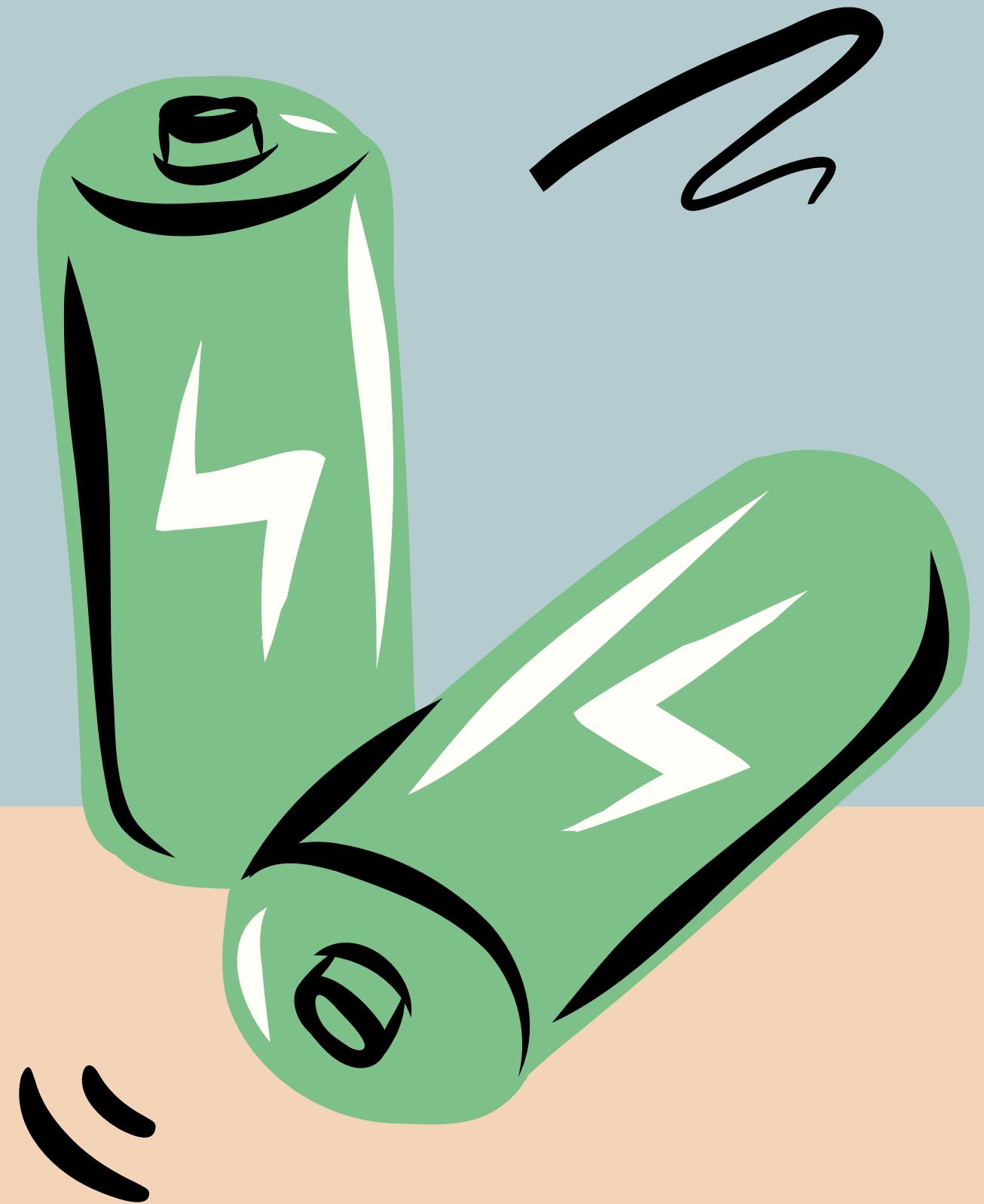


# **ELECTRIC VEHICLE REVENUE**

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# Electric Vehicle Revenue Report

