

Chris Luther Auto Company



Sales Performance Analysis

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Aim's Grid

PURPOSE OF THE PROJECT

To unlock Sales insights that are visible before Sales Team for decision support and Automate data to reduce time spent in manual data gathering

STAKEHOLDERS

- ✓ Sales Director
- ✓ Sales Team
- ✓ Marketing Team
- ✓ Customer Service Team
- ✓ IT

END RESULT

An Automated Dashboards providing quick and remarkable insights in order to support data driven decision making, better customer relationship, informed strategic planning and sense of risk management

SUCCESS CRITERIA

- ✓ After the dashboards, business decisions that save cost between 15% - 20% will be made.
- ✓ Sales Team able to make better informed decisions with 10% cost savings and reduce business time by 20% from data gathering.



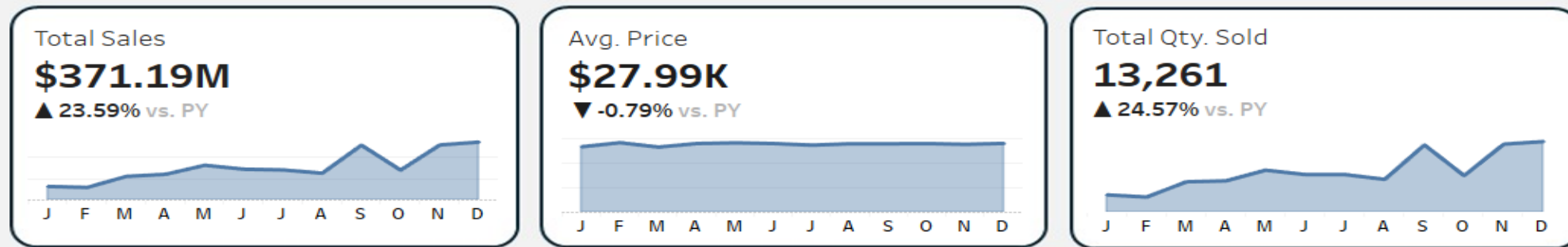
Approach, Analysis and Technical Challenges

1. Data Tables collected from the Management team
2. Formatted, compiled and cleaned
3. Dealt with missing values, mis-spelt text and change data types
4. Created calculated fields
5. Built Charts and created table.
6. Built Dashboards, with the designs done on power point, added icons, filters and dynamics

