

The background of the image is a dark, moody photograph of a car, likely a sedan, viewed from a low angle. The car's body is a deep navy blue. Overlaid on this are four horizontal decorative elements: two white lines with orange diagonal hatching at their ends, one positioned above and one below the main text. The text 'CAR SALES' is centered in a large, bold, white sans-serif font.

CAR SALES



BACKGROUND

Our company is a car dealership that sells wide selection of top vehicle brands known for their quality and performance.

PROBLEM STATEMENT

Car dealership aims to bring clarity on important details such as popular car models, dealer demographics & market trends. By addressing certain questions, our goal is to help enhance overall business performance by enhancing the market strategies.



OBJECTIVE



The objective of this project is to analyse and interpret the trends in car sales over a specific period, using various statistical and analytical tools in Power BI.



KPI

TRENDS

FILTERS

VISUALISATIONS

- YTD Total Sales: An overview of the year-to-date total car sales.
 - YTD average Price: An overview of the year-to-date average car price.
 - YTD cars sold: An overview of the year-to-date total cars sold.
-
- YTD sales weekly trend: Visualize sales performance from the beginning of the year up to the current week.
 - YTD Total Sales by Body style: Visualize how our sales vary across different body styles.
 - YTD Total Sales by Colour: Explore the distribution of sales based on colour preferences.
 - Company-Wise Sales Trend: Track the overall sales trend across different time periods.
-
- Body Style: Explore sales based on different body styles.
 - Dealer Name: Explore sales based on Dealer Name.
 - Transmission: Filter by transmission type.
 - Engine: Filter by engine specifications.

CAR SALES DASHBOARD | OVERVIEW

Sales Insights

Menu

Overview

Details

Filters

Body Style

All

Dealer_Name

All

Transmission

All

Engine

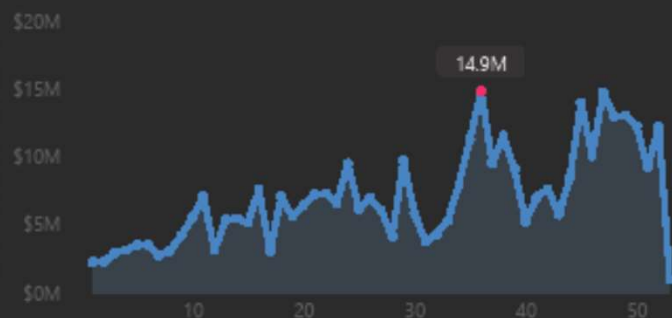
All

YTD Total Sales \$70.8M 23.59%
\$371.2M MTD Total Sales : \$54.28M

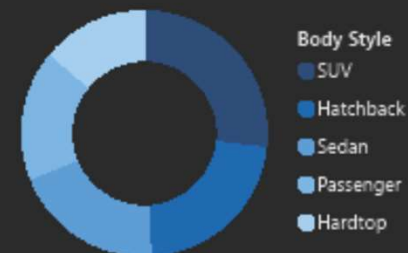
YTD Avg Price (\$0.22K) -0.79%
\$28.0K MTD Avg Price : \$28.26T

YTD cars sold 2.62K 24.57%
13.3K MTD Cars Sold : 1.92T

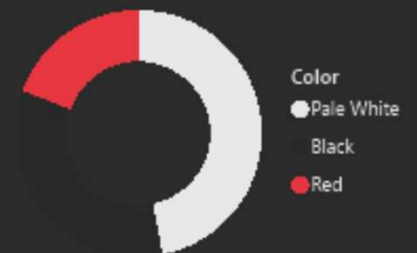
1. YTD Sales Weekly Trend



YTD total sales by Body Style



YTD total sales by Color



YTD cars sold by Dealer_Region



Company wise sales Trend

Company	YTD Avg Price	YTD cars sold	YTD total sales	%GT YTD total sales
Chevrolet	\$26.0K	1043.0	\$27.1M	7.30%
Ford	\$28.7K	886.0	\$25.4M	6.85%
Dodge	\$26.4K	949.0	\$25.0M	6.74%
Oldsmobile	\$31.6K	622.0	\$19.6M	5.29%
Mercedes-B	\$26.7K	714.0	\$19.0M	5.13%
Mitsubishi	\$26.6K	705.0	\$18.7M	5.04%
Volkswagen	\$25.4K	718.0	\$18.2M	4.91%
Toyota	\$29.5K	593.0	\$17.5M	4.72%

CAR SALES DASHBOARD | DETAILS

Sales Insights

Menu

Overview

Details

Filters

Body Style

All

Dealer_Name

All

Transmission

All

Engine

All

YTD Total Sales

\$70.8M

23.59%

\$371.2M

MTD Total Sales : \$54.28M

YTD Avg Price

(\$0.22K)

