INTRODUCTION TO DATA MANAGEMENT

PROJECT REPORT
(Project Semester January-April 2025)

Sales and Performance Analysis Dashboard (Superstore Data)

Submitted By: Himanshu Yadav

Registration No: 12309897

ROLL No: 34

Section K23DP

Course Code INT217

Under the Guidance of

(Savleen Kaur Mam)

Discipline of CSE/IT

Lovely School of Computer Science & Engineering

Lovely Professional University, Phagwara

CERTIFICATE

This is to certify that Himanshu Yadav bearing Registration no.12309897 has completed INT217 project titled, “Electric Vehicle Analysis Dashboard ” under my guidance and supervision. To the best of my knowledge, the present work is the result of his original development, effort and study.

Signature and Name of the Supervisor
Designation of the Supervisor
School of Computer science & Engineering
Lovely Professional University
Phagwara, Punjab.

Date: 11 April 2025

DECLARATION

I, Himanshu Yadav student of Computer science & engineering under CSE/IT Discipline at, Lovely Professional University, Punjab, hereby declare that all the information furnished in this project report is based on my own intensive work and is genuine.

Date: 11 April 2025 Signature

Registration No. 12309897 Name of the student: Himanshu Yadav

DASHBOARD

OBJECTIVES

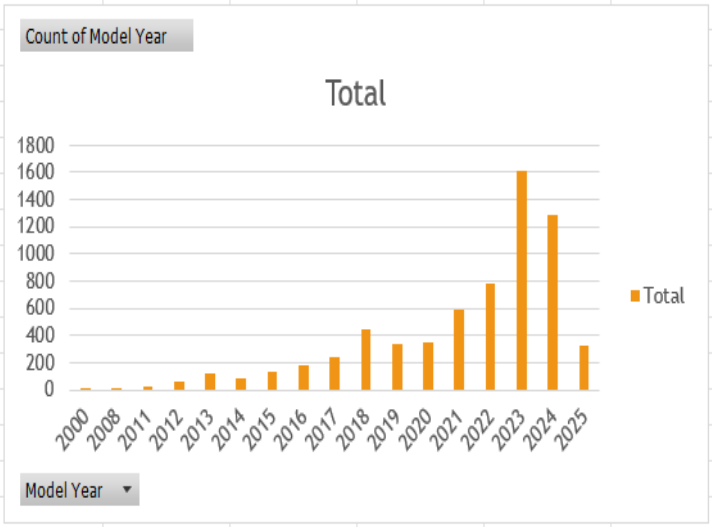
Tools Used

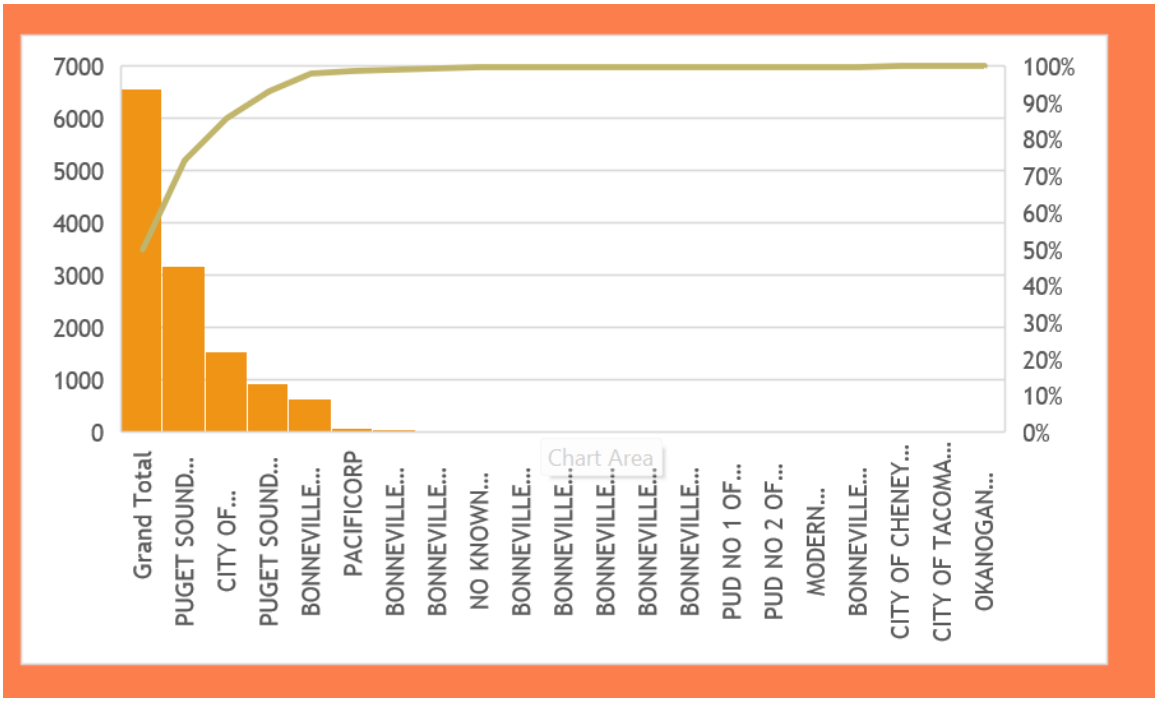
- Microsoft Excel
- Pivot Tables
- Data Cleaning & Transformation
- Charts
- Dashboard Design

