

**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
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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