**Background**: This dataset captures the pulse of ****viral social media trends**** across ****TikTok****, ****Instagram****, ****Twitter****, and ****YouTube****. It provides insights into the most popular ****hashtags****, ****content types****, and ****user engagement**** levels, offering a comprehensive view of how trends unfold across platforms. With ****regional data**** and ****influencer-driven content****, this dataset is perfect for:

* ****Trend analysis**** 🔍
* ****Sentiment modeling**** 💭
* Understanding ****influencer marketing**** 📈

Dive in to explore what makes content go viral, the behaviors that drive engagement, and how trends evolve on a global scale! 🌍

**KPI**

* **Total videos, total views, total lives, total shares ,comments**

**Charts**

* **platform wise views :columns**
* **Regions wies views : pie**
* **top 10 hastags views /like : bars**
* **content types avg view ,likes, shares comments : row card**
* **Regions wise views : Map**
* **Content types : table**
* **Tend platform based on views :line**

**slicer**

* **engagemt level , platfrom , content**

|  |  |  |
| --- | --- | --- |
| KPI |  |  |
| Toal videos |  |  |
| shots |  |  |
| post |  |  |
| Live Streaming |  |  |
|  |  |  |
| total views | total likes |  |
|  |  |  |
| Charts |  |  |
| platform wise views |  |  |
| Regions wies views pie |  |  |
| top 10 hastags views /like |  |  |
|  |  |  |
| content types avg view ,likes, shares |  |  |
| Regions wise filter regions views |  |  |
| slicer engagemt level , platfrom , content |  |  |

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

**Problem Statement 1: KPI’s Requirement**

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

1. **Sales** **Overview**:
   * Year-to-Date (YTD) Total Sales
   * Month-to-Date (MTD) Total Sales
   * Year-over-Year (YOY) Growth in Total Sales
   * Difference between YTD Sales and Previous Year-to-Date (PTYD) Sales
2. **Average Price Analysis:**
   * YTD Average Price
   * MTD Average Price
   * YOY Growth in Average Price
   * Difference between YTD Average Price and PTYD Average Price
3. **Cars Sold Metrics:**
   * YTD Cars Sold
   * MTD Cars Sold
   * YOY Growth in Cars Sold
   * Difference between YTD Cars Sold and PTYD Cars Sold

**Problem Statement 2: Charts Requirement**

1. **YTD Sales Weekly Trend:** Display a line chart illustrating the weekly trend of YTD sales. The X-axis should represent weeks, and the Y-axis should show the total sales amount.
2. **YTD Total Sales by Body Style:** Visualize the distribution of YTD total sales across different car body styles using a Pie chart.
3. **YTD Total Sales by Color:** Present the contribution of various car colors to the YTD total sales through a pie chart.
4. **YTD Cars Sold by Dealer Region:** Showcase the YTD sales data based on different dealer regions using a map chart to visualize the sales distribution geographically.
5. **Company-Wise Sales Trend in Grid Form:** Provide a tabular grid that displays the sales trend for each company. The grid should showcase the company name along with their YTD sales figures.
6. **Details Grid Showing All Car Sales Information:** Create a detailed grid that presents all relevant information for each car sale, including car model, body style, colour, sales amount, dealer region, date, etc

calendar = CALENDAR(min(car\_data[Date]), MAX(car\_data[Date]) -->table create

month = FORMAT (calender[Date],"MMM") --> column

week = WEEKNUM(calender[Date]) --> column

total sales = SUM(car\_data[Price ($)]) --> measurse

MTD total sales = TOTALMTD(SUM(car\_data[Price ($)]),calender[Date]) --> measure

last year sale = CALCULATE(sum(car\_data[Price ($)]), SAMEPERIODLASTYEAR(calender[Date])) --meausere

sales diff = [YTD total sales]-[last year sales] -->measure

yoy growth = [sales diff]/[last year sale] --> measure

**OR**

yoy growth = ([YTD total sales]-[last year sale])/[last year sale] --> measure

sales diff = [YTD total sales]-[last year sales] -->measure

 calculate YoY growth with this formula: YoY growth = ((current period value – last period value) / last period value) x 100.

diff color = IF([sales diff]>0, "Green","Red")

MTD con = CONCATENATE("MTD Total Sales : " ,FORMAT([MTD total sales]/1000000, "$0.00M"))

Car sold

YTD car sold = TOTALYTD(COUNT(car\_data[Car\_id]),calender[Date])

car sold diff = [YTD car sold] - [prev count sold]

YTD car sold = TOTALYTD(COUNT(car\_data[Car\_id]),calender[Date])

mtd sold = CONCATENATE("MTD Car Sold : ",FORMAT([mtd count]/1000, "0.00K"))

prev count sold = CALCULATE(COUNT(car\_data[Car\_id]), SAMEPERIODLASTYEAR(calender[Date]))

YTD car sold = TOTALYTD(COUNT(car\_data[Car\_id]),calender[Date])