Dashboard Overview

The Car Sales Dashboard in Power BI provides a comprehensive view of sales performance from 1st January 2022 to 31st December 2023, allowing users to navigate and analyse data based on body style, transmission, engine, and dealer name filters. The first page features an insightful area chart showcasing the total sales trend of 2023 over the weeks, complemented by two donut charts displaying sales contribution by colour and body style. The tabular representation on this page presents company-wise sales data, including key KPIs like YTD sales, YTD car sold, average YTD sales, growth rate, and percent growth rate. Noteworthy is the application of conditional formatting, highlighting negative growth rates in red and growth rates in green, enhancing the dashboard's clarity and actionable insights.

Utilize the area chart to identify sales trends and patterns, helping in strategic planning and decision-making.

Explore the donut charts to understand sales distribution by colour and body style, aiding in product inventory and marketing strategies.

Analyse company-wise sales data in the tabular format to assess performance across different companies and regions, identifying areas for improvement and growth opportunities.

Useful Insights:Real-time insights into key performance indicators (KPIs) facilitate monitoring of sales progress and identification of trends and opportunities.Interactive filters enhance data exploration, allowing users to drill down and focus on specific segments for detailed analysis.Conditional formatting highlights critical information, such as negative growth rates, enabling quick identification of areas needing attention.