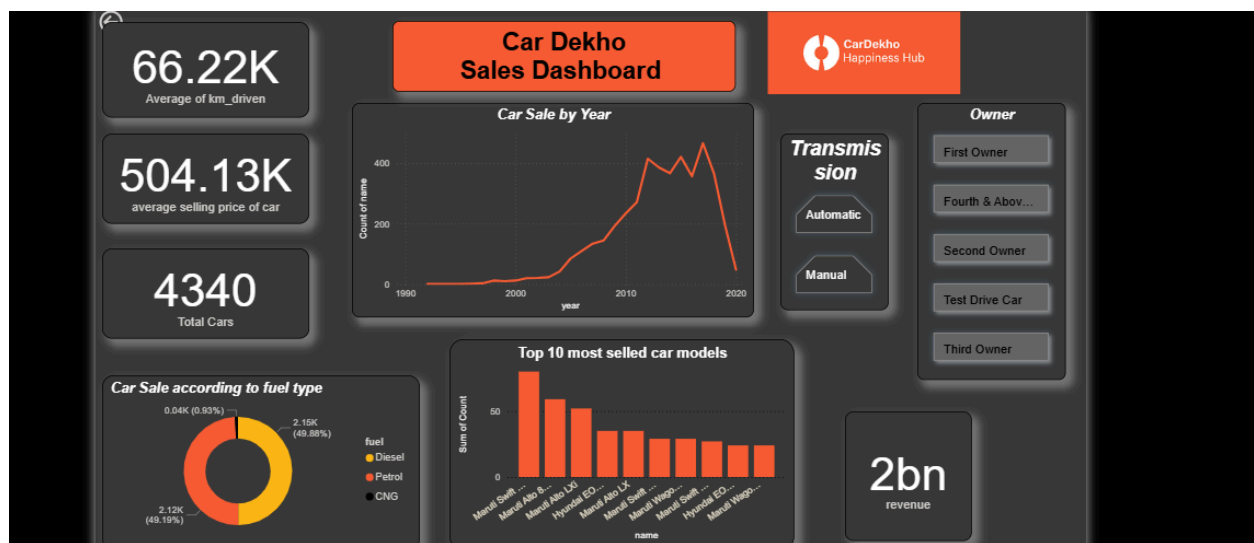# DASHBOARD 📥 AND CONCLUSION✅

DASHBOARD GUIDE

A Dashboard Guide should be the simplest, most direct instruction set for the user. It needs to tell them exactly what to click and what to look for.The Bike Sales Dashboard is built for real-time segmentation. This Power BI dashboard is a dynamic, actionable tool, not just a set of static charts.

1. Initial State Check

- **Action:** Look at the dashboard without clicking anything.
- **Verify:** Confirm the top-level findings: **Tier 3 cities** have the highest average resale price, and the **Market Share** chart is evenly split. This confirms the baseline data is loaded correctly.

2. Test Core Interactivity

- **Action:** Use a **Slicer** (e.g., click **'Hybrid'** under Fuel Type, or select a single Brand like **'Royal Enfield'**).

- **Verify:** All four core visuals (Sales Volume, Resale Price, Mileage, and Market Share) must update simultaneously. This proves the relationships and filters are working correctly.

3. Segment Analysis (The Drill-Down)

- **Action:** Keep the Slicer filter active, and then hover over the **Sales Volume by State** bar chart.

- **Verify:** The data displayed now is *only* for the filtered segment (e.g., only Royal Enfield sales). This confirms the ability to conduct **segmented analysis** and find specific regional hotspots for certain models or fuel types.

4. Conclude Strategy

- **Action:** Use the **City Tier** filter and select only **'Tier 3'**.

- **Verify:** The **Average Resale Price** KPI should display the highest possible price value. This action directly confirms the strategic insight that Tier 3 markets command the highest premium.

CONCLUSION

This Power BI project successfully transformed raw bike sales transactions into a **dynamic, action-oriented dashboard** that moves analysis beyond simple static reporting. By leveraging robust data modeling and DAX for precise metrics, the tool provides real-time, segmented intelligence via interactive filters. The analysis yielded high-value strategic findings, crucially confirming that **Tier 3 cities command the highest resale value premium** and that **bike age does not cause linear depreciation**. This powerful dashboard provides a clear strategic advantage, empowering stakeholders to optimise inventory sourcing, regional marketing focus, and pricing strategies based on verified, data-driven insights.