



الاكاديمية السعودية الرقمية
SAUDI DIGITAL ACADEMY



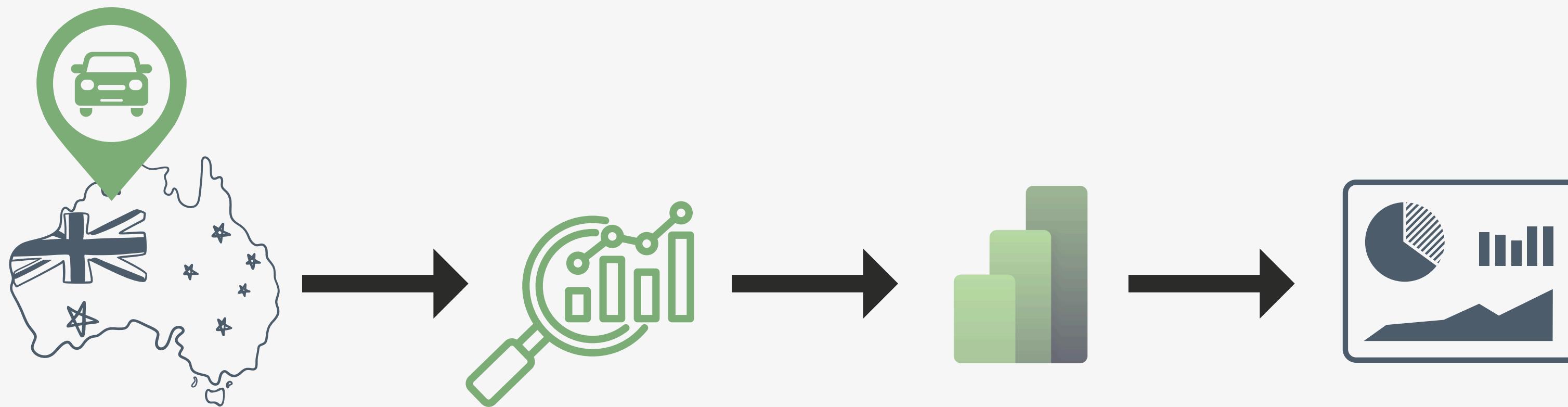
WeCloudData

Automotive Company

Australian Car Market

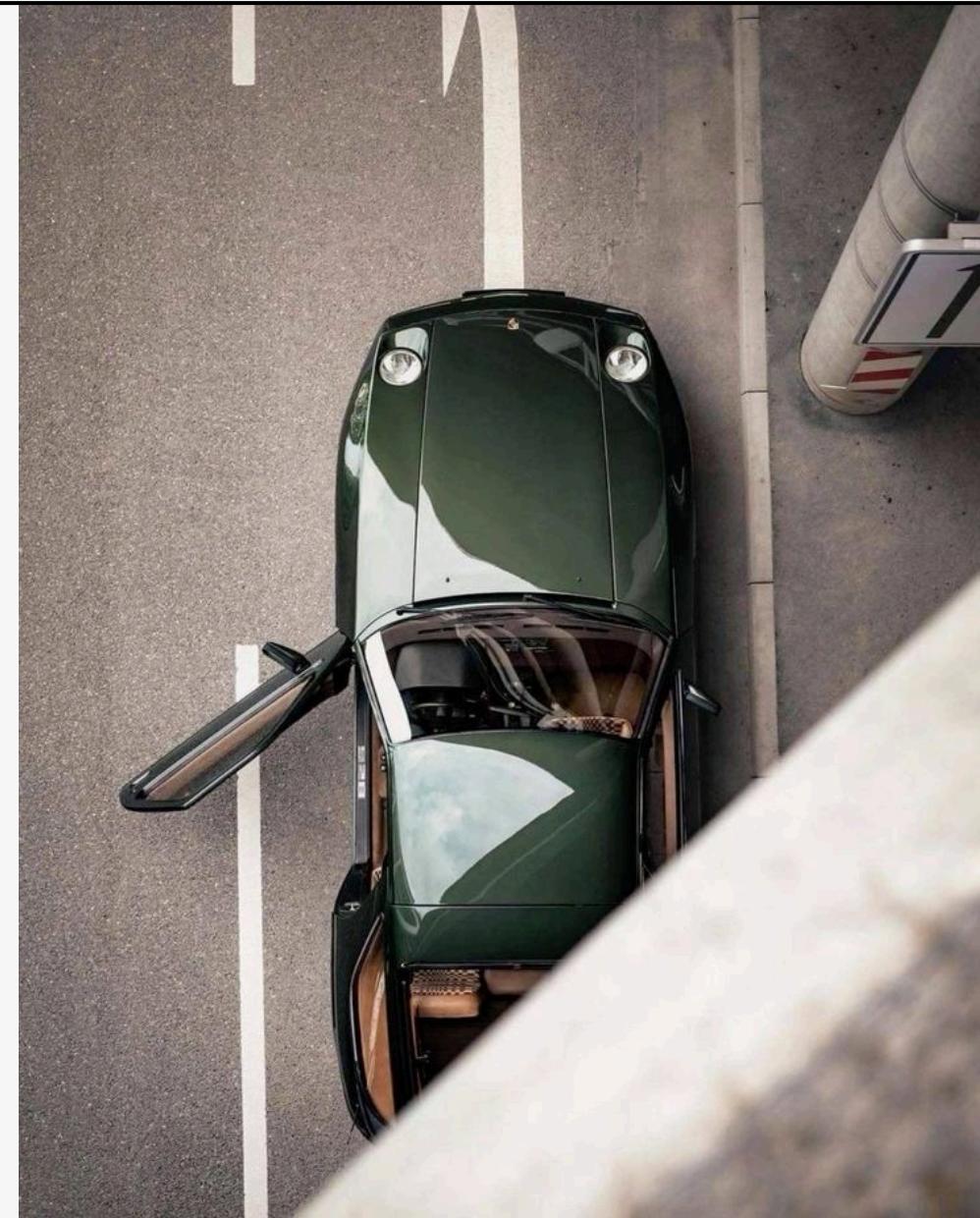
Group 1

Overview



Objective

- Optimize pricing strategies.
- Improve inventory management.
- Understand market trends.



Data Cleaning

Correcting Errors

Variant Column

Search

- ZL1
- ZR
- ZR (hybrid)
- ZR Hybrid
- ZR TWO Tone Option
- ZR6
- Z-Series
- #NAME?

