



Project Overview
sales to help the new Head of Sales Improve revenue,
ship performance, and customer Insights.

1. Source Layer

- Car_sales_updated.csv (uploaded)
- Contains: make, model, year, fuel type, cost price, selling price, units sold, region, date sold

Analysis Layer

- Tools:
- SQL (Snowflake)
 - Power BI or Excel

- Dashboards:
- Revenue by car make & model
 - Profit margin heatmap
 - Sales by region
 - Yearly trend line
 - Fuel type and model popularity
 - Price vs mileage scatter chart

Storage Layer Snowflake Database Structure:

Snowflake Database Structure:
Database: BRIGHT_MOTORS
Schema: SALES_DATA

- Tables:**
- RAW_CAR_SALES
 - CLEANED_CAR_SALES
 - AGGREGATED_SALES

ETL / Data Cleaning Layer (Snowflake)

Cleaning Steps
Remove duplicates
Standardize date formats
Convert selling_price and cost_price to numeric (remove commas & symbols)
Fill or drop missing values
Standardize region names
Check mileage and year correctness
Idea

Transformations
.Create total_revenue = selling_price * units_sold
.Create profit_margin = (selling_price - cost_price) / selling_price * 100
Categorize:
.High Margin \geq 20%
.Medium Margin 10–19.9%
.Low Margin $<$ 10%

Create time dimensions:
• Year
• Month
• Quarter

Aggregate tables:
• revenue_by_make_model
• sales_by_region
• yearly_trends
• fuel_type_distribution

Presentation Layer

Canva or PowerPoint
Slides Include:
Executive summary
Dashboards screenshots
Key Insights
Recommendations for growth