**Tansat Autos**

**Statement of the Problem**

Car dealerships face increasing pressure to optimize their sales performance, tailor offerings to customer demographics, and enhance customer satisfaction in a competitive market. Despite having access to transactional and customer data, decision-makers often lack clear insights into which factors drive sales success, how regional and demographic differences affect performance, and what strategies could improve customer satisfaction. Without structured analysis, patterns in discount effectiveness, sales region dynamics, and demographic preferences remain underutilized.

**Objectives of the Analysis**

1. **Analyze Sales Trends**
   * Identify peak sales periods and understand how sales volume varies over time and across different regions.
2. **Evaluate Product Performance**
   * Determine which car models are top-performing based on sales quantity and revenue.
3. **Understand Customer Demographics**
   * Segment customers by age, gender, and income level to identify purchasing behaviors and preferences.
4. **Assess Pricing and Discounts Impact**
   * Analyze the effect of discounts on unit price in relation to quantity sold and customer satisfaction.
5. **Monitor Inventory Flow**
   * Compare quantity sold versus quantity imported to optimize stock management.
6. **Track Regional Sales Patterns**
   * Evaluate performance by sales region and specific locations to support targeted marketing.
7. **Measure Customer Satisfaction**
   * Identify factors contributing to higher customer satisfaction scores and align them with sales practices.