

ELECTRIC VEHICLE REVENUE

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Electric Vehicle Revenue Report

Total Revenue

8.7M

KM Covered

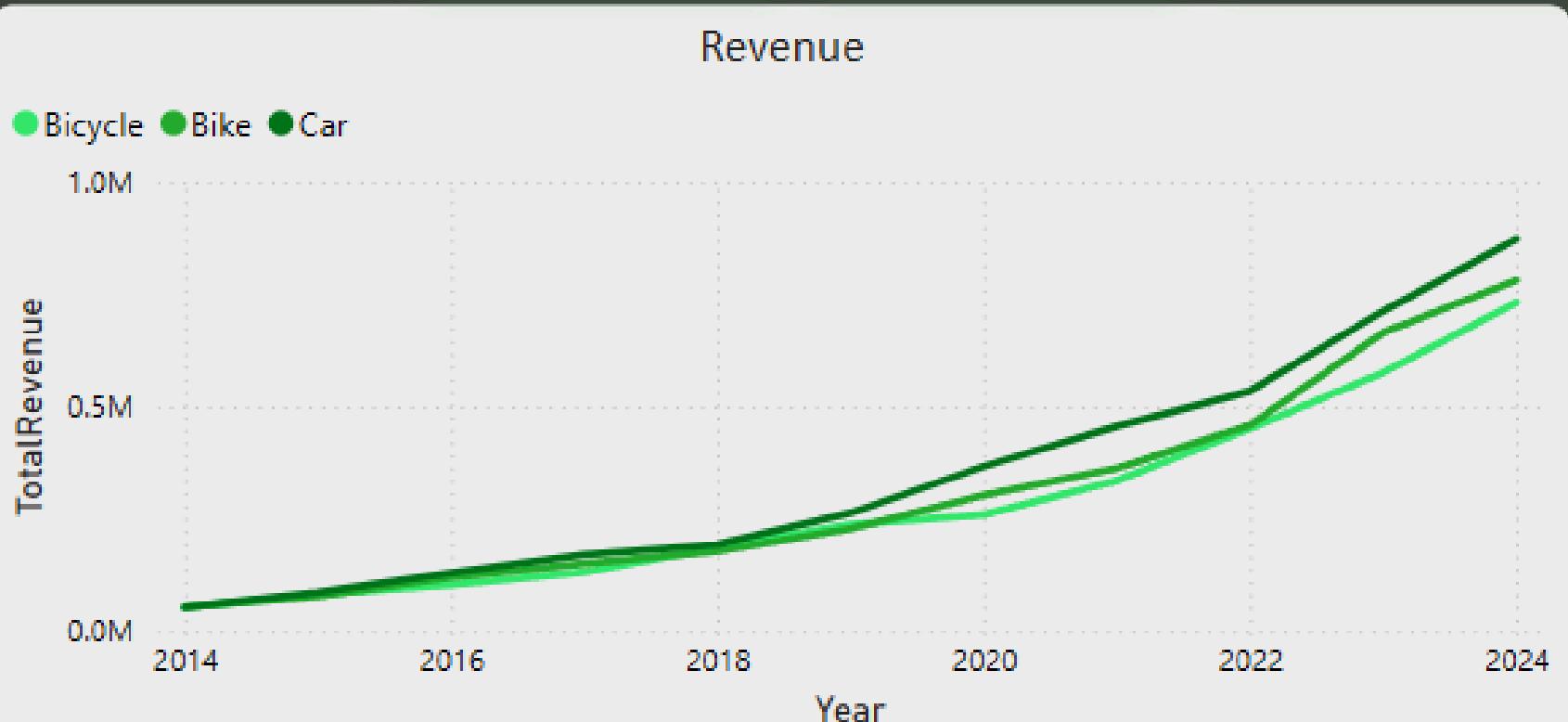
835K

Total Models

195

Total Cities

67



Vehicle Type

All

Model

All

Car

Bike

Bicycle

BicycleRevenue BikeRevenue CarRevenue

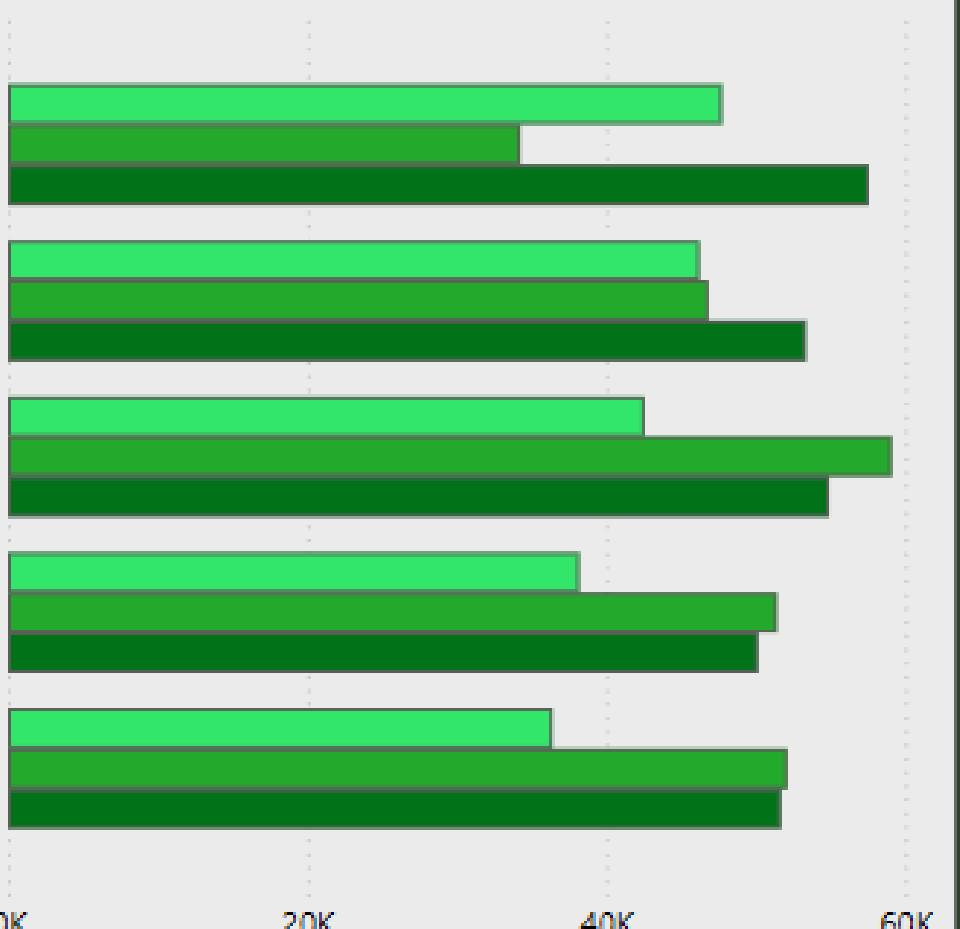
Phoenix

San Jose

San Diego

Henderson

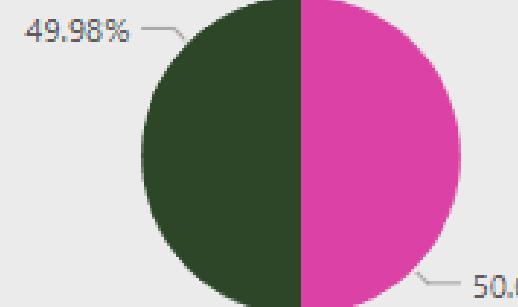
Detroit



Female

Male

Revenue



Female
Male

Top 5 Model by Revenue

100K

50K

0K



Top 5 Cities by Revenue

0.2M

0.1M

0.0M

San Diego

San Jose

Detroit

Henderson

Phoenix

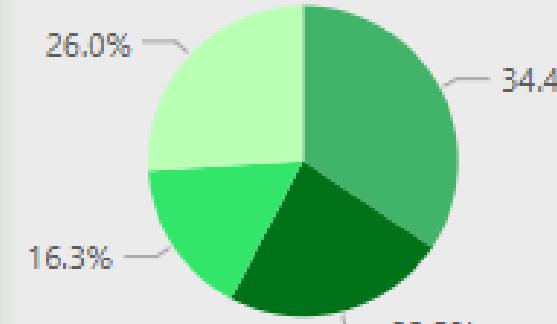
PickUp

Destination

TotalRides

PickUp	Destination	TotalRides
Broad Street Line	Downtown Transit Center	5
Broadway Station	Union Station	5
Diridon Station	Downtown Station	5
Downtown Station	Downtown Anaheim	5
Downtown Station	Museum District	5
Downtown Station	Stockton Station	5
Union Station	Downtown Station	5
Union Station	Irvine Station	5
Whiting Street Station	Union Station	5
Farragut North	Union Station	6

Revenue



Adult
Old
Senior
Youngest...

