



# Car Sales & Pricing Dashboard Analysis

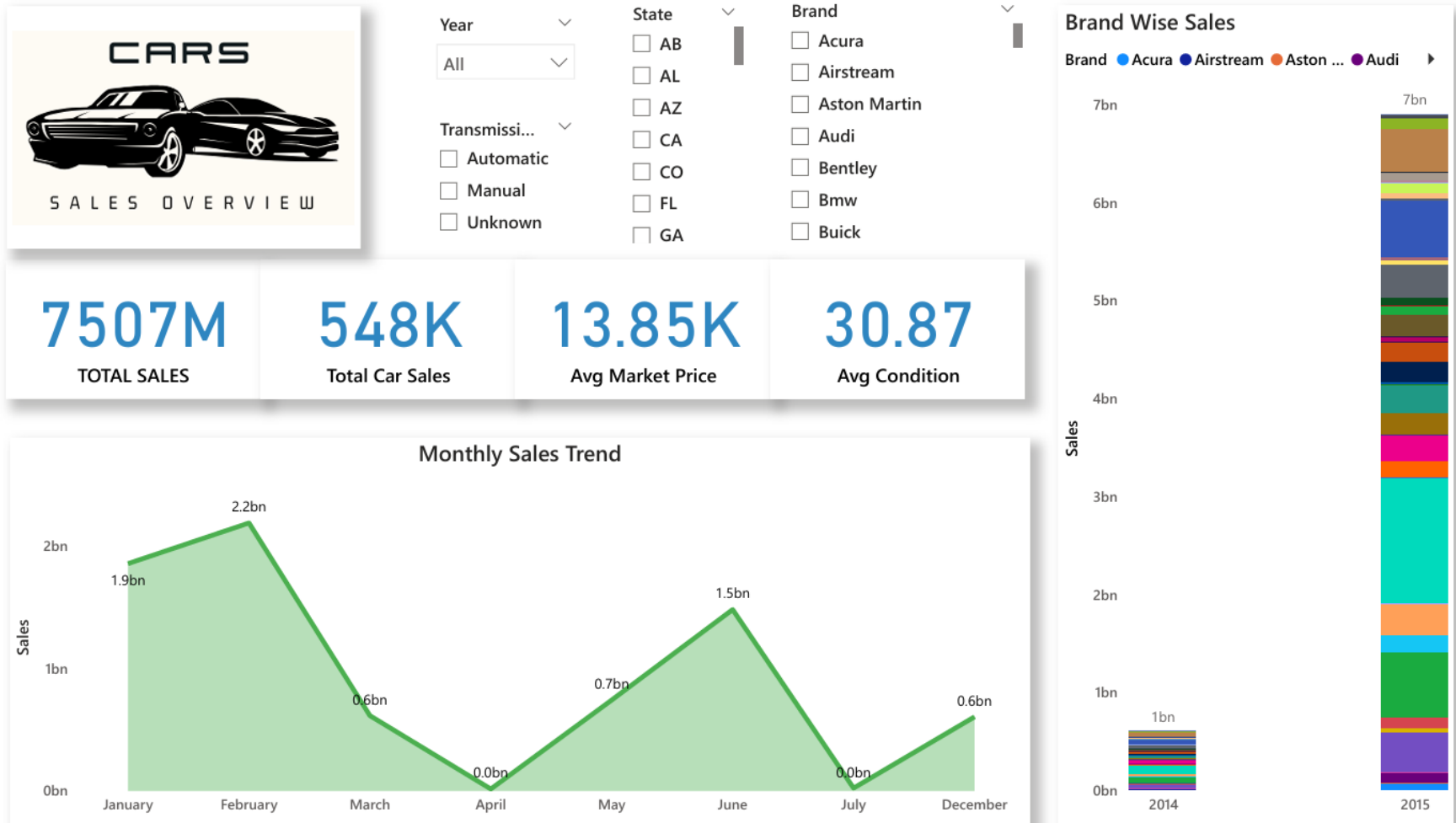
Based on Cleaned Car Prices Dataset

Presented by: Harsh

# Project Overview

- Objective: To analyze car sales performance, brand insights, and pricing behavior using Power BI.
- Dataset Source: Cleaned car prices dataset with over 500K records.
- Dashboard Structure:
  - - Page 1: Overview Dashboard
  - - Page 2: Brand Insights
  - - Page 3: Pricing & Performance Analysis

