

# Car Sales Dashboard Insights

## 1. Year-to-Date (YTD) Performance

- Total Sales: \$371.19M, reflecting a 23.59% increase (\$70.84M) YTD.
- Cars Sold: 13K units, a 24.57% rise (2,616 units).
- Average Price per Car: \$27.99K, showing a slight 0.79% decrease (\$223.48).

## 2. Month-to-Date (MTD) Performance

- Total Sales: \$54.28M.
- Cars Sold: 1,921 units.
- Average Price: \$28.26K.

## 3. Sales Trends

- Weekly Sales peaked at \$14.9M in a given week.
- Sales by Color:
  - Most Popular: Pale White (47.02%) and Black (33.74%).
  - Least Popular: Red (19.24%).
- Sales by Body Style:
  - Highest Sales: Hatchback (\$83.47M) and SUV (\$70.72M).
  - Lowest Sales: Hardtop (\$35.21M).

## 4. Regional & Dealer Analysis

- Top Regions: Scottsdale, Middletown, and Pasco.
- Top Companies:
  - Volvo: \$127.8M (3.44% share).
  - Volkswagen: \$128.2M (3.45% share).
  - Subaru: \$118.3M (3.18% share).
- Dealer-Wise Car Sales: A diverse distribution across multiple dealers.