Car Sales Dashboard

Real-time insights driving dealership performance

Made with GAMMA

Project Mission

Track KPIs

Monitor sales, pricing, and volume metrics in real-time

Visualize Trends

Identify patterns across regions and product segments

Drill-Down Analysis

Explore transaction-level details for deeper insights

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Key Performance Indicators

1

Sales Overview

- YTD & MTD Total Sales
- YOY Growth tracking
- YTD vs PTYD comparison

2

Average Price Analysis

- YTD & MTD Average Price
- YOY Growth in pricing
- YTD vs PTYD price trends

3

Cars Sold Metrics

- YTD & MTD volume
- YOY Growth in units
- YTD vs PTYD volume shifts

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Dashboard Visuals

Weekly Trend

YTD sales performance tracking

Regional Map

Geographic sales distribution

Body Style Split

Distribution across vehicle types

Company Trends

YTD sales by manufacturer

Color Analysis

Sales contribution by color

Detailed Grid

Transaction-level data view

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Technology Stack

Excel

Data cleaning & preprocessing

Power BI

Data modeling & visualization

DAX Functions

TOTALYTD, TOTALMTD, SAMEPERIODLASTYEAR

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360° Performance View

Real-Time KPIs

YTD/MTD sales, volume, pricing with PTYD comparisons

Trend Analysis

Weekly patterns reveal seasonal fluctuations

Geographic Insights

Regional performance identification

Segmentation

Body style & color preferences by customers

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Strategic Advantages

Focus High-Demand Models

Identify top-performing body styles and colors

Optimize Regional Strategy

Balance performance across dealer territories

Track YOY Growth

Spot early warning signs of slowdown

Manage Inventory

Strategic pricing and stock decisions

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Key Recommendations

Prioritize SUVs & Sedans

Allocate more stock and marketing to high-demand categories

Support Weak Regions

Launch targeted promotions and training programs

Leverage Preferences

Guide product mix with popular colors and models

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Dashboard Impact

> **By integrating cleaned Excel data with advanced Power BI visuals and DAX measures, the dashboard acts as a decision-support tool empowering the dealership to monitor performance, identify growth opportunities, and ensure sustainable sales success.**

For Executives

High-level performance overview and strategic insights

For Sales Managers

Regional and product-level tracking for tactical decisions

For Analysts

Transaction-level drill-down for micro-trend identification

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Data-Driven Decisions

Transforming dealership performance through real-time insights

360°

Complete View

Comprehensive sales performance tracking

100%

Real-Time

Live KPI monitoring and updates

∞

Scalable

Adaptable to growing business needs

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