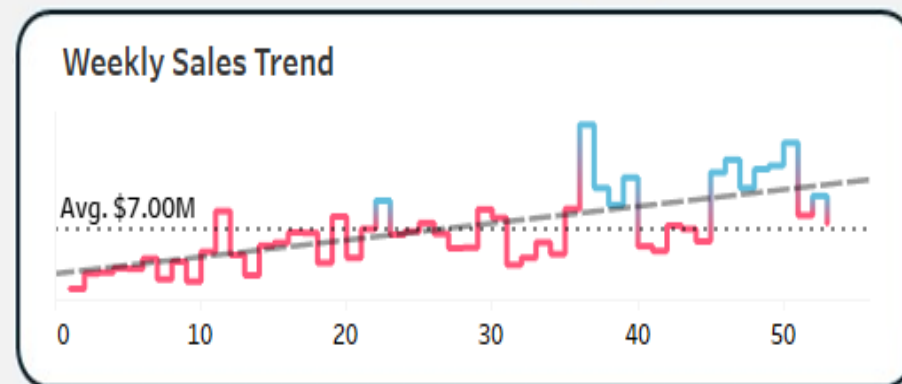
Sales Performance Dashboards Components

Sales Dashboard Components - Key Requirements

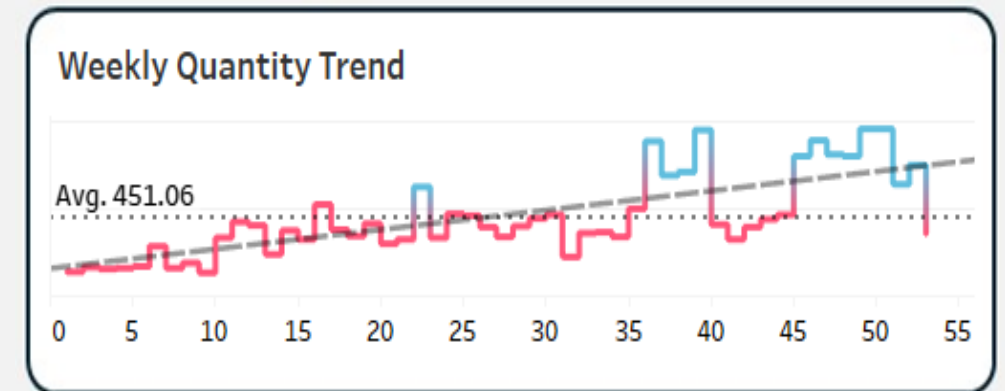
1. KPI's and Sales Trends - Using BANS for the KPI's and AREA & LINE CHART for the Sales Trends



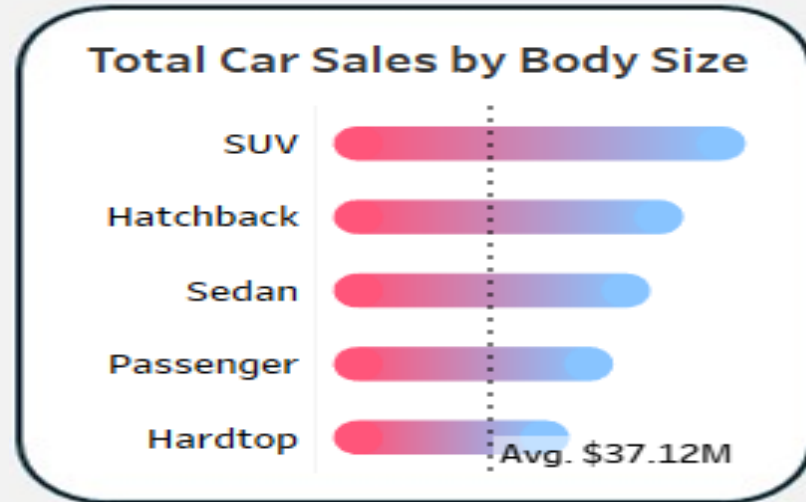
2. Weekly Sales Trends - Using LINE CHART



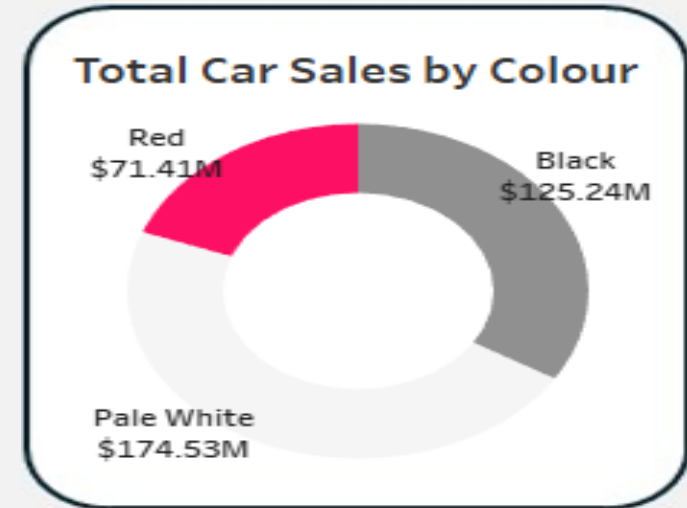
3. Weekly Quantity Trends - Using LINE CHART



