POWER BI

Accelerating Decisions: Car Sales Data Analysis Dashboard

BY: Zohaib Hassan

Project Overview: Accelerating Decisions: Car Sales Data Analysis Dashboard

Problem Statement

The primary problem addressed by this Power BI dashboard is the need for a comprehensive and interactive tool to analyze and visualize car sales data across the United States. Stakeholders, such as car manufacturers, dealerships, and business analysts, require detailed insights into sales performance by various dimensions such as car manufacturers, models, and released years. This dashboard aims to provide a user-friendly interface to facilitate data-driven decision-making and strategic planning in the automotive industry.

Reason for Creating the Dashboard

1. **Performance Analysis**: To track and evaluate the sales performance of different car manufacturers and models across various states and cities.
2. **Market Insights**: To identify trends and patterns in car sales, helping stakeholders understand consumer preferences and market demand.
3. **Strategic Planning**: To assist in making informed decisions regarding inventory management, marketing strategies, and expansion plans.
4. **Interactive Exploration**: To offer an interactive platform where users can filter and drill down into the data based on specific criteria like car manufacturer, model, and year of release.

DAX/Measures Used in the Dashboard

1. **Total Number of Sales**:
   TotalSales = SUM(Sales[NumberOfSales])
   This measure calculates the total number of car sales.

2. **Max Sales State**:
   MaxSalesState = CALCULATE(MAX(Sales[State]), Sales[NumberOfSales] = MAX(Sales[NumberOfSales]))
   This measure identifies the state with the highest number of sales.

3. **Max Sales City**:
   MaxSalesCity = CALCULATE(MAX(Sales[City]), Sales[NumberOfSales] = MAX(Sales[NumberOfSales]))
   This measure identifies the city with the highest number of sales.

Graphs and Charts

1. **Top 5 Sales States Bar Chart**:
    - **Purpose**: To display the top five states with the highest car sales.
    - **Insights**: Provides a quick comparison of sales performance across the leading states, highlighting regional market strengths.
2. **Top 5 Sales Cities Bar Chart**:
    - **Purpose**: To show the top five cities with the highest car sales.
    - **Insights**: Offers a detailed view of urban centers driving sales, useful for targeted marketing efforts.
3. **Sales Distribution Map**:
    - **Purpose**: To visualize the geographic distribution of car sales across the United States.
    - **Insights**: Helps in understanding regional sales patterns and identifying high and low-performing areas.

Use of Slicers (Car Manufacturer, Model, and Released Year)

1. **Car Manufacturer Slicer**:
    - **Function**: Allows users to filter the data by specific car manufacturers.
    - **Benefits**: Enables focused analysis on individual manufacturers, making it easier to compare their performance against the competition.
2. **Model Name Slicer**:
    - **Function**: Filters the data based on the car model.
    - **Benefits**: Facilitates detailed analysis of sales for specific car models, aiding in performance assessment and inventory decisions.
3. **Released Year Slicer**:
    - **Function**: Filters the data by the year the car model was released.
    - **Benefits**: Helps in analyzing the sales trends over different release years, identifying successful models, and understanding product lifecycle dynamics.

Additional Details on Dashboard Elements

This Power BI dashboard includes several visual and interactive elements designed to provide a comprehensive and user-friendly experience. These elements not only present data effectively but also enhance the overall usability of the dashboard.

Logos and Car Images

1. **Car Manufacturer Logos**:
    - **Purpose**: The logos of different car manufacturers are displayed prominently at the top of the dashboard.
    - **Benefits**: These logos provide a quick visual reference, making it easier for users to identify and select the manufacturer they are interested in. The logos enhance brand recognition and make the dashboard visually appealing.
    - **Functionality**: Users can click on these logos to filter the entire dashboard by the selected manufacturer. This interactive feature ensures that the relevant data and visualizations update dynamically based on the chosen manufacturer.
2. **Car Images**:
    - **Purpose**: High-quality images of different car models are displayed in the central part of the dashboard.
    - **Benefits**: The images provide a visual representation of the car models, helping users quickly identify and connect with the data presented. They also make the dashboard more engaging and visually attractive.
    - **Functionality**: These images are linked to the car models, and clicking on an image can filter the data to show detailed sales information for that specific model. This feature allows for an intuitive and interactive exploration of the data.

Cards Used in the Dashboard

Cards in Power BI dashboards are versatile visual elements that display key metrics and single-point data insights. In this car sales dashboard, several cards are used to highlight important statistics and figures, providing a quick snapshot of the overall performance and trends. Here's a detailed explanation of each card used in this dashboard:

1. **Total Number of Sales in U.S.**
    - **Description**: This card displays the total number of car sales across the United States.
    - **Purpose**: To give users an immediate understanding of the overall market size and the volume of sales.
    - **Calculation**: The total sales figure is derived using the **TotalSales** measure, which sums up all the sales data.
2. **Max Sales State**
    - **Description**: This card shows the state with the highest number of car sales.
    - **Purpose**: To highlight the top-performing state in terms of sales, providing insights into regional market dominance.
    - **Calculation**: The state with the maximum sales is identified using the **MaxSalesState** measure, which calculates the state with the highest sales figures.
3. **Max Sales City**
    - **Description**: This card indicates the city with the highest number of car sales.
    - **Purpose**: To pinpoint the urban area leading in car sales, offering a focused view on city-level performance.
    - **Calculation**: The city with the maximum sales is determined using the **MaxSalesCity** measure, which identifies the top-selling city.
4. **Total Sales by State**
    - **Description**: This card dynamically updates to show the total sales for a selected state.
    - **Purpose**: To provide detailed insights into sales performance for specific states as selected by the user.
    - **Calculation**: The **TotalSalesByState** measure sums up sales data filtered by the selected state.

5. **Total Sales by City**
    - **Description**: This card dynamically updates to show the total sales for a selected city.
    - **Purpose**: To offer detailed sales insights for specific cities based on user selection.
    - **Calculation**: The **TotalSalesByCity** measure aggregates sales data filtered by the chosen city.

6. **Total Sales by Manufacturer**
    - **Description**: This card displays the total sales for the selected car manufacturer.
    - **Purpose**: To show the performance of individual car manufacturers, facilitating brand-specific analysis.
    - **Calculation**: The **TotalSalesByManufacturer** measure sums up sales data filtered by the selected manufacturer.
7. **Total Sales by Model**
    - **Description**: This card shows the total sales for a selected car model.
    - **Purpose**: To provide insights into the sales performance of specific car models, aiding in model-specific analysis.
    - **Calculation**: The **TotalSalesByModel** measure calculates the total sales for the selected model.
8. **Total Sales by Year**
    - **Description**: This card displays the total sales for cars released in a specific year.
    - **Purpose**: To highlight the sales performance of cars based on their release year, helping analyze trends over time.
    - **Calculation**: The **TotalSalesByYear** measure sums up sales data filtered by the selected release year.

Conclusion

This Power BI dashboard is designed to provide a holistic view of car sales data, enabling stakeholders to gain valuable insights through interactive visualizations and filters. The measures and charts incorporated within the dashboard allow for an in-depth analysis of various dimensions, ultimately supporting strategic business decisions and enhancing overall market understanding.

This dashboard integrates visual elements like logos and car images with interactive data filters and detailed visualizations. These features enhance the user experience by making the dashboard more engaging and intuitive. The use of DAX measures, combined with interactive slicers and comprehensive charts, allows for in-depth analysis and strategic decision-making based on car sales data.