

TESLA CAR SALES 2016 PERFORMANCE

Month

All

Country

All

3

Countries

924

Orders

\$68.89M

Sales

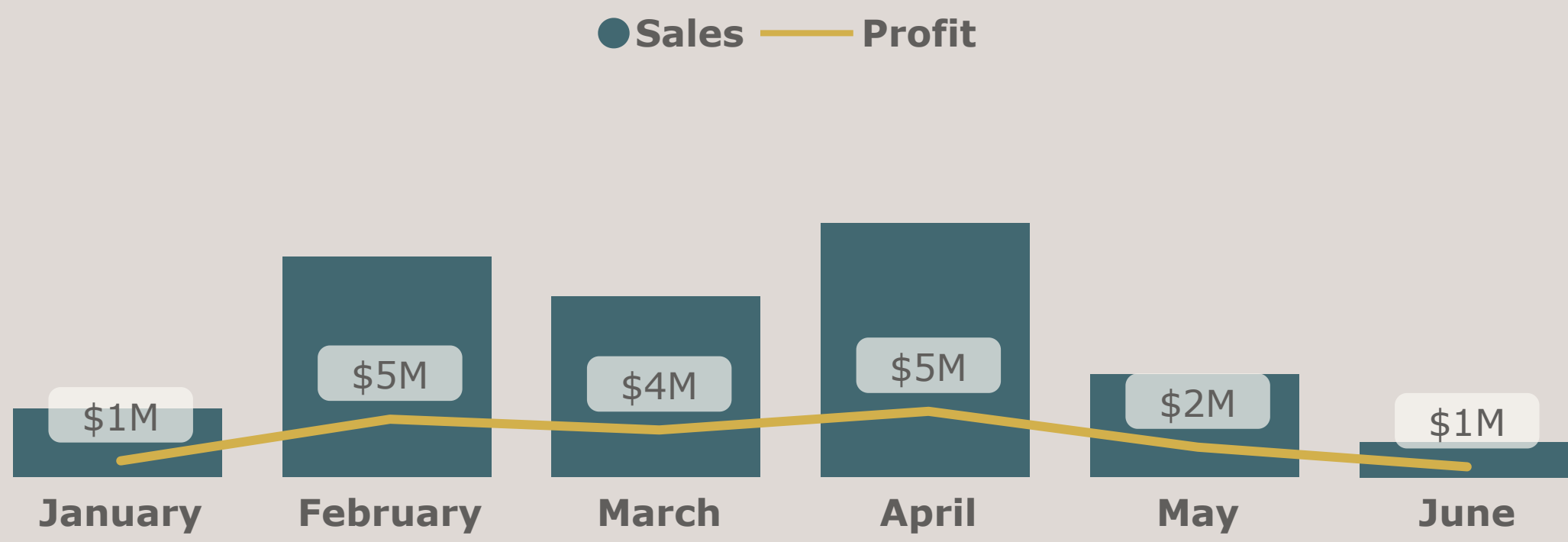
\$18.23M

Profit

Sales and Profits from the six months of sales activity show a fluctuating trend. Sales and Profits starts low at the beginning of the year and gradually begins to rise.

A great share of sales made from the sale of cars came from the United States, with Germany and Australia adding a little to the sum of sales