4. Total Car Sales by Body Size - Using Rounded BAR CHART



5. Total Car Sales by Colour – Using DONUT CHART



6. Total Car Sales by Regional Dealers - Using Rounded BAR CHART

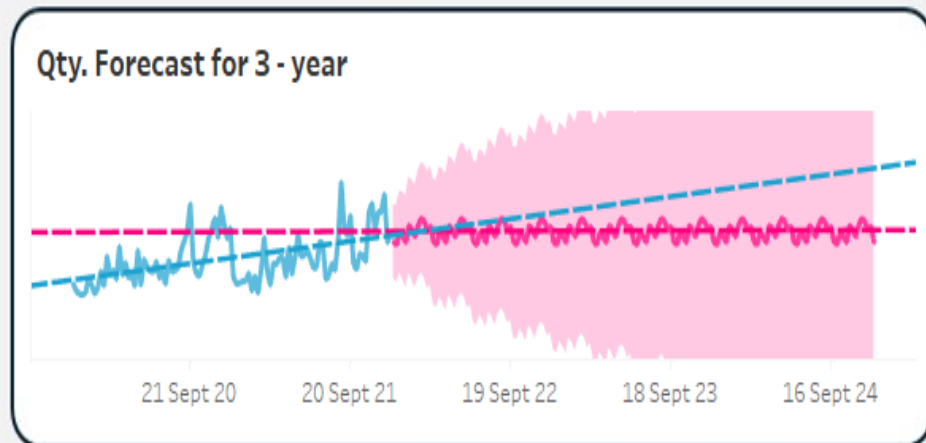


Sales & Projection Dashboard Components - Key Requirements

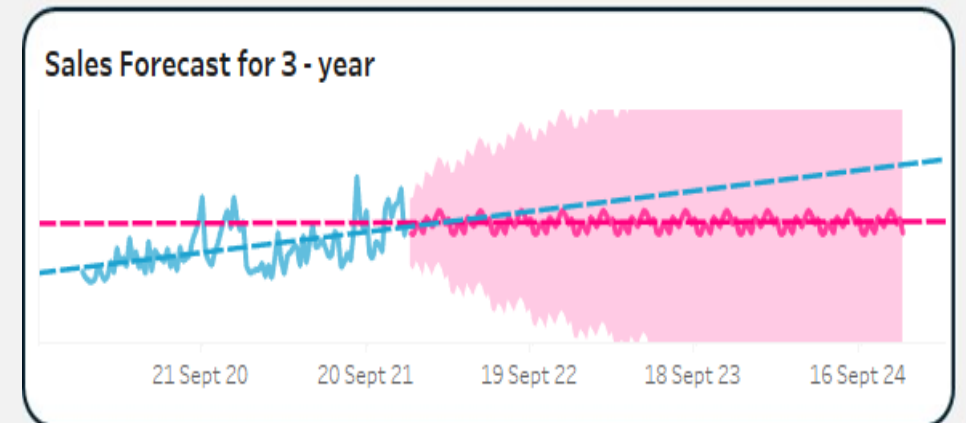
1. Company Brand Sales

Company Brand Sales				
Comp..	Total Qty ..	Total Avg...	Total S...	% of Total ..
Chevrolet	1,043	\$25.99K	\$27.11M	7.30%
Ford	886	\$28.70K	\$25.43M	6.85%
Dodge	949	\$26.36K	\$25.02M	6.74%
Oldsmobile	622	\$31.56K	\$19.63M	5.29%
Mercedes-B	714	\$26.65K	\$19.03M	5.13%
Mitsubishi	705	\$26.56K	\$18.72M	5.04%
Volkswagen	718	\$25.40K	\$18.23M	4.91%
Toyota	593	\$29.52K	\$17.50M	4.72%
Chrysler	618	\$25.91K	\$16.01M	4.31%
Cadillac	363	\$42.24K	\$15.33M	4.13%
Lexus	445	\$34.05K	\$15.15M	4.08%
Mercury	487	\$29.02K	\$14.13M	3.81%
Pontiac	448	\$29.54K	\$13.24M	3.57%
Volvo	458	\$27.91K	\$12.78M	3.44%
Nissan	473	\$26.91K	\$12.73M	3.43%
BMW	445	\$25.68K	\$11.43M	3.08%

2. Qty. Forecast for three years - Using LINE CHART



3. Sales Forecast for three years – Using LINE CHART



Sales Summary

This Sales dashboard delivers key insights into sales metrics, trends, product popularity, and financial performance, making it ideal for various reporting needs.