# Overview Dashboard



Monthly Sales Trend



Month	Sales (bn)
January	1.9
February	2.2
March	0.6
April	0.0
May	0.7
June	1.5
July	0.0
December	0.6

Brand Wise Sales

Brand ● Acura ● Airstream ● Aston ... ● Audi ▶



Year	Sales (bn)
2014	1.0
2015	7.0

# KPI Insights

- Total Sales: ₹7507M — Highest in 2015
- Total Cars Sold: 548K — Major sales in top 10 brands
- Avg Market Price: Reflects competitive market value
- Avg Condition: Indicates average vehicle quality during resale

# Brand Insights Dashboard



Year

☐ 2014

☐ 2015

Transmission

☐ Automatic

☐ Manual

☐ Unknown

Body

☐ access cab

☐ beetle convertible

☐ cab plus

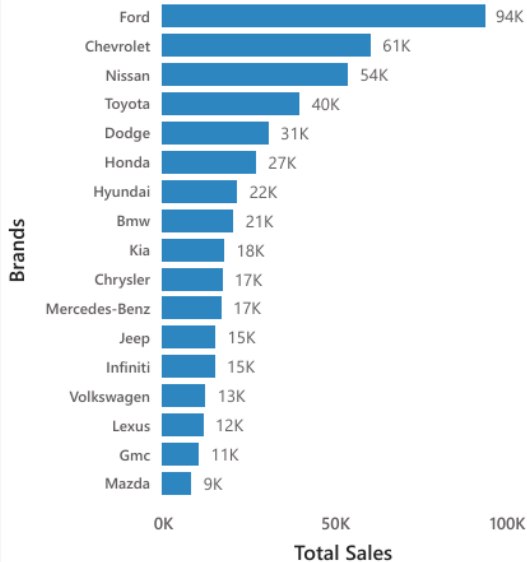
☐ cab plus 4

☐ club cab

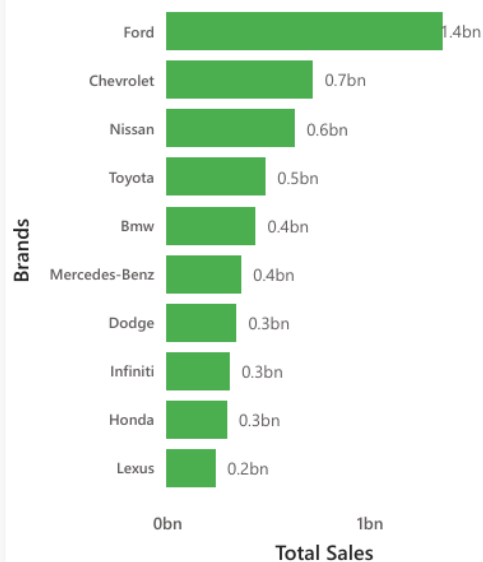
☐ convertible

Brand	Model	Market Price	Selling Price
Lincoln	Zephyr	457825	437900
Acura	Zdx	1037300	1029250
Bmw	Z4 M	94800	101500
Bmw	Z4	6273200	6265200
Bmw	Z3	284400	290400
Total		7594698525	7507207954

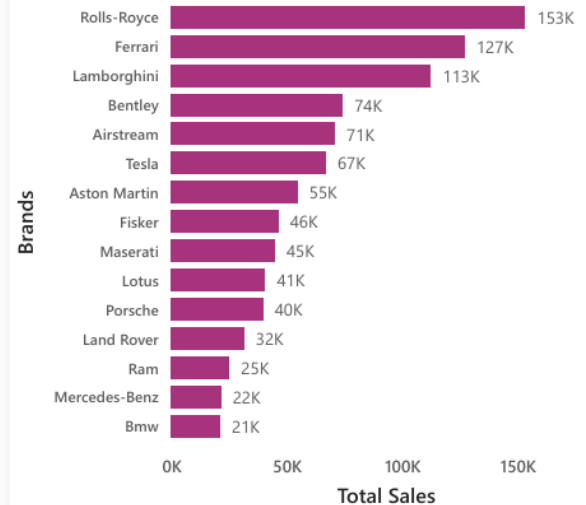
Models Sold per Brand



Top Brands by Total Sales



Avg Selling Price by Brand



# Brand Insights Dashboard

- Visuals:
- - Top Brands by Sales
- - Avg Selling Price by Brand
- - Models Sold per Brand
- - Price Comparison Table

