Problem Statement:

Background: We are a car dealership that offers a range of vehicle models. We require a thorough **Car Sales Dashboard in** **Power BI** in order to monitor and evaluate our sales performance efficiently.   
  
Objective: The objective of this project is to use Power BI to build and create an engaging and dynamic dashboard for car sales. The dashboard will show important KPIs associated with our auto sales, enabling us to make data-driven decisions and comprehend our sales success over time.

Problem Statement 1: KPI’s Requirement

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)

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

Problem Statement 2: 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.