

Business Analytics for an Automotive Company **(Power BI Business Project)**

A Business Analysis by

GUNISHA CHOPRA

Ch.gunisha@gmail.com

[LinkedIn](#)



Global Automotive Sales Intelligence (2003–2005)

Objective:

This Power BI project analyzes global automotive sales data across multiple business dimensions—sales, marketing, customer behavior, and regional performance. Using four well-structured dashboards, it delivers actionable insights into how automotive products perform across time, customer types, regions, and product categories.



Dashboard 1: Executive Overview



Purpose:

To provide a high-level summary of overall sales, customer types, product line performance, and sales distribution across countries.



Key Insights:

- **Total Revenue:** \$10.03M over 3 years (2003–2005).
- **Customer Type:** B2B generated over 75% of revenue.
- **Top Product Line:** Classic Cars led by a wide margin.
- **Top Country:** The USA contributed the most to revenue and orders.



Strategic Relevance:

This dashboard sets the stage for strategic planning by highlighting major contributors and surfacing anomalies across product and customer categories.



Business Strategies & Recommendations:

Focus on strengthening operations in high-revenue regions such as North America and Western Europe while doubling down on top-performing product lines like Classic Cars. Maintain efficient shipping processes, improve fulfillment for delayed or canceled orders,

and leverage strong customer accounts like Euro Shopping Channel through personalized engagement.

Dashboard 2: Sales Performance Analysis

Purpose:

To drill deeper into sales trends, identify high-performing product lines, monitor year-over-year growth, and benchmark regional sales.

Key Insights:

- **Sales peaked in 2004**, with consistent product demand.
- **Planes and Ships** showed strong growth momentum across all three years.
- **Europe and North America** accounted for over 80% of the total sales.
- **Discounts** impacted revenue differently across product lines.

Strategic Relevance:

This dashboard supports inventory forecasting, product planning, and revenue management based on category and temporal performance.

Business Strategies & Recommendations

Capitalize on seasonal peaks, especially Q4, by launching targeted promotional campaigns and managing inventory ahead of time. Invest more in product lines with high margins like Planes and Classic Cars, while reassessing low-performing lines. Push for deal standardization to reduce margin erosion from excessive discounts.

Dashboard 3: Marketing & Customer Analysis

Purpose:

To analyze customer-specific revenue behavior, segment deals by size, and measure marketing impact through discounts.

Key Insights:

- **Top 10 customers** contributed significantly to overall revenue.
- **Medium-sized deals** generated over 60% of total revenue.
- **Discounts varied** across product lines, with Classic Cars having the highest average discount.

- **Monthly trend analysis** revealed revenue spikes from certain customers during seasonal peaks.

Strategic Relevance:

Enables refined customer segmentation, tailored marketing strategies, and optimization of pricing policies.

Business Strategies & Recommendations

Use demographic-based targeting, focusing more on B2B customers and segments generating higher revenue. Adjust marketing campaigns to appeal to varied customer types, and align discount strategies with specific product lines that benefit most. Enhance brand presence in underperforming regions through digital outreach or partnerships.

Dashboard 4: Regional Segmentation & Sales Strategy

Purpose:

To evaluate regional order distribution, map product preferences by geography, and identify high-revenue vs high-volume countries.

Key Insights:

- **USA dominates** all metrics: revenue, order count, and quantity sold.
- **France, Spain, and Australia** are high-performing secondary markets.
- **Classic and Vintage Cars** are the most preferred product lines regionally.
- **Scatter plots** highlight efficient markets—those that produce high revenue per unit sold.

Strategic Relevance:

Offers guidance on regional market penetration, product localization, and global supply chain optimization.

Business Strategies & Recommendations

Prioritize high-value customer segments like Medium and Large Deal Size groups. Offer differentiated services, loyalty programs, or exclusive deals for these segments to drive repeat sales. Simultaneously, develop nurturing strategies to convert Small Deal customers into more profitable segments over time.



Conclusion: Holistic Business Intelligence

The four dashboards provide a **comprehensive and interlinked understanding** of the automotive sales ecosystem. From executive summaries to granular customer trends and global segmentation, this Power BI solution empowers decision-makers to:

- Optimize product strategy based on region and demand.
- Tailor marketing and discounting approaches per customer type.
- Drive region-specific sales initiatives.
- Streamline operations through data-driven forecasting.