DASHBOARD DOCUMENTATION

Cars Sales Dashboard, 2019 to 2023

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Power BI Desktop · DAX

3	4	12	3
brand pages in one report	yearly filters on the page	months compared on every page	service lines: replacement, servicing, other

> A practice dashboard built on a training dataset. It is not client data. Figures are quoted as they appear on the report.

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01 THE STORY BEHIND THE REPORT

> *Imagine you sell cars and the parts and servicing that go with them. At the end of the year you want to know three things: did we grow, which months were strong, and which part of the business, replacement parts, servicing or something else, brought the money in.*
>
> *This report is built to answer those three things for each brand.*

A car sales business wants to compare its current year with the year before, see which months and which service lines drive sales, and see how customers pay.

02 WORDS USED IN THIS DOCUMENT

Word	What it means
KPI	Key performance indicator: one number that says how the business is doing, such as total sales or churn rate.
Year on year	This year compared with the same period last year.
Budget	The sales target set for the year.
Replacement	Parts sold to replace worn or broken ones.
Direct sale, Pre Book, Third Party	The ways a sale reaches the business: straight to the customer, booked in advance, or through another party.

03 WHAT THIS REPORT IS

Item	Detail
Author	Temidayo Sunday Alade

Item	Detail
Tool	Power BI Desktop
Title on the cover	Cars Sales (2019-2023)
Pages	A cover, then one page for each of three brands
Controls	A year selector and a brand selector; arrows move between brand pages

04 THE QUESTIONS THE REPORT ANSWERS

Question	Where it is answered
Are we growing against last year?	Current year sales, previous year sales and growth rate
Are we on budget?	The budget card beside current sales
Which months are strongest?	Monthly sales bars
Which service line brings in the most?	Replacement, Servicing and Other
How do the sales arrive?	Category ring: Third Party, Direct Sale, Pre Book, Other

05 HOW IT WAS BUILT



1. Load the sales records with brand, date, segment (Replacement, Servicing, Other) and category (Third Party, Direct Sale, Pre Book, Other).
2. Build a measure for current-year sales and another for the previous year's sales, using the year picked on the page.
3. Compute the growth rate from the two, and leave it blank when there is no earlier year to compare with.
4. Design each brand page around the same layout: four cards on top, monthly bars on the left, service lines in the middle, a category ring on the right.
5. Add navigation arrows and year buttons so that a reader can move between brands and years without leaving the report.

06 HOW THE NUMBERS ARE WORKED OUT

THE GROWTH CARD

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growth rate  =  (current year sales − previous year sales) ÷ previous year sales
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Page	Current year	Previous year	Growth shown	Working
Toyota (2019)	20K	blank	blank	No year before 2019, so no growth can be worked out
BMW	93K	70K	32%	(93 − 70) ÷ 70 = 32.9%
Third brand	746K	614K	21%	(746 − 614) ÷ 614 = 21.5%

> **An everyday example.** The Toyota page shows the word Blank on two cards. This is correct behaviour, not a fault. The earliest year in the data is 2019, and a growth rate needs a year to compare against.

07 WHAT IT FOUND

The calendar matters more than the brand. On all three pages the strongest months are September, November and December, and February is the weakest. The same shape appears at very different scales, from a few thousand on one page to more than a hundred thousand on another, which suggests a business rhythm and not an accident.

Replacement parts are the largest service line on every page, between about half and 55 per cent of sales, with servicing next and everything else smallest. For the first brand, replacement is 11K of 20K, which is 55 per cent.

Both pages with a previous year show growth: about a third for one brand and about a fifth for the other.

08 WHAT I RECOMMENDED

- Build stock and staff for September to December, and plan promotions to lift February.
- Protect the replacement line, because it carries about half of sales on every page.
- Show growth against budget on every page so that the target is visible with the result.

09 NOTES ON THE FIGURES AND LIMITATIONS

Every figure in this document is taken from the report page it describes. These notes say how to read the figures that need care, and what the data cannot show.

- **Years.** The year selector on each page runs from 2019 to 2022, so the comparisons in this document cover those four years.
- **Budget.** The budget card reads 394K on every brand page, so I read it as one company-wide target, not a target per brand.
- **Unit.** Sales are shown without a currency, so the figures are compared with each other and not converted.
- **Two kinds of total.** The service-line bars cover every selected year, while the current-year card shows only the latest year. That is why the bars add up to more than the card.

10 OUTPUTS

A 4-page Power BI report (PDF export): cover and three brand pages.

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