Vehicle Type

All

Model

All

Car

3.3M

Bike

2.8M

Bicycle

2.6M

Total Revenue

8.7M

KM Covered

835K

Total Models

195

Total Cities

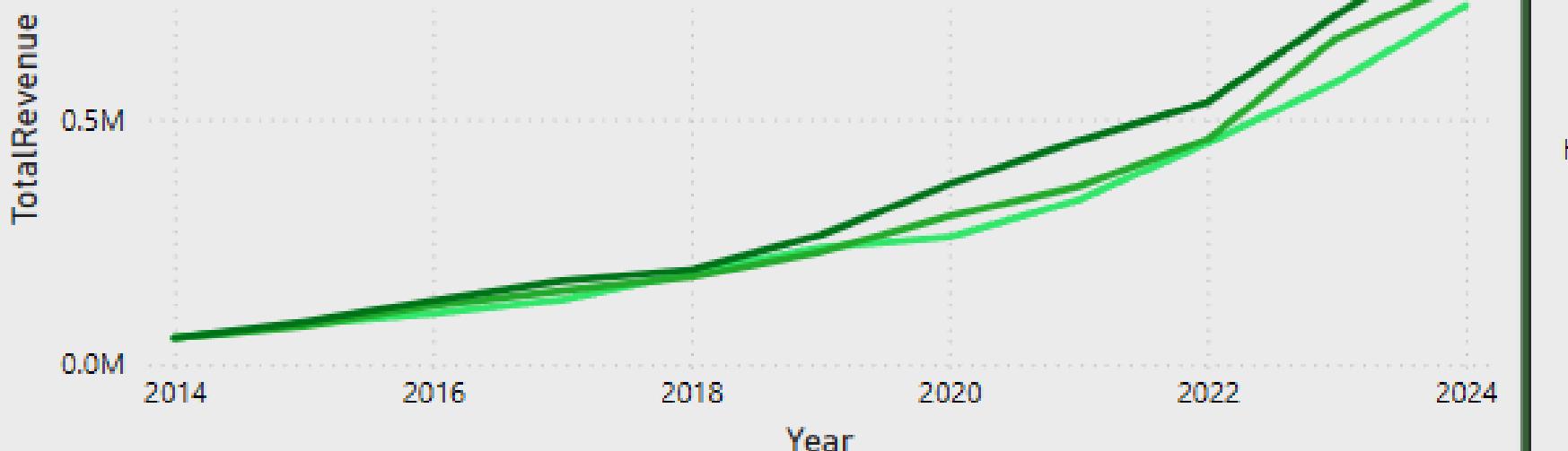
67

Bicycle Bike Car

1.0M

0.5M

0.0M



BicycleRevenue BikeRevenue CarRevenue

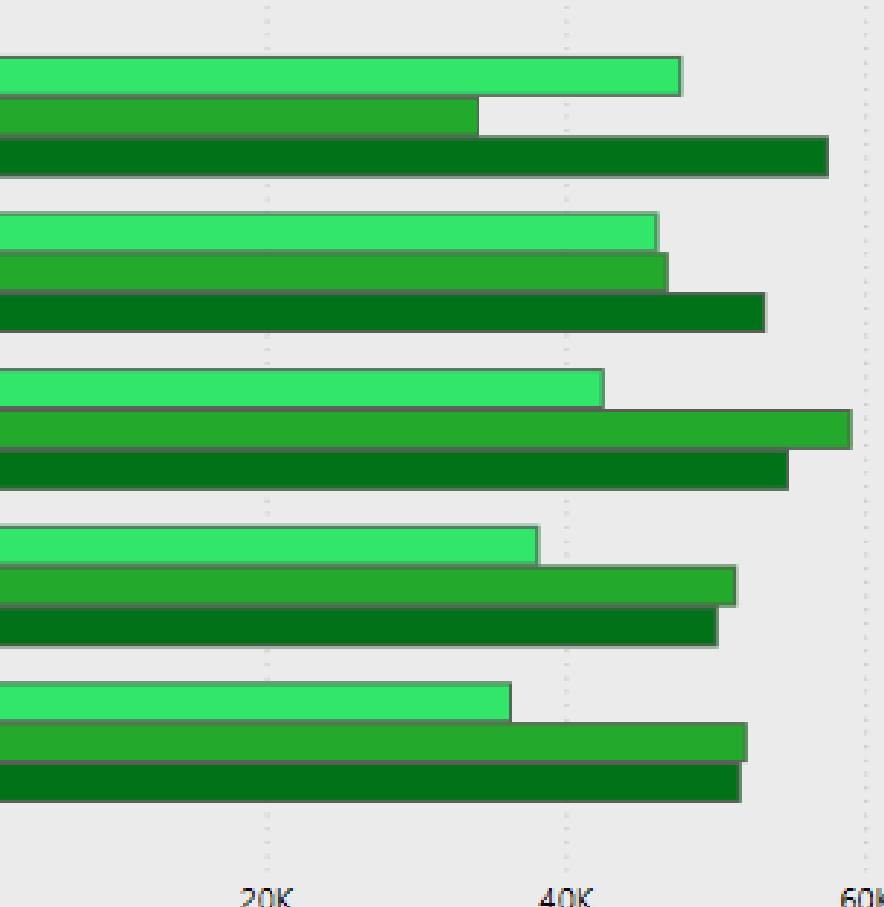
