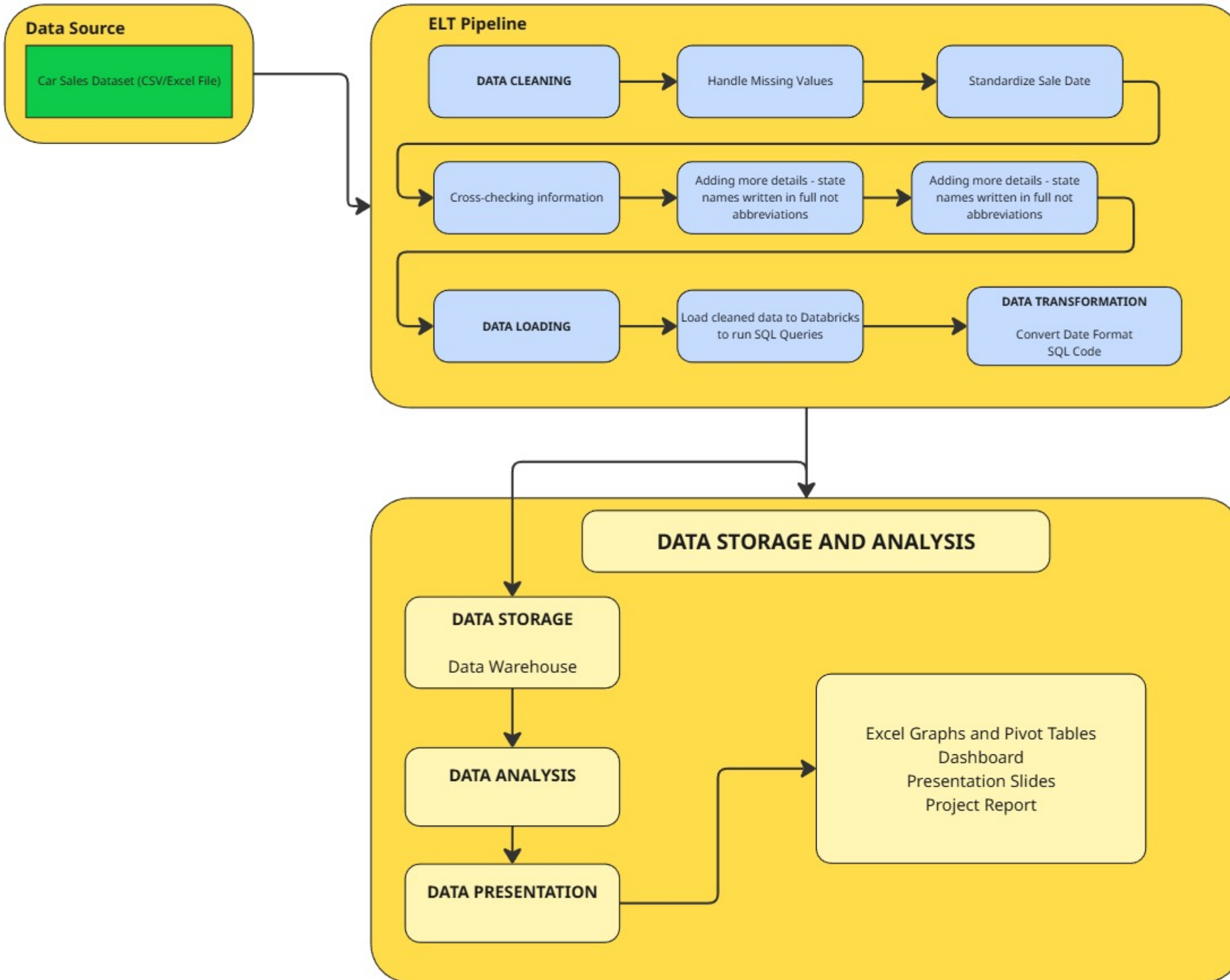


Car Sales Analysis : Data Flow Diagram



Key Insights and Deliverables

Quantitative Data

- Sales Date
- Cost Price
- Sale Price
- Year

Expected Deliverables

- Total Revenue= Sale Price* Units Sold
- Profit Margin = Sale Price - Cost Price
- Group by Make, Model, Year, Location

Bright Motors Car Sales Analysis

Qualitative Data

- States/Location
- Car Make
- Car Model

Graphics

- Line Graph - present relationship between price, mileage and car make
- Donut - Revenue Distribution by car make .
- Donut/Pie - Sales Distribution by Year and Location
- Donut: Sales Distribution by make and model
- Price by mileage, color and make
- Table to compare sales, revenue for years 2014-2015.
- Profit Margin - quarterly presentation on bar-line graph combo

Expected Deliverables

- Flag car price - high, low, fair using CASE statement
- Flag Profit Margin -
- Flag Profitability - High, Fair and Low using CASE statement.