Select Year

2021

Date

02/01/2020

31/12/2021

Gender

(All)

Company

(All)

Dealer Name

(All)

Model

(All)

Engine

(All)

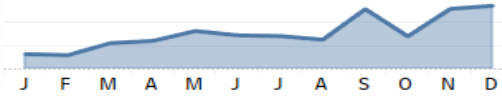


SALES DASHBOARD | 2021

Total Sales

\$371.19M

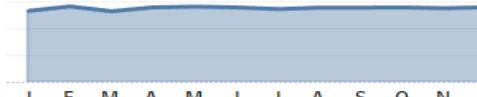
▲ 23.59% vs. PY



Avg. Price

\$27.99K

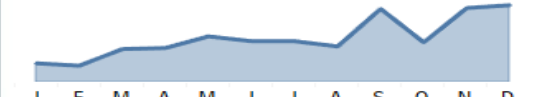
▼ -0.79% vs. PY



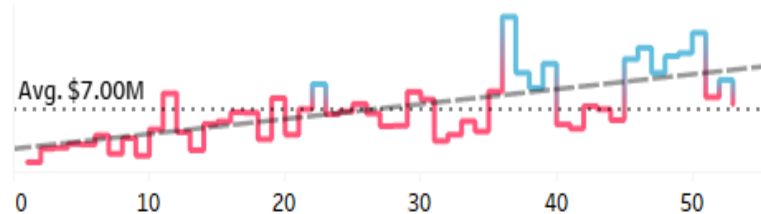
Total Qty. Sold

13,261

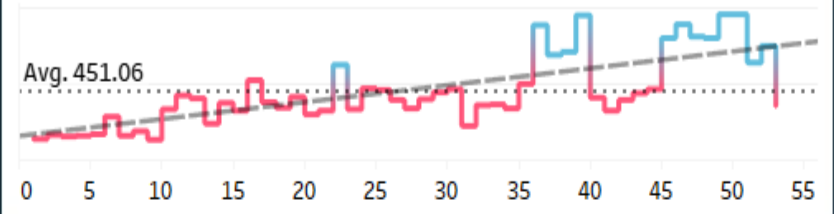
▲ 24.57% vs. PY



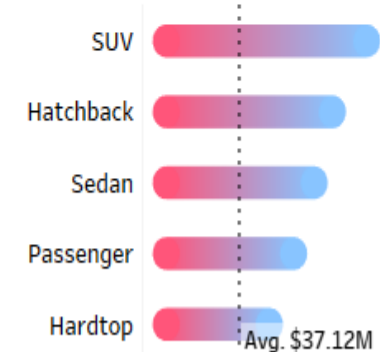
Weekly Sales Trend



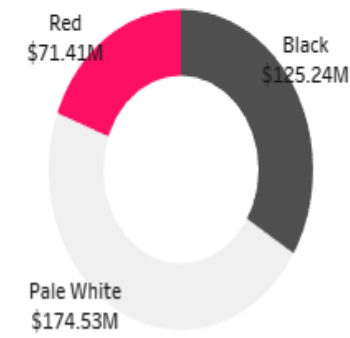
Weekly Sales Quantity Trend



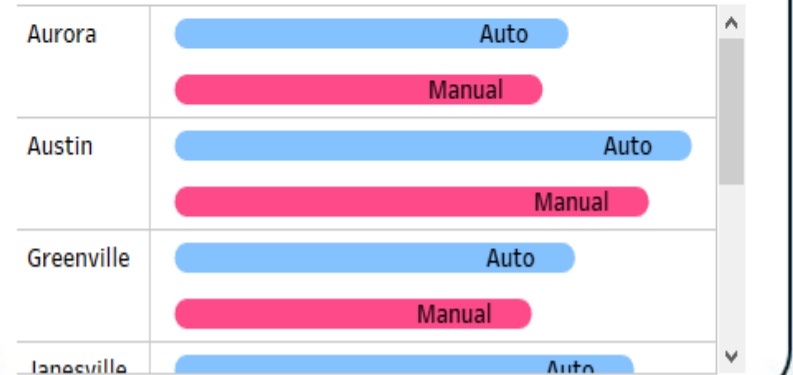
Total Car Sales by Body Size



Total Car Sales by Colour



Total Car Sales by Regional Dealers



Sales & Forecasting Summary

This Sales & Forecasting dashboard provides insights into sales, brand preference and quantity, highlighting trends. The forecast projects performance over the next three years, offering a clear outlook for planning.



Select Year

2021

Date

02/01/2020

31/12/2021

Gender

(All)

Company

(All)

Dealer Name

(All)

Model

(All)

Engine

(All)

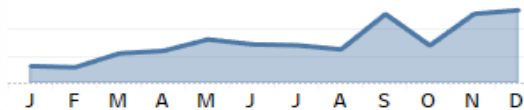


SALES & PROJECTION DASHBOARD | 2021