# Brand Performance Highlights

- - Top Selling Brands: Ford, Chevrolet, Nissan, Toyota
- - High Avg Price Brands: Rolls-Royce, Ferrari, Lamborghini
- - Most Models Sold: Ford (94K), Chevrolet (61K), Nissan (54K)
- - Price Gap Table: Highlights pricing strategy differences

# Pricing & Performance Dashboard

## Pricing Behavior Analysis

Condition

All

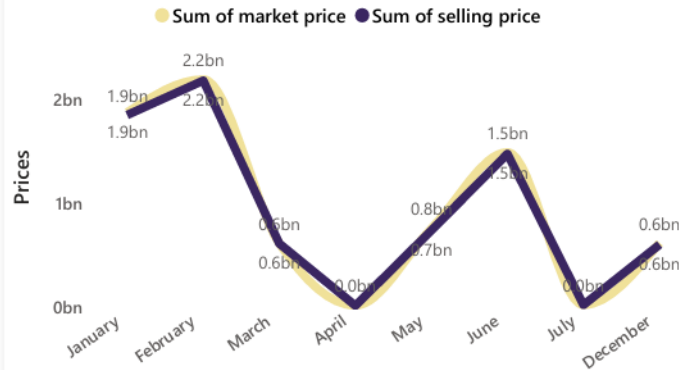
Color

- ☐ Beige
- ☐ Black
- ☐ Blue
- ☐ Brown
- ☐ Burgundy

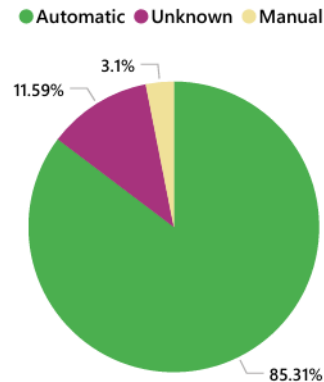
Interior

- ☐ Beige
- ☐ Black
- ☐ Blue
- ☐ Brown
- ☐ Burgundy
- ☐ Gold

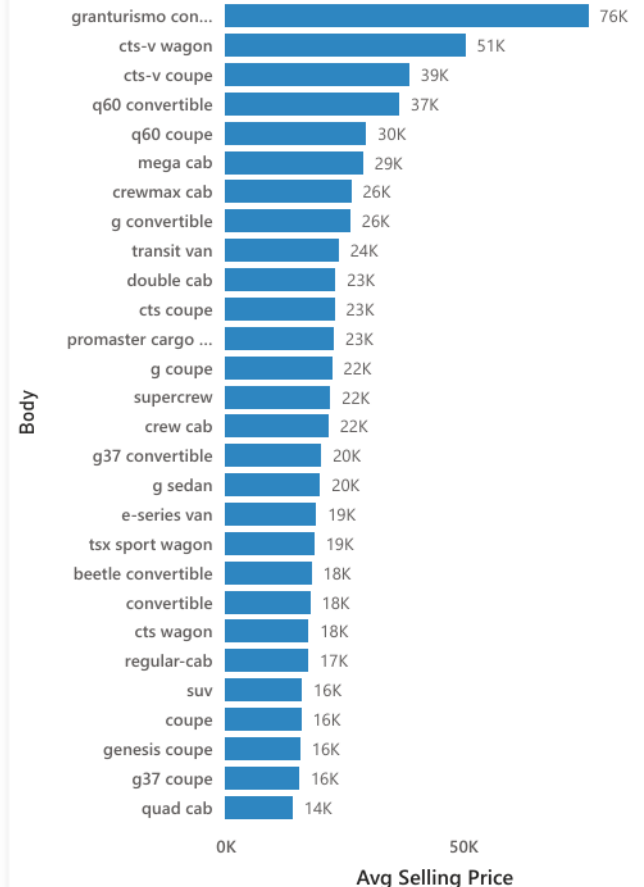
Market vs Selling Price



Transmission Type



Avg Price by Body Type





# Pricing & Performance Dashboard

- Visuals:
- - Avg Price by Body Type
- - Transmission Type
- - Market vs Selling Price Trend

# Pricing Analysis Highlights

- - High mileage lowers price unless in good condition
- - Premium body types show higher average prices
- - 85% of cars sold are automatic
- - Selling price tracks seasonal market patterns

# Final Insights & Recommendations

- - Focus on top-selling brands for volume strategy
- - Maintain car condition to retain value
- - Manual cars have smaller market share — price them competitively
- - Adjust prices monthly based on market trends



Thank You