\$28.0K

MTD Avg Price : \$28.26T

YTD cars sold

2.62K

24.57%

13.3K

MTD Cars Sold : 1.92T

Car_id	Date	Customer Name	Dealer_Name	Company	Color	Model	Total Sales
C_CND_000001	02 January 2022	Geraldine	Buddy Storbeck's Diesel Service Inc	Ford	Black	Expedition	\$26K
C_CND_000002	02 January 2022	Gia	C & M Motors Inc	Dodge	Black	Durango	\$19K
C_CND_000003	02 January 2022	Gianna	Capitol KIA	Cadillac	Red	Eldorado	\$31.5K
C_CND_000004	02 January 2022	Giselle	Chrysler of Tri-Cities	Toyota	Pale White	Celica	\$14K
C_CND_000005	02 January 2022	Grace	Chrysler Plymouth	Acura	Red	TL	\$24.5K
C_CND_000006	02 January 2022	Guadalupe	Classic Chevy	Mitsubishi	Pale White	Diamante	\$12K
C_CND_000007	02 January 2022	Hailey	Clay Johnson Auto Sales	Toyota	Pale White	Corolla	\$14K
C_CND_000008	02 January 2022	Graham	U-Haul CO	Mitsubishi	Pale White	Galant	\$42K
C_CND_000009	02 January 2022	Naomi	Rabun Used Car Sales	Chevrolet	Pale White	Malibu	\$82K
C_CND_000010	02 January 2022	Grayson	Rabun Used Car Sales	Ford	Pale White	Escort	\$15K
C_CND_000011	02 January 2022	Gregory	Race Car Help	Acura	Pale White	RL	\$31K
C_CND_000012	02 January 2022	Amar'E	Race Car Help	Nissan	Pale White	Pathfinder	\$46K
C_CND_000013	02 January 2022	Griffin	Saab-Belle Dodge	Mercury	Black	Grand Marquis	\$9K
C_CND_000014	02 January 2022	Harrison	Scrivener Performance Engineering	BMW	Pale White	323i	\$15K
C_CND_000015	02 January 2022	Zainab	Buddy Storbeck's Diesel Service Inc	Chrysler	Pale White	Sebring Coupe	\$26K
C_CND_000016	02 January 2022	Zara	C & M Motors Inc	Subaru	Pale White	Forester	\$17K
C_CND_000017	02 January 2022	Zoe	Capitol KIA	Hyundai	Black	Accent	\$18K
C_CND_000018	02 January 2022	Zoey	Chrysler of Tri-Cities	Cadillac	Pale White	Eldorado	\$31K
Total							\$6,71,525.465K

INSIGHTS

01

YoY Sales Growth

There is a favourable trend in our total car sales, showing a spectacular growth of 23.59%. The number of cars sold also accomplished boost at 24.57%. Additionally, there is a marginal decrease of approximately 0.79% in the average sale price compared to the previous year.

02

YTD Sales Weekly trend

Weekly Sales is maximum at 36th week approximately \$14.9M





INSIGHTS



03

YTD total sales by body style

As per the chart SUVs dominate in the body style. Notably, the top three popular body styles among customers are SUV, Sedan, and Hatchback.



04

YTD total sales by colour

Pale white colour emerges the top performer among the three selections in the dataset. Notably, black lags behind white by approximately 49 million in sales, while red trails black by about 54 million.

INSIGHTS

05

YTD cars sold by dealer region

Map shows performance gap in sales, with Austin, Janesville, and Scottsdale emerging as prominent compared to other regions.

06

Company-Wise Sales Trend Analysis:

The table reveals the Chevrolet, Ford & Dodge companies are favourites among customers leading in cars sold as well as sales



RECOMMENDATIONS

As we can observe that the average sale price has experienced a marginal decrease of approximately 0.79%. This could be addressed by using below strategies.

Customer Loyalty Programs:

- **Loyalty Discounts:** Offer loyalty discounts or incentives for returning customers, encouraging them to upgrade to a more expensive model.
- **Referral Programs:** Implement referral programs where current customers can receive benefits for referring new high-end buyers

Improving Customer Experience

- **Exceptional Service:** Provide exceptional customer service to create a premium buying experience. Train sales staff to be knowledgeable and courteous.
- **Comfortable Environment:** Ensure the dealership environment is comfortable and luxurious, reflecting the higher price points of the cars.

Enhanced Marketing and Branding

- **Targeted Marketing:** Use targeted marketing campaigns to reach high-income demographics who are more likely to purchase higher-priced vehicles.
- **Highlight Value:** Emphasize the value, features, and benefits of higher-priced models in all marketing materials.

Building a Strong Reputation

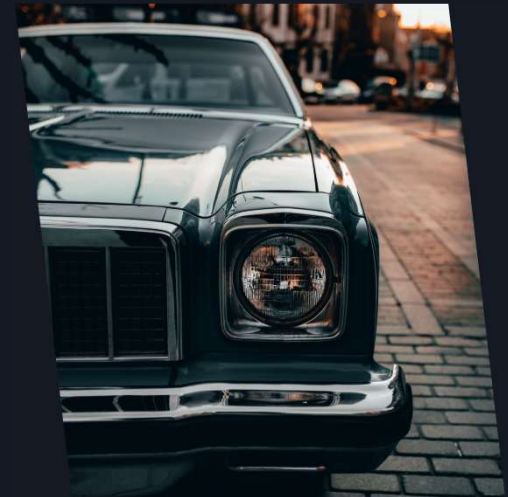
- **Customer Reviews and Testimonials:** Encourage satisfied customers to leave positive reviews and testimonials, enhancing the dealership's reputation and attracting more high-value buyers.
- **Partnerships:** Partner with local businesses and influencers to enhance the dealership's visibility and credibility.

Upselling and Cross-Selling

- **Offer Premium Models:** Promote higher-end models and trim levels with more features.
- **Add-On Packages:** Suggest add-on packages and accessories that enhance the vehicle's appeal, such as upgraded sound systems, custom interiors, or advanced safety features.

Leveraging Financing Options

- **Customer Reviews and Testimonials:** Encourage satisfied customers to leave positive reviews and testimonials, enhancing the dealership's reputation and attracting more high-value buyers.
- **Partnerships:** Partner with local businesses and influencers to enhance the dealership's visibility and credibility.




THANK YOU

