Bright Car Sales Analytics Project Timeline

	Week 1	Week 2	Week 3	Week 4
Data Preparation	Project Kickoff & Understanding	Data Cleaning & Processing		
Analysis		Exploratory Data Analysis	KPI Development	
Recommendations			Recommendations and Next steps	
Delivery			Presentation Development	Internal Review & Submission

Car Sales Data

DATE/TIME
- YEAR
  - CALCULATE THE NUMEBR OF SALES/YEAR
- SALE DATE
  - CAN ANALYSE THE DAY OF THE WEEK AND THE TIME BUCKET THAT ARE BUSY
  - SEASON SALES TO CHECK THE TIME OF YEAR PEOPLE BUY CARS

QUANTITATIVE
- SELLING PRICE
  - CALCULATE TOTAL REVENUE
- ODOMETER
  - CHECK HOW THE ODOMETER, MAKE AND YEAR OF THE CAR AFFECTS SALES

KPI
- TOTAL SALES REVENUE
- AVERAGE SELLING PRICE
- SALES VOLUME BY MAKE/MODEL=NUMBER OF VEHICLES SOLD PER MAKE OR MODEL
- AVERAGE MARKET PRICE(MMR)=MEAN OF MMR
- AVERAGE PRICE DIFFERENCE(SELLING PRICE VS MMR)=(SELLING PRICE-MMR)

CATEGORICAL
- CONDITION
  - CHECK HOW THE CONDITION PER MAKE AFFECTS THE NUMBER OF SALES AND THE SELLING PRICE
- MAKE
  - WHICH MAKE GENERATES THE MOST REVENUE
- TRANSMISSION
  - WHICH CATEGORY GENERATES THE MOST REVENUE
- SELLER
  - WHICH SELLER MADE THE MOST SALES AND WHICH SELLER GENERATED THE MOST REVENUE

ID
- VIN
  - CAN USE TO COUNT DISTINCT (CALCULATE NUMBER OF SALES BY EACH SELLER)

VISUALS
- CLUSTERED (BAR GRAGH)
- LINE GRAPH
  - TO CHECK THE TRENDS
- PIE CHART
  - AVERAGE MARKET PRICE PER MAKE