Car Sales Dashboard Using Tableau

Objective

- The objective of this project is to design and develop a dynamic and interactive Car Sales Dashboard using Tableau. The dashboard will visualize critical KPIs related to car sales, helping to understand the sales performance over time and make data-driven decisions.

Problem Statement

- The dashboard should provide real-time insights into key performance indicators (KPIs) related to sales data. This will enable to make informed decisions, monitor the progress, and identify trends and opportunities for growth.

KPI's Used

1. **Sales Overview**:
   - Year-to-Date (YTD) Total Sales
   - Year-over-Year (YOY) Growth in Total Sales

2. **Average Price Analysis**:
   - YTD Average Price
   - YOY Growth in Average Price

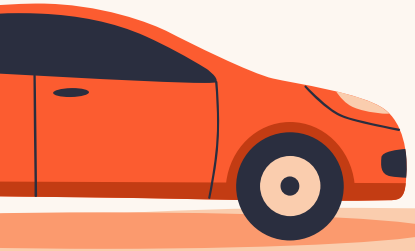
3. **Cars Sold Metrics**:
   - YTD Cars Sold
   - YOY Growth in Cars Sold

Chart's Used for various KPI's

YTD Sales Weekly Trend: Line chart is used for illustrating the weekly trend of YTD sales. The X-axis represents weeks, and the Y-axis shows total sales amount.

YTD Total Sales by Body Style: YTD total sales across different car body styles is visualized using a Pie chart.

YTD Total Sales by Color: Contribution of various car colors to the YTD total sales is shown using donut chart



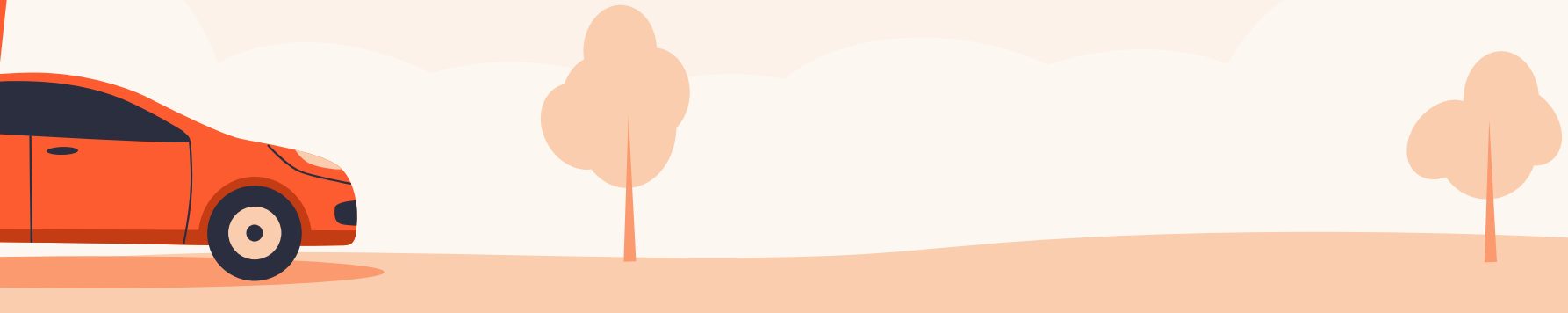
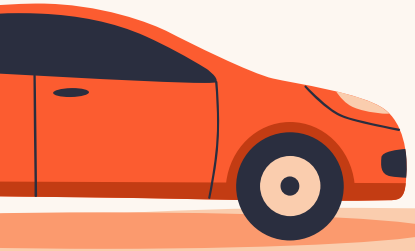
Chart's Used for various KPI's

YTD Cars Sold by Dealer Region: YTD sales data based on different dealer regions is shown using a bar chart to visualize the sales distribution geographically.

Company-Wise Sales Trend in Grid Form: A Tabular grid is used that displays the sales trend for each company. The grid showcases the company name along with their YTD sales figures.

INSIGHTS

- YoY Growth for car sales is 23.59%
- In total the cumulative price of all cars has been dropped YoY by 0.79%
- Percentage of Cars sold YoY has increased by 24.57 %
- SUV contributes highest sales followed by Hatchback and Sedan
- Customers mostly like to buy pale white colored cars as it shows highest sales
- Chevrolet has sold maximum cars followed by Dodge and Ford
- Chevrolet , Ford and Dodge are top 3 companies which has done maximum sales



Thank You !!