Dashboard Insights

- **Pivot Table 1: Sales Summary by Category and Sub-Category**
    - Provides a breakdown of total sales across different product categories.
    - Highlights the top-performing sub-categories like Plug-in Hybrid Electric Vehicle (PHEV) and Battery Electric Vehicle (BEV)based on total sales values.
    - Useful for identifying high-demand products and prioritizing marketing efforts.

Row Labels	Count of Model Year
2000	1
2008	1
2011	23
2012	54
2013	119
2014	88
2015	131
2016	178
2017	244
2018	447
2019	342
2020	343
2021	587
2022	782
2023	1614
2024	1281
2025	327
Grand Total	6562

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3000
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100%
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80%
70%
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10%
0%
Chart Area
Grand Total
PUGET SOUND...
CITY OF...
PUGET SOUND...
BONNEVILLE...
PACIFICORP
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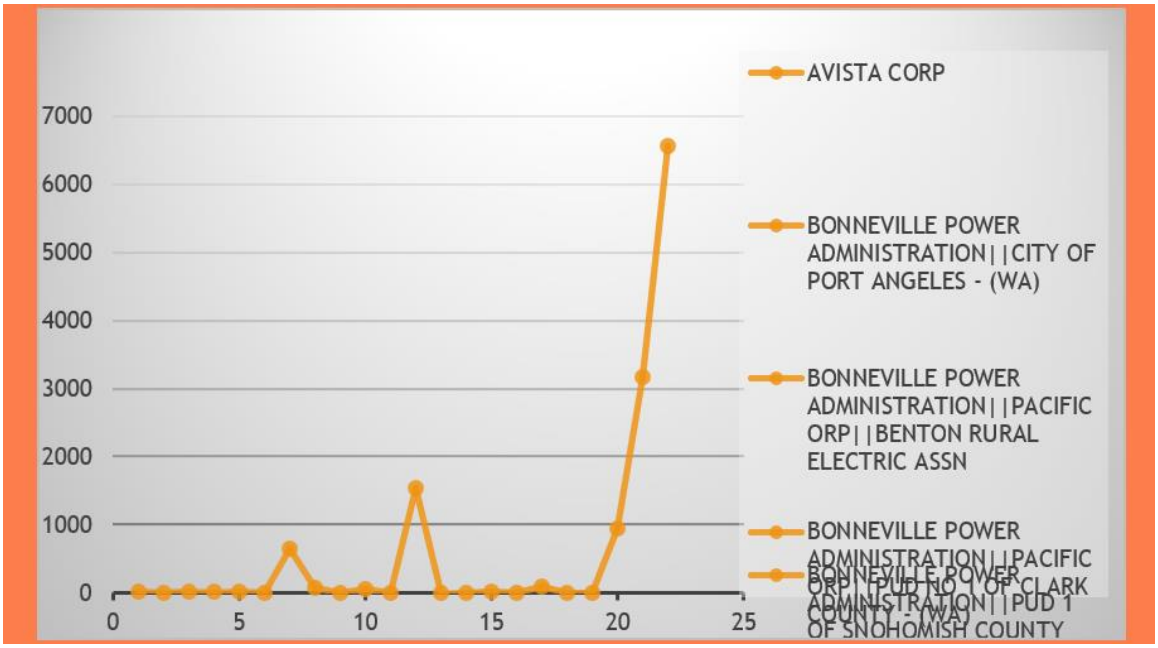
CITY OF CHENEY...
CITY OF TACOMA...
OKANOGAN...