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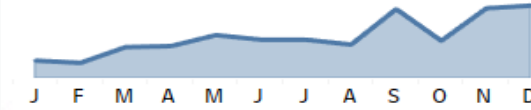
▲ 23.59% vs. PY



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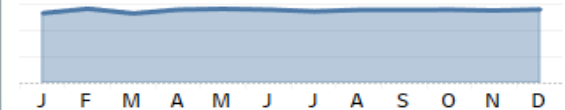
▲ 24.57% vs. PY



Avg. Price

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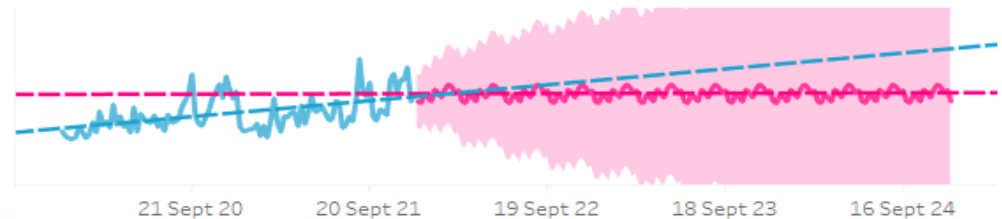
▼ -0.79% vs. PY



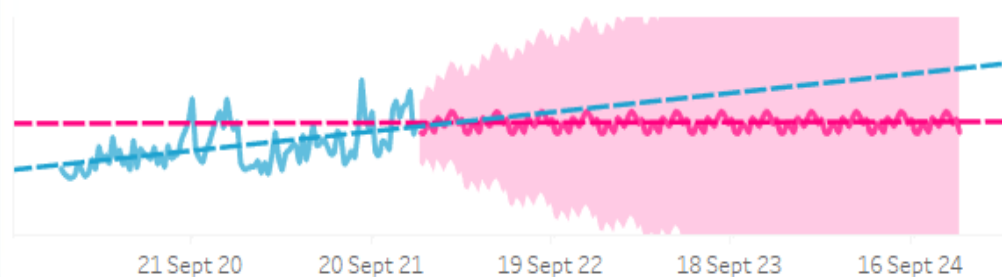
Company Brand Sales

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Qty. Forecast for 3 - year



Sales Forecast for 3 - year



Final Results

1. Is there significant difference year – on – year for Sales, Avg. Profit and Quantity?
Hypothesis: Yes, there was clear and significant difference year – on – year.
2. Is there significant difference year – on – year in the Weekly Sales and Quantity Trends?
Hypothesis: Yes, there was clear and significant difference year – on – year.
3. Is there significant difference year-on-year in the top 5 in Company Brand Sales?
Hypothesis: Yes
4. Which Car Colour out class the other colours year – on – year?
Pale White
5. Does the projection shows remarkable progress for the company?
Hypothesis: Yes

To see the functionality and dynamic nature of the dashboard: Go to
<https://public.tableau.com/app/profile/olumide.balogun1>