

BMW Dashboard Requirements

1. Executive Summary

This project focuses on developing an interactive Automotive Sales Dashboard using cleaned and structured sales data.

The objective is to transform raw business data into meaningful visual insights that help management monitor performance, identify trends, and support strategic decision-making.

The dashboard will be developed using Looker Studio and will provide executive-level KPIs along with detailed analytical views.

2. Business Problem Statement

The automotive company needs better visibility into its sales performance across different regions, vehicle models, and product specifications.

- Clear regional revenue comparison
- Insight into fuel type demand
- Performance tracking by transmission type
- Understanding of mileage impact on sales
- Identification of factors driving High sales classification

Without a centralized dashboard, decision-making is slower and less data driven.

3. Business Objectives

- Provide a centralized executive sales overview.
- Identify top-performing regions and models.
- Analyze demand patterns across fuel types.
- Evaluate the impact of transmission type on revenue.
- Understand the relationship between price, mileage, and sales volume.
- Visualize High vs Low sales classification distribution.

4. Key Metrics (KPIs)

The dashboard will display the following KPIs:

- Total Revenue
- Total Sales Volume
- Average Vehicle Price
- High Sales Percentage
- Revenue by Region
- Revenue by Fuel Type
- Revenue by Transmission

- Year-wise Revenue Trend

5. Dashboard Requirements

Page 1: Executive Overview

- KPI Scorecards
- Year-wise Revenue Trend (Line Chart)
- Region-wise Revenue (Bar Chart)
- High vs Low Sales Distribution (Pie/Bar)

Page 2: Product Performance Analysis

- Model-wise Sales Volume
- Fuel Type vs Revenue
- Transmission vs Revenue
- Engine Size Distribution

Page 3: Sales Drivers Analysis

- Mileage vs Sales Volume (Scatter Plot)
- Price vs Sales Volume
- Region & Fuel Type Filters