Phoenix

San Jose

San Diego

Henderson

Detroit



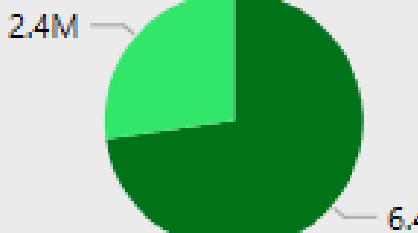
Female

4373.0K

Male

4369.4K

Active Users



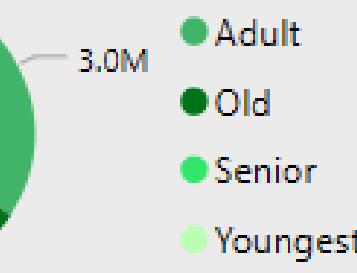
yes  
no

2.3M

3.0M

1.4M

2.1M



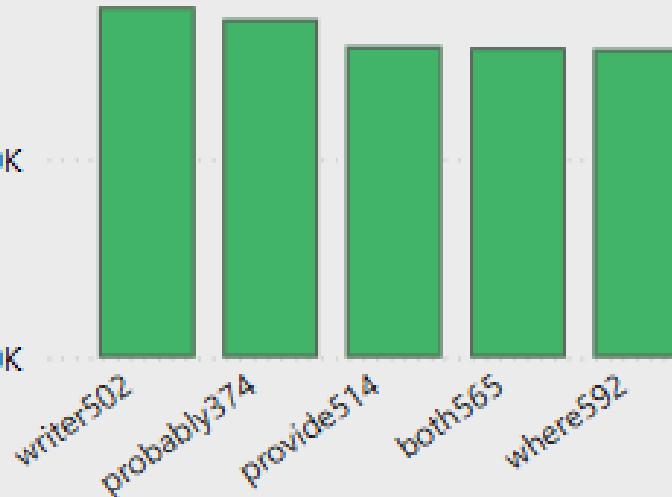
Adult  
Old  
Senior  
Youngest...