Project Objective

This project aims to analyze and visualize key revenue metrics of the electric vehicle (EV) industry to provide actionable insights into sales trends, regional performance, and overall market growth. The dashboard enables stakeholders to make data-driven decisions regarding production, marketing strategies, and future investments in the EV sector.



Import Data to SQL DataBase

- Create Database
- Create Tables For Each CSV File With
Same Header Names
- Copy Data through CSV to SQL DataBase



```
create database ev;
```

```
create table Users(  
CustomerID int primary key,  
Name varchar(50),  
Age int,  
Gender varchar(30),  
LoginDate date,  
LastUsed date  
);
```

```
create table Vehicles(  
VehicleType varchar(50),  
Model varchar(50) primary key,  
ModelYear int,  
PricePerKM decimal,  
LoginPrice decimal  
);
```

```
create table UsedVehicles(  
CustomerID int,  
VehicleType varchar(50),  
Model varchar(50),  
km decimal,  
StartingStation varchar(50),  
DestinationStation varchar(50),  
City varchar(50),  
Review int,  
foreign key (CustomerID) references Users(CustomerID),  
foreign key (Model) references Vehicles(Model)  
);
```

```
copy Users  
from 'C:\EV\Users.csv'  
delimiter ','  
csv header;
```

```
copy Vehicles  
from 'C:\EV\Vehicles.csv'  
delimiter ','  
csv header;
```

```
copy UsedVehicles  
from 'C:\EV\VehiclesUsed.csv'  
delimiter ','  
csv header;
```

DAX Queries

starting-to-destination

```
starting-to-destination = 'public usedvehicles'[startingstation] & "-" & 'public usedvehicles'[destinationstation]
```

ActiveUsers

```
ActiveUsers = IF(YEAR('public users'[lastused]) > 2020, "yes", "no")
```

Agecategory

```
Agecategory = switch(  
    true(),  
    'public users'[age] <= 30, "Youngesters",  
    'public users'[age] > 30 && 'public users'[age] <=50, "Adult",  
    'public users'[age] > 50 && 'public users'[age] <=60, "Senior",  
    'public users'[age] > 60, "Old",  
    "unknown")
```

DAX Queries

BicycleRevenue

```
BicycleRevenue = CALCULATE(SUMX(FILTER(  
'public usedvehicles', 'public usedvehicles'[VehicleType] = "Bicycle"),  
'public usedvehicles'[km]*RELATED('public vehicles'[priceperkm])+RELATED('public vehicles'[loginprice])  
))
```

BikeRevenue

```
BikeRevenue = CALCULATE(SUMX(FILTER(  
'public usedvehicles', 'public usedvehicles'[VehicleType] = "Bike"),  
'public usedvehicles'[km]*RELATED('public vehicles'[priceperkm])+RELATED('public vehicles'[loginprice])  
))
```

CarRevenue

```
CarRevenue = CALCULATE(SUMX(FILTER(  
'public usedvehicles', 'public usedvehicles'[VehicleType] = "Car"),  
'public usedvehicles'[km]*RELATED('public vehicles'[priceperkm])+RELATED('public vehicles'[loginprice])  
))
```

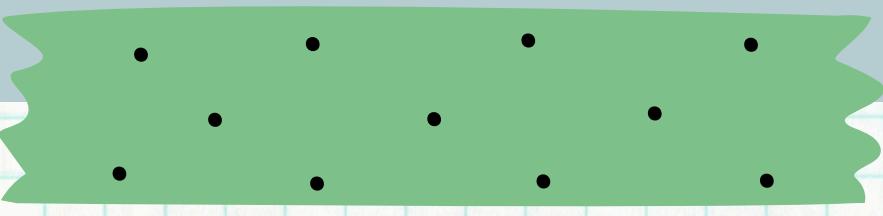
TotalRevenue

```
TotalRevenue =  
'public vehicles'[BicycleRevenue] + 'public vehicles'[BikeRevenue] + 'public vehicles'[CarRevenue] + SUM('public vehicles'[loginprice])
```

Insights

- Total Revenue
- Revenue by Vehicle Type
- Revenue Growth Over Time
- Revenue by City
- Gender Distribution
- Revenue by Age Group
- Top 5 Models by Revenue
- Top 5 Cities by Revenue
- Pick-Up and Destination Patterns





THANK YOU

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