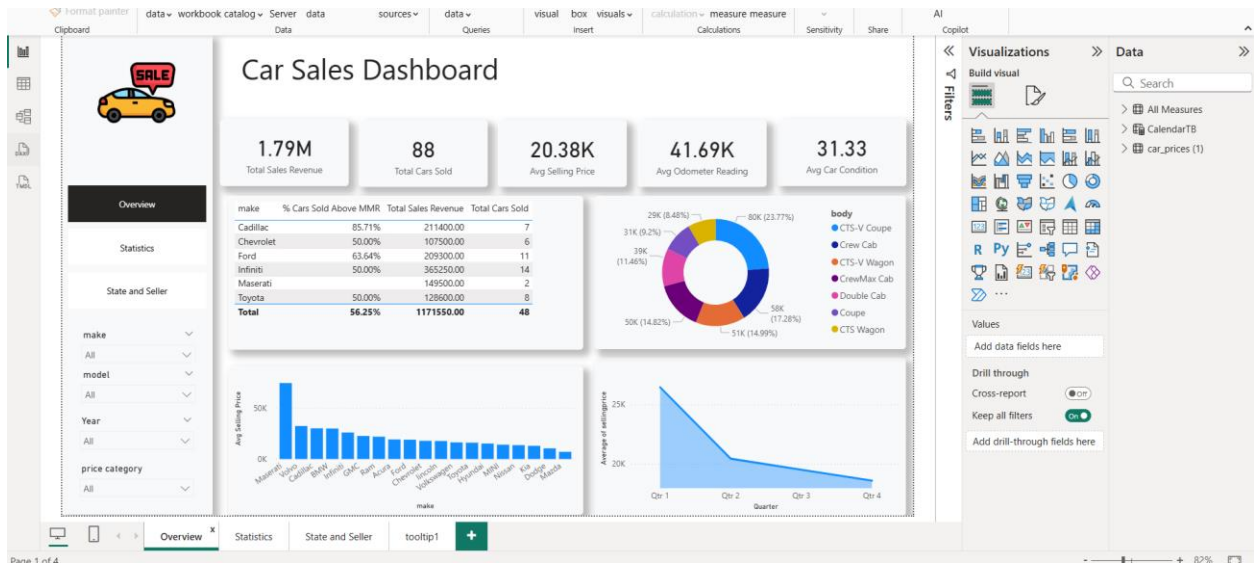
6. Interactivity

- Drill-through: Navigate from Make to specific Model

- Tooltips: Show condition, odometer, etc.

- Enable cross-filtering and cross-highlighting between visuals

7. Data Modeling & Transformations

- Clean missing values (filter out rows with missing make, model, sellingprice)

- Calculated Columns:

    o Sale Month (from saledate)

    o Price Category (Low, Medium, High based on sellingprice)

- Create calculated tables if necessary for ranking or comparisons

8. Export & Sharing Features

- Bookmarks for different report views (e.g., Brand View, Model View)

- Report Page Tooltips

- Page Navigation (if multiple pages)

- Professional formatting: titles, themes, tooltips, font consistency

9. Bonus (Optional)

- Create a What-If Parameter for MMR margin (e.g., ±5%, ±10%)

- Use RANKX to rank best-selling models

- DAX Classification: "Fair", "Overpriced", or "Underpriced" based on price vs MMR/