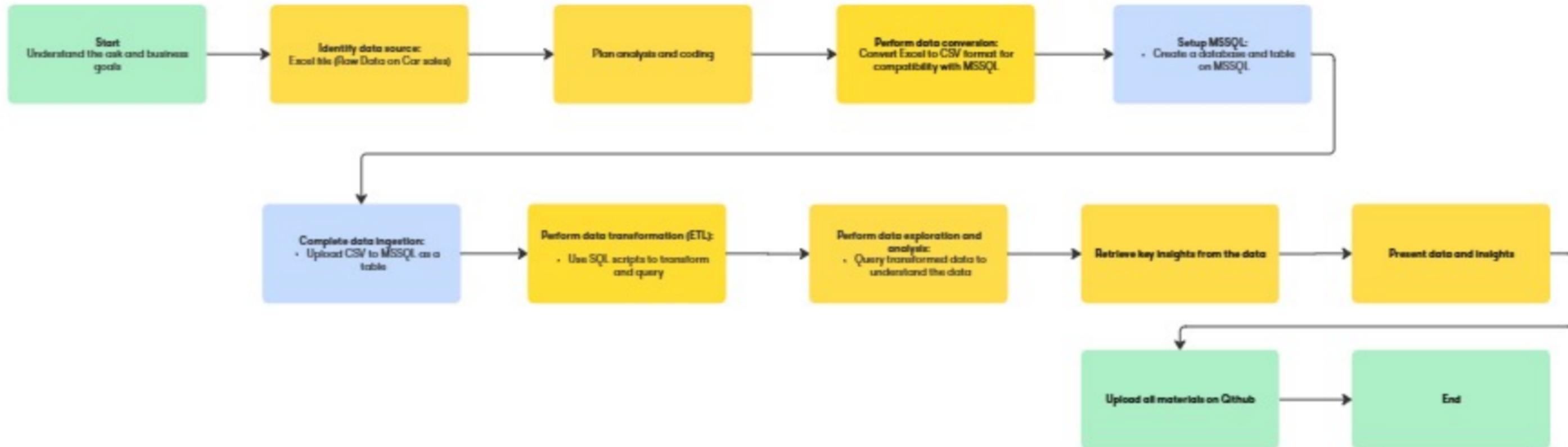


## Data Flow and Architecture Diagram



Stakeholder:  
Head of Sales

**Project Objective:**

1. Analyse historical car sales data for Bright Motors to provide actionable insights for the new Head of Sales.

**Key Insights to deliver:**

- Which car makes and models generate the most revenue.
- The relationship between price, mileage, and year of manufacture.
- Regions or locations with the highest sales volumes.
  - Trends in customer purchasing preferences.
- Actionable recommendations to increase profitability and efficiency.