Top 5 Model

100K

50K

0K

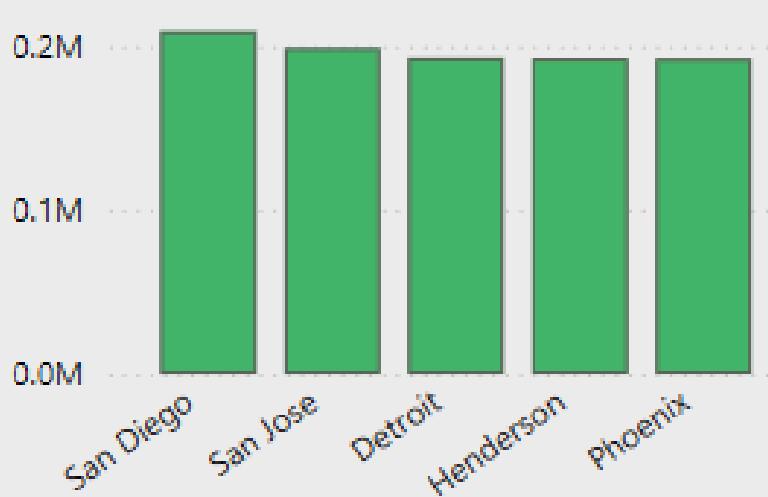


Top 5 Cities

0.2M

0.1M

0.0M



Last 5 Years

2023

2022

2021

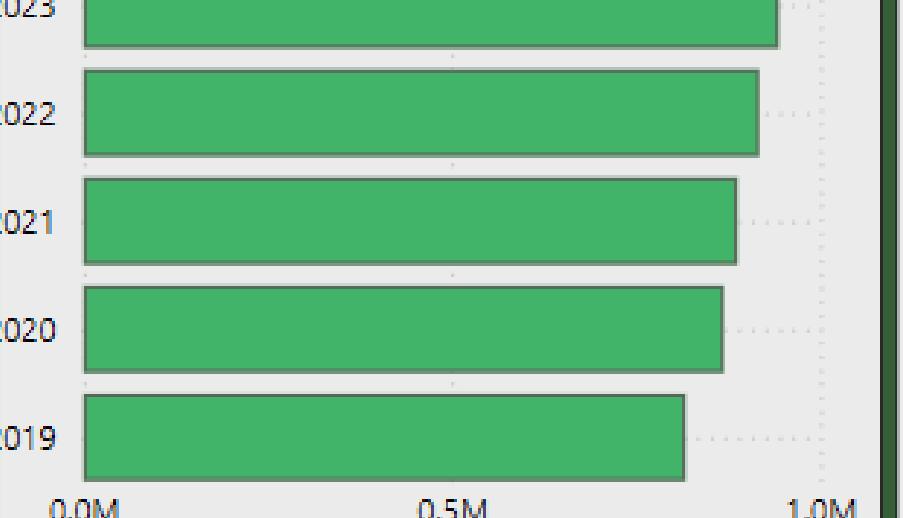
2020

2019

0.0M

0.5M

1.0M



PickUp

Broadway Station

Downtown Transit Center

Farragut North

Penn Station

Rosa Parks Station

Union Station

Whiting Street Station

Union Station

Downtown Station

Downtown Station

Downtown Station

Stockton Station

Museum District

Destination

Union Station

Superior Station

Stockton Station

Museum District

TotalRides

5

7

6

7

6

10

5

6

5

5

5

5

5

# 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  
);
```

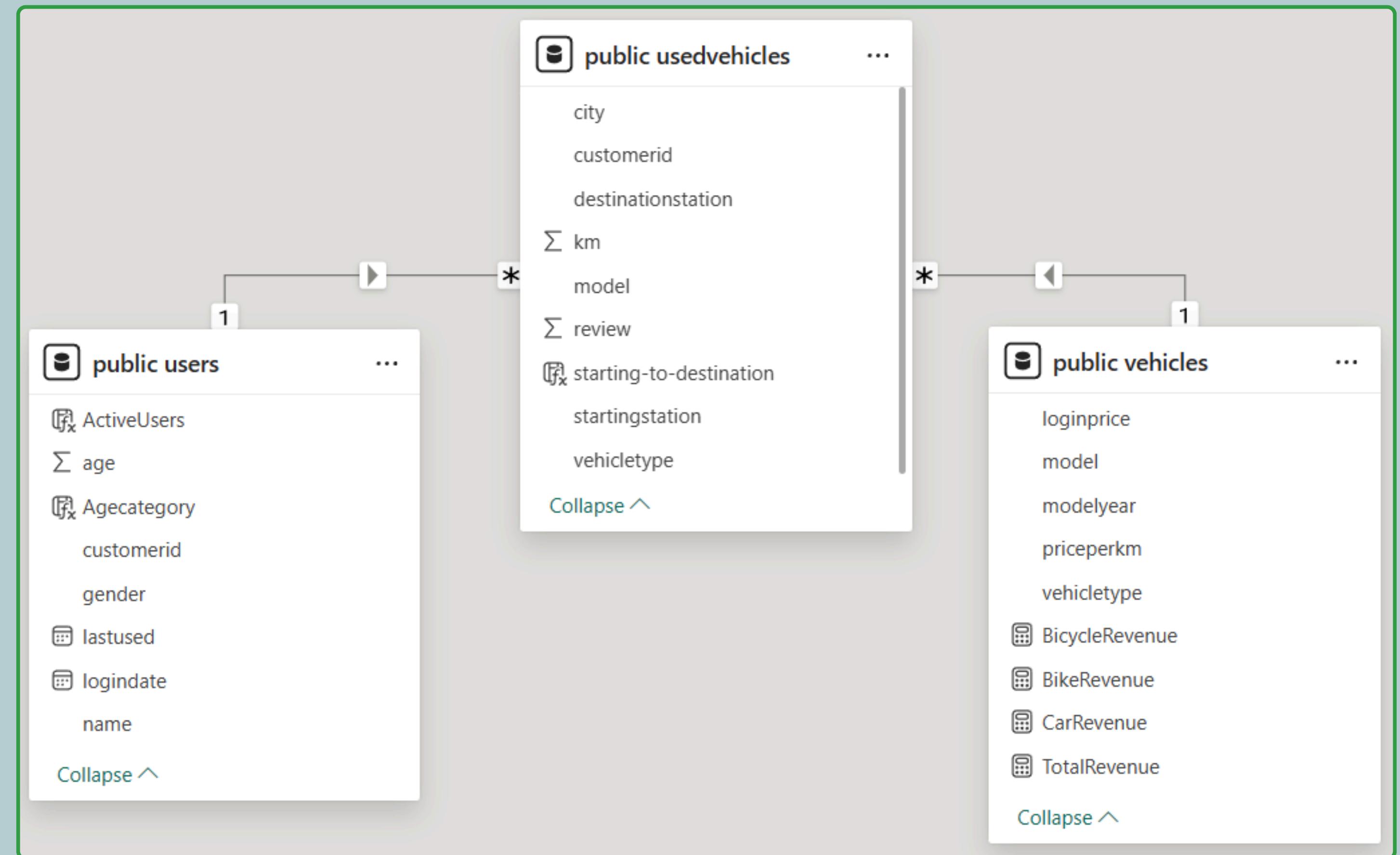
```
create table UsedVehicles(  
CustomerID int,  
VehicleType varchar(50),  
Model varchar(50),  
km decimal,  
StartingStation varchar(50),  
DestinationStation varchar(50),  
City varchar(50),  
Review int,  
foreign key (CustomerID) references Users(CustomerID),  
foreign key (Model) references Vehicles(Model)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

```
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;
```

# Model View



# 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])  
))
```

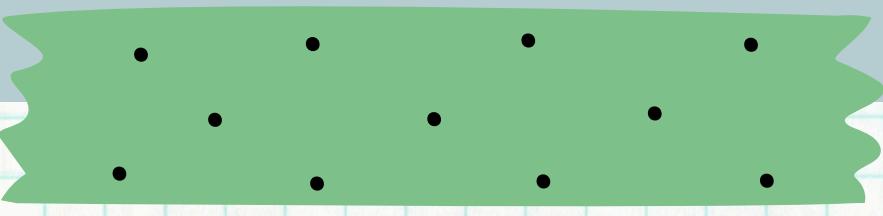
## TotalRevenue

```
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 Active Users
- Gender Distribution
- Revenue by Age Group
- Top 5 Models
- Top 5 Cities
- Last 5 Years
- Pick-Up and Destination Patterns





# THANK YOU

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