CAR SALES ANALYSIS

1. Executive Summary

This report provides an overview of year-to-date car sales performance across dealers, regions, models, and customer segments. The analysis highlights total revenue, cars sold, pricing trends, and year-over-year growth. Key insights include strong performance in specific regions and companies, consistent weekly sales trends, and clear customer preferences in body styles and colour choices. These findings support strategic decisions in sales planning, inventory allocation, and marketing focus.

2. Key Performance Indicators (KPIs)

The dashboard should provide real-time insights into key performance indicators (KPIs) related to our sales data. This will enable us to make informed decisions, monitor our progress, and identify trends and opportunities for growth.

1. Sales Overview:

- Year-to-Date (YTD) Total Sales
- Month-to-Date (MTD) Total Sales
- Year-over-Year (YOY) Growth in Total Sales
- Difference between YTD Sales and Previous Year-to-Date (PTYD) Sales

2. Average Price Analysis:

- YTD Average Price
- MTD Average Price
- YOY Growth in Average Price
- Difference between YTD Average Price and PTYD Average Price

3. Cars Sold Metrics:

- YTD Cars Sold
- MTD Cars Sold
- YOY Growth in Cars Sold
- Difference between YTD Cars Sold and PTYD Cars Sold

3. Charts Requirement

1. YTD Sales Weekly Trend:

Display a line chart illustrating the weekly trend of YTD sales. The X-axis should represent weeks, and the Y-axis should show the total sales amount.

2. YTD Total Sales by Body Style:

Visualize the distribution of YTD total sales across different car body styles using a Pie chart.

3. YTD Total Sales by Colour:

Present the contribution of various car colours to the YTD total sales through a pie chart.

4. YTD Cars Sold by Dealer Region:

Showcase the YTD sales data based on different dealer regions using a map chart to visualize the sales distribution geographically.

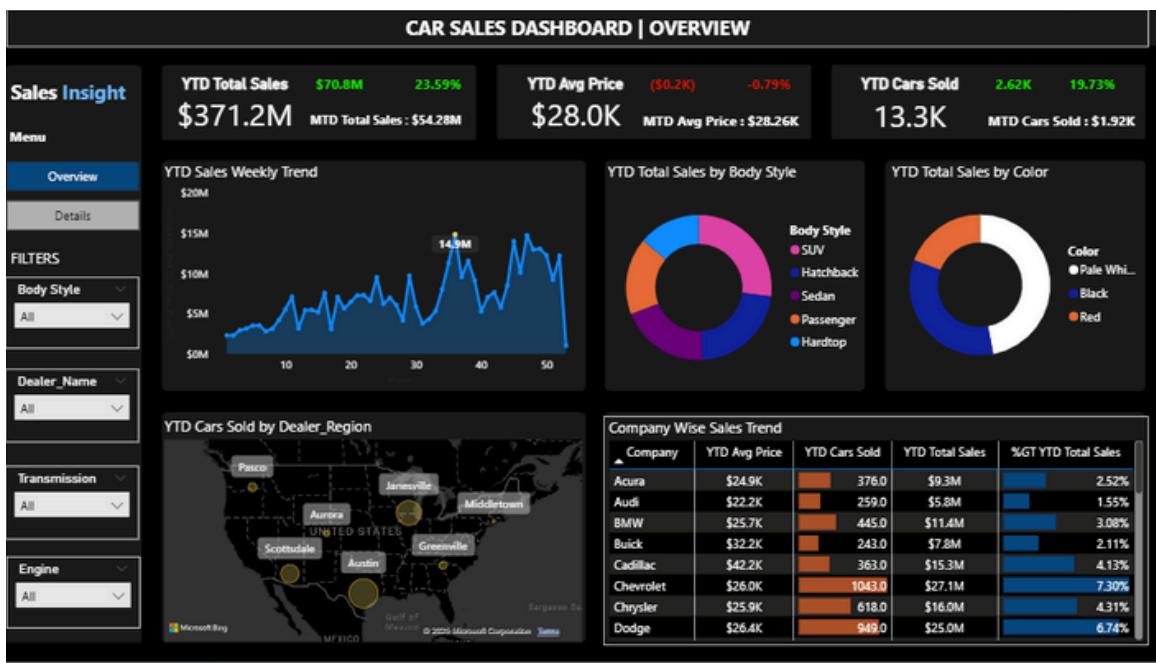**5. Company-Wise Sales Trend in Grid Form:**

Provide a tabular grid that displays the sales trend for each company. The grid should showcase the company name along with their YTD sales figures.

6. Details Grid Showing All Car Sales Information:

Create a detailed grid that presents all relevant information for each car sale, including car model, body style, colour, sales amount, dealer region, date, etc

4. Dashboard Summary

- The dashboard shows key sales KPIs along with trends, body style, colour and regional performance, plus a detailed sales table.
- It helps users understand overall performance and drill into individual records as needed.
- Page navigators allow smooth movement between pages, making the dashboard easy to explore.

5. Key Insights & Recommendations

- Boost inventory and marketing support for the top-selling body styles (SUV, Sedan).
- Strengthen dealer operations in low-volume regions through targeted promotions.
- Review pricing strategies for models showing high average price but lower volume.
- Continue monitoring weekly trends to plan promotional timing.
- Align dealer staffing and stock availability with high-demand weeks.

6. Conclusion

The dashboard gives a clear and interactive view of sales performance. The insights support strategic decisions across sales, operations, and marketing. This report can be refreshed monthly to track performance trends and adapt business strategies.