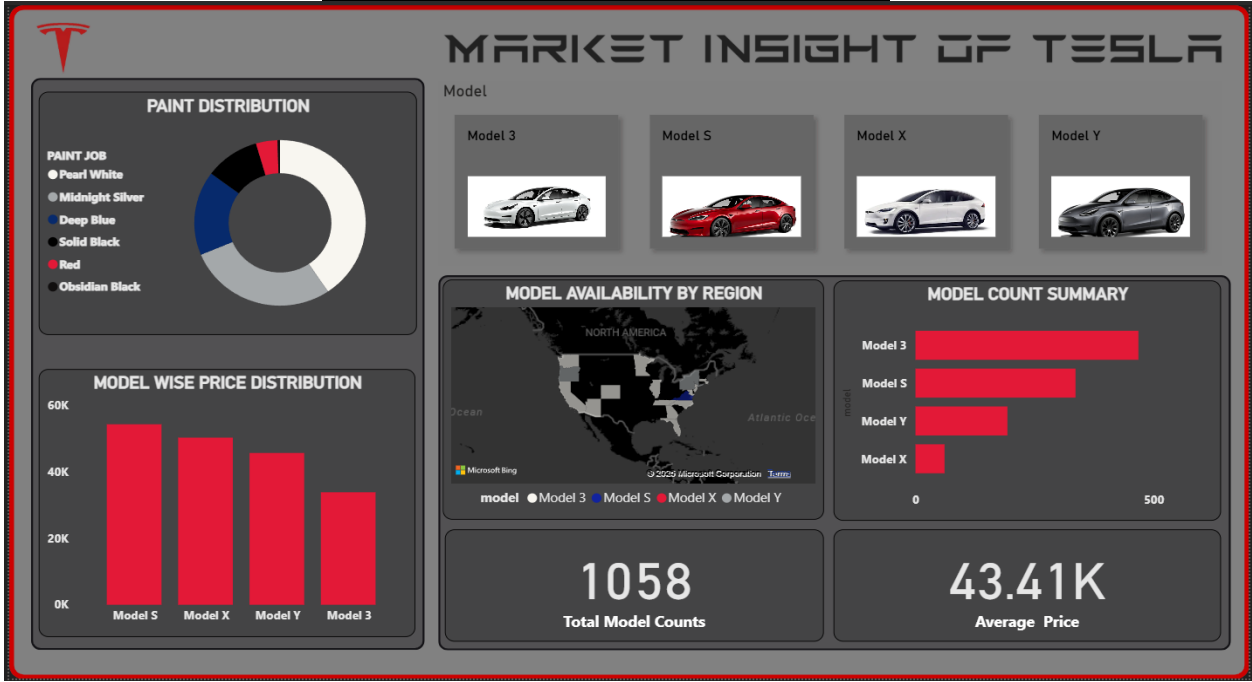


INSIGHTS REPORT



1. Executive Summary

This dashboard provides insights into Tesla's market trends, with Model 3 being the most available and widely distributed model. Obsidian Black and Midnight Silver lead in paint preferences, while Model S is the most expensive. With a total of 1,058 units and an average price of 43.41K, Tesla shows strong regional distribution, especially in North America, with diverse product offerings across its lineup.

2. Dashboard Overview

Section	Purpose
Paint Distribution	Displays the distribution of Tesla vehicles by paint job colour.
Model Wise Price Distribution	Shows price comparisons across Tesla models (S, X, Y, 3).
Model Availability by Region	Visualizes where each model is available geographically.
Model Count Summary	Summarizes the total count of each Tesla model.
Total Model Counts	Indicates the total number of Tesla vehicles analysed in the dashboard.

Section	Purpose
Average Price	Displays the average price of Tesla vehicles across all models.

3. Key Insights

- Pearl White is the Most Preferred Colour:** Pearl White is identified as the most preferred colour for paint distribution.
- Model 3 Dominates North American Availability:** Model 3 is the dominant model in terms of availability within North America.
- Model X is Least Popular in Availability and Count:** Model X is the least popular model in terms of availability and also has the lowest model count.
- Model 3 Leads in Overall Count:** Model 3 has the highest overall model count.
- Distinct Pricing Segments for Models:** Model S and Model X fall into the premium price segment, while Model 3 and Model Y are in the affordable price segment.
- Cost Efficiency and Wide Availability Drive Model 3 & Y Trends:** Customer trends indicate that Model 3 and Model Y are favoured for being cost-efficient and widely available.

4. Suggested Actions

Insight	Suggested Action	Priority
<i>Diversification of Paint Options</i>	<i>Introduce new finishes such as Matte and Metallic.</i>	<i>MEDIUM</i>
<i>Boosting Least Popular Models</i>	<i>Promote least popular models; implement region-specific incentives.</i>	<i>MEDIUM</i>
<i>Enhancing Customer Satisfaction through Customization</i>	<i>Add customizable options for popular models.</i>	<i>MEDIUM</i>
<i>Optimizing Model Production and Marketing</i>	<i>Optimize production; Implement marketing for lower count models.</i>	<i>MEDIUM</i>
<i>Expanding Price Segments</i>	<i>Introduce mid-range variants and Special Editions.</i>	<i>MEDIUM</i>

5. Business Value

This "Market Insight of Tesla" dashboard, alongside the accompanying insights report, provides your business with clear direction to optimize model-specific strategies, pricing, and regional availability. Consistent application of this reporting system will be key to monitoring and achieving your strategic growth by aligning with customer preferences and market dynamics.
