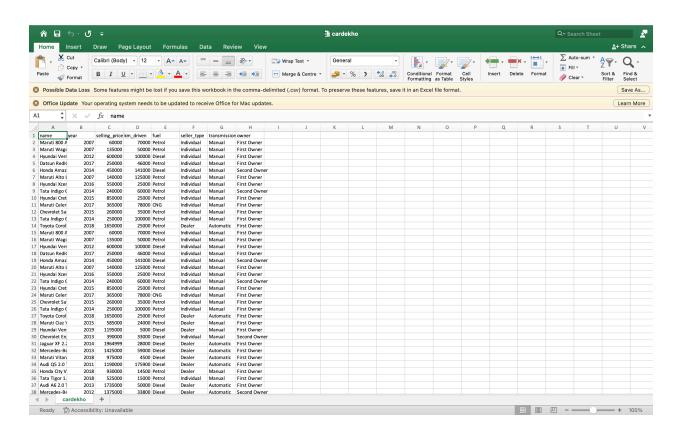


CAR DEKHO SALES ANALYSIS DASHBOARD

PROJECT OVERVIEW

This is the small Dataset



 This project transformed raw sales data into a dynamic, strategic dashboard to uncover actionable insights within the Indian two-wheeler market with the help of POWER BI.

- **Objective:** To create a highly segmented, real-time reporting tool from 10,000+ bike transaction records.
- **Methodology:** Used Power Query for robust data modeling (ETL) and **DAX** to establish essential analytical measures, such as the Average Resale Price and Price Retention Percentage.
- **Key Feature:** The final dashboard is fully dynamic, utilising **Slicers and Visual Filters** to allow users to instantly segment and analyse all four core charts (Market Share, Resale Value, etc.) at once.
- Strategic Value: The tool delivers actionable intelligence, notably confirming
 the Tier 3 Resale Price Premium and revealing the non-linear nature of bike
 depreciation, empowering stakeholders to optimise pricing and inventory
 strategies based on verified data.