Categorization

Gearbox Column

Search

- (Select All)
- Automatic
- AWD
- Front
- Manual
- Rear

Standardizing Data Formats

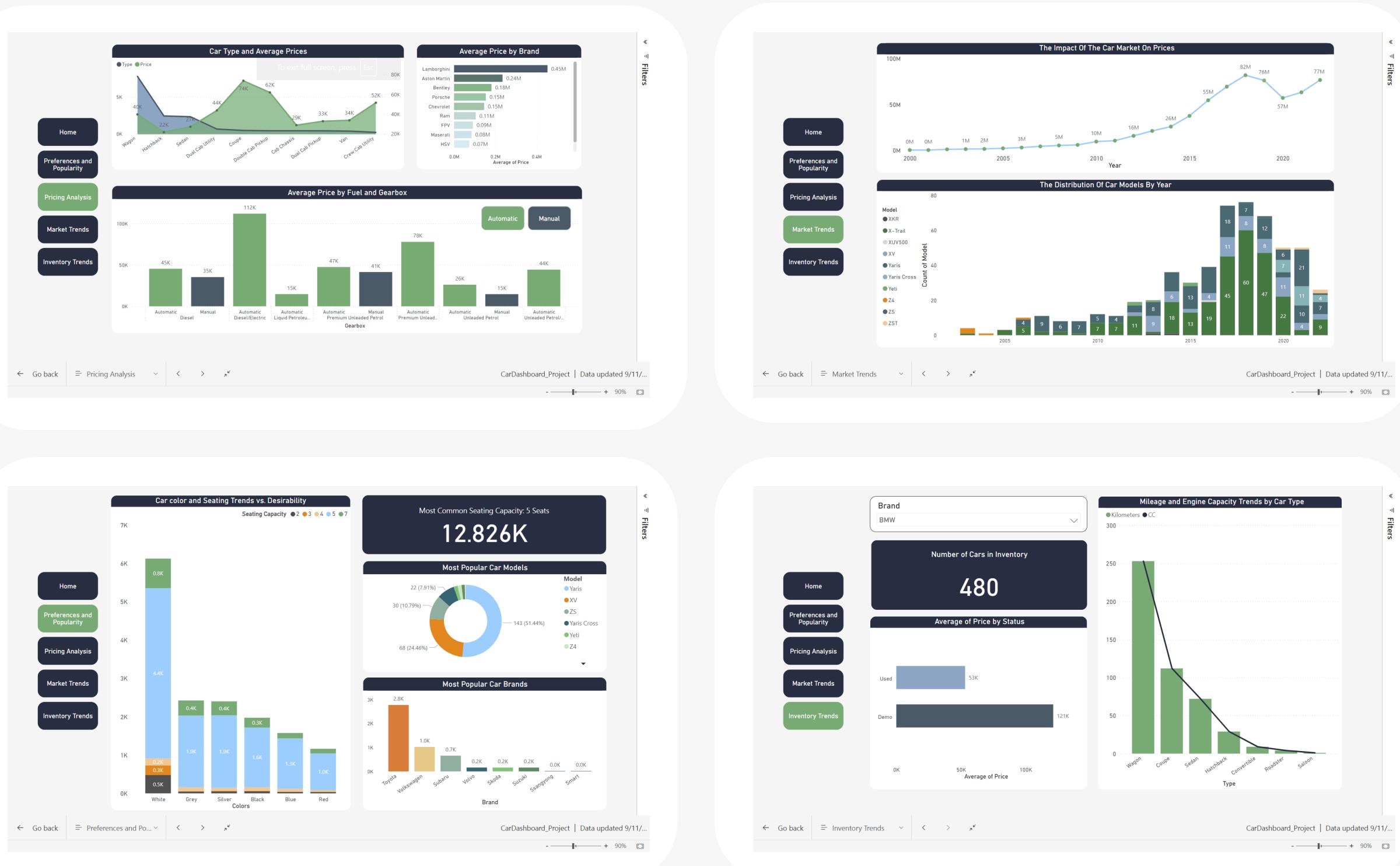
Color Column

(Select All Search Results)
Add current selection to filter
 While
 White
 Whte
 Whtie

Type Column

(Select All Search Results)
Add current selection to filter
 Club Cab Pickup
 Crew Cab Pickup
 Double Cab Pick Up
 Dual Cab Pick-up
 King Cab Pick Up
 King Cab Pickup
 Pickup

Dashboard



Power BI

Recommendations



Optimize Inventory Management

Maintain larger stock levels for popular models and seating capacities, especially for high-demand vehicles



