CAR SALES DASHBOARD

Background:

Our company operates as a car dealership with a diverse range of car models. To improve our ability to track and analyze sales performance, we need a detailed Car Sales Dashboard built in Power BI.

Objective:

The goal of this project is to create an interactive and dynamic Car Sales Dashboard in Power BI. This dashboard will bring critical sales metrics to the forefront, allowing us to better understand sales performance trends, evaluate progress, and support data-informed decision-making.

Requirements

1. Key Performance Indicators (KPIs)

The dashboard should deliver real-time insights into KPIs relevant to our sales data. These insights will guide us in making well-informed decisions, tracking growth, and identifying patterns or opportunities.

Sales Overview:

- **Year-to-Date (YTD) Total Sales**
- **Month-to-Date (MTD) Total Sales**
- **Year-over-Year (YOY) Growth in Total Sales**
- **YTD vs. Previous YTD (PTYD) Sales Difference**

Average Price Analysis:

- **YTD Average Price**
- **MTD Average Price**
- **YOY Growth in Average Price**
- **YTD vs. PTYD Average Price Difference**

Cars Sold Metrics:

- **YTD Cars Sold**
- **MTD Cars Sold**

- **YOY Growth in Cars Sold**
- **YTD vs. PTYD Cars Sold Difference**

2. Visualization Requirements

To effectively represent and analyze sales trends, the dashboard should include the following visualizations:

- **YTD Sales Weekly Trend**: A line chart to track weekly YTD sales, with weeks on the X-axis and total sales amount on the Y-axis.
- **YTD Total Sales by Body Style**: A pie chart to display the percentage of YTD total sales for different car body styles.
- **YTD Total Sales by Color**: A pie chart to illustrate the contribution of various car colors to YTD total sales.
- **YTD Cars Sold by Dealer Region**: A map chart to show the geographic distribution of YTD sales by dealer regions.
- **Company-Wise Sales Trend**: A tabular grid summarizing each company's YTD sales performance by displaying company names alongside their respective YTD sales figures.
- **Detailed Sales Information**: A grid presenting comprehensive details for each car sale, including the car model, body style, color, sale amount, dealer region, and sale date.