

Bright Motors Car Sales Analysis

Planning

Download car sales dataset (Bright Car Sales.csv)
Read case objectives
Define KPIs (Revenue, ASP, States)

Convert the provided Excel file into a CSV file.

Data

data cleaning and transformations: Clean & parse CSV (types, nulls)
Load data to SQL database
Derive margins, correlations

Separate DateTime into date foremate "YYYY MM DD" for easy extraction of Monthly and Yearly Performance

Relationship Between Price and Mileage -- The higher the mileage, the lower the selling price

Analysis

Total_Revenue = Selling_Price * Units_Sold
Profit_Margin = $(\text{Selling_Price} - \text{Cost_Price}) / \text{Selling_Price} * 100$
Grouping by Make, Model, Year, Region, and Fuel_Type

Revenue by make & model
Price vs mileage vs year
Sales by state (heatmap)

USE Aggregate Functions to calculate Average, minimum, and maximum selling price by make & model

Use CASE statement to group the profit margin as either High, Low or Medium

Presentation

Executive summary (PPT)
microsoft Excel visulas, KPI dataset

Use pivot tables in Microsoft excel to create visuals and insights for trends