Add Value for Less Popular Cars

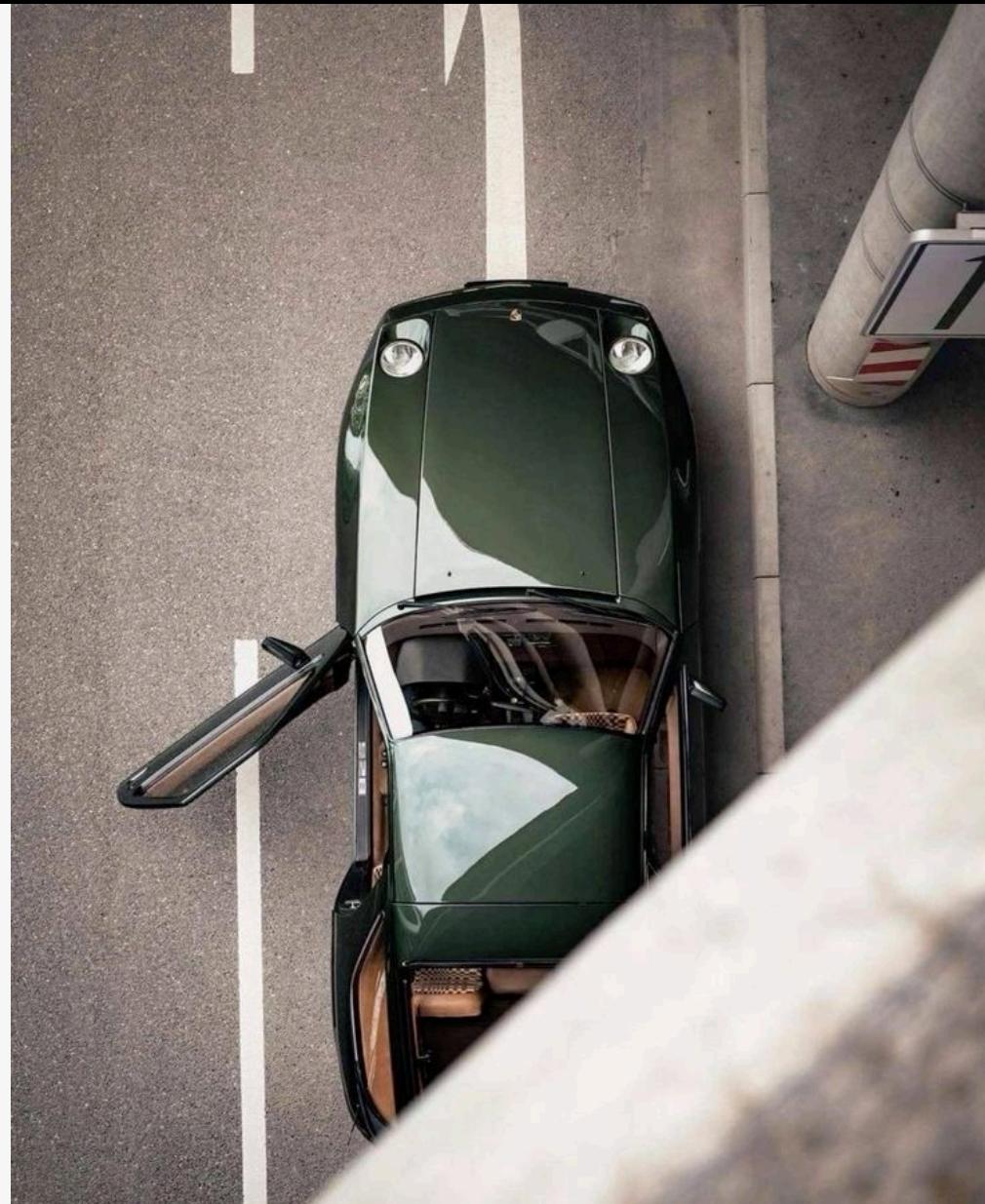
we recommend offering additional value through post-purchase services such as extended warranties, maintenance packages, or exclusive customer support.

Recommendations



Prioritize Automatic Gearbox Vehicles

automatic gearboxes attract a wider customer base. We recommend increasing the stock of cars with automatic gearboxes



Monitor Market Trends

consistently monitor trends in car types, mileage, and engine capacity to adjust inventory and pricing strategies.



Optimize Used and New Car Pricing

For used cars we suggest implementing competitive pricing to drive sales. For new cars, focusing on maximizing profits.



Any Questions ?

Team Members



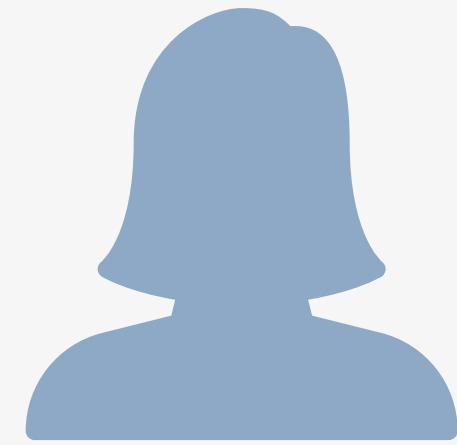
Manar
Alsayed



Munira
Alhumaid



Sarah
Alzaid



Taif
Aljouhi



Ruba
Alkhodaidi