7000
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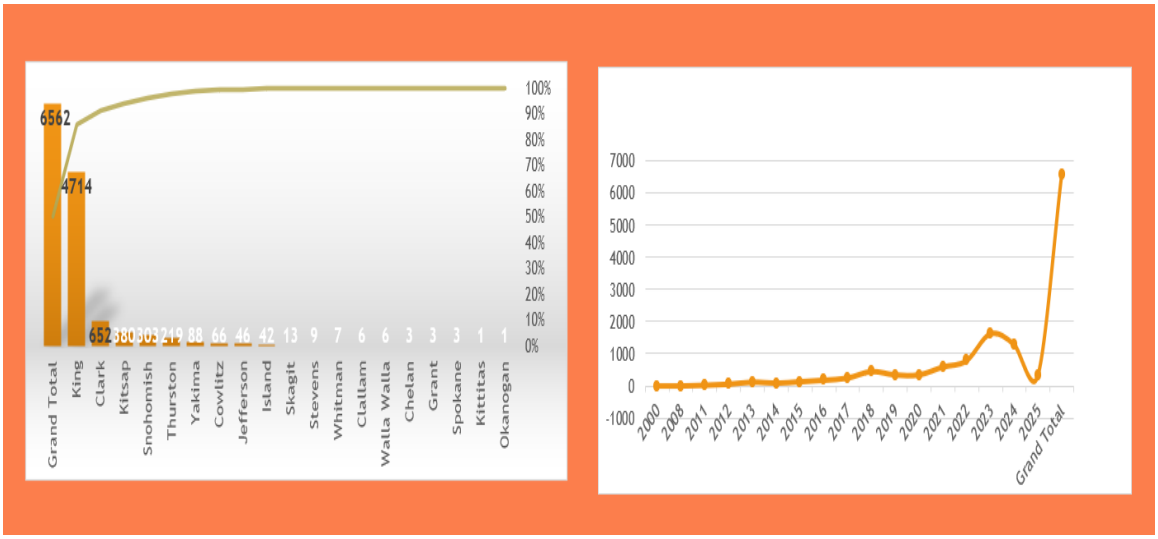
25
AVISTA CORP
BONNEVILLE POWER ADMINISTRATION||CITY OF PORT ANGELES - (WA)
BONNEVILLE POWER ADMINISTRATION||PACIFIC ORP||BENTON RURAL ELECTRIC ASSN
BONNEVILLE POWER ADMINISTRATION||PACIFIC ORP||PUD NO 1 OF CLARK COUNTY - (WA)
BONNEVILLE POWER ADMINISTRATION||PUD 1 OF SNOHOMISH COUNTY

- **Pivot Table 2: Sales and Profit by Region and Segment**
    - Compares sales and profit across regions (e.g., East, West, South, Central) and customer segments (Consumer, Corporate, Home Office).
    - Reveals trends such as **Consumer segment driving the most sales** or **profitability differences** between regions.
    - Helps in understanding market dynamics and focusing strategies for underperforming regions or segments.



Conclusion

The Electric Vehicle Sales Dashboard effectively visualizes performance trends and critical metrics such as sales, profit, customer segments, and product categories. It offers valuable insights that can drive strategic decisions in marketing and customer engagement. Through visual tools like charts and maps, this Excel-based dashboard simplifies data comprehension and boosts analysis efficiency.