Monthly Sales and Profit



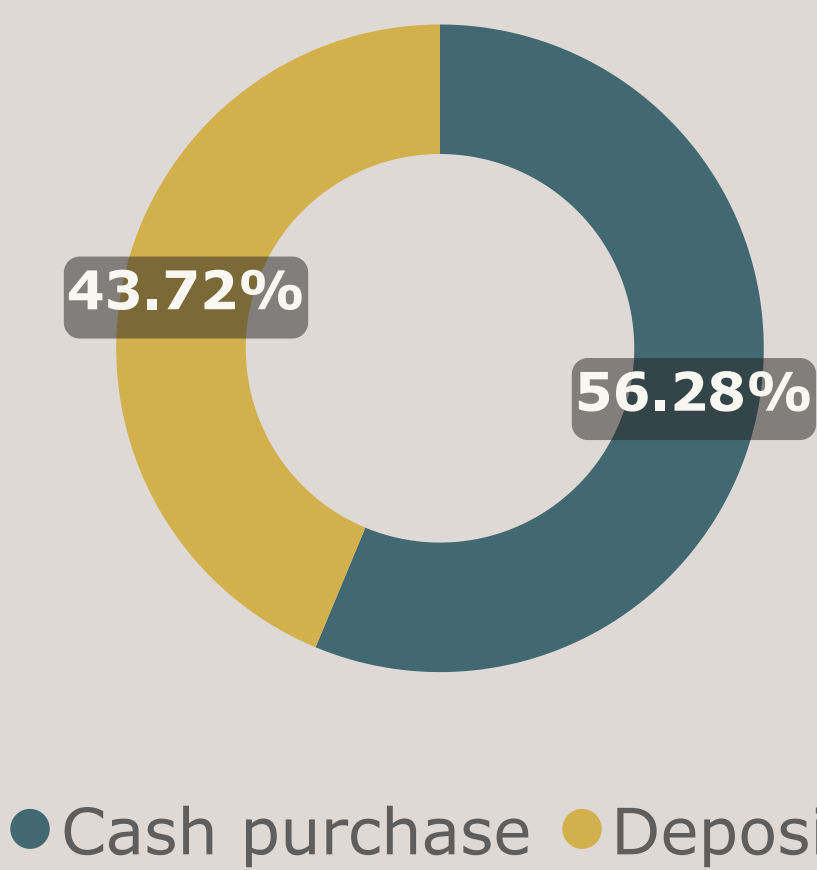
Country Sales



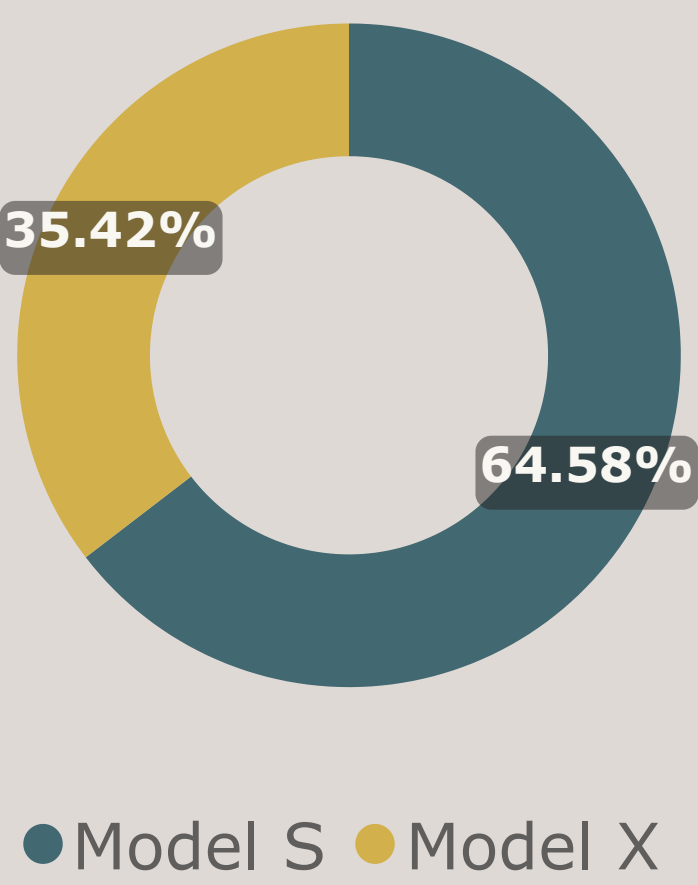
Model S maintained a higher sales percentage of 64.58% compared to Model X.

Two preferred method of payment/purchase type was made available, cash purchase being the most preferred method for payment.

Orders Made By Purchase Type



Sales by model



For all countries, Model S remains the car model with the highest demand, with the USA being the lead country

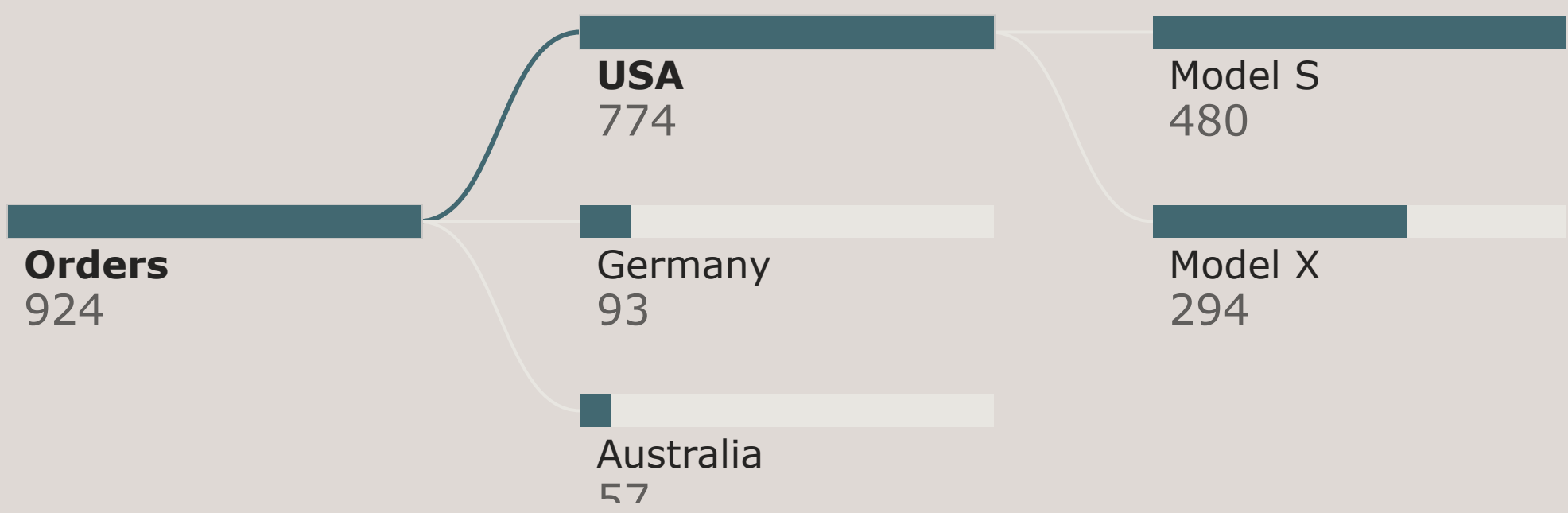
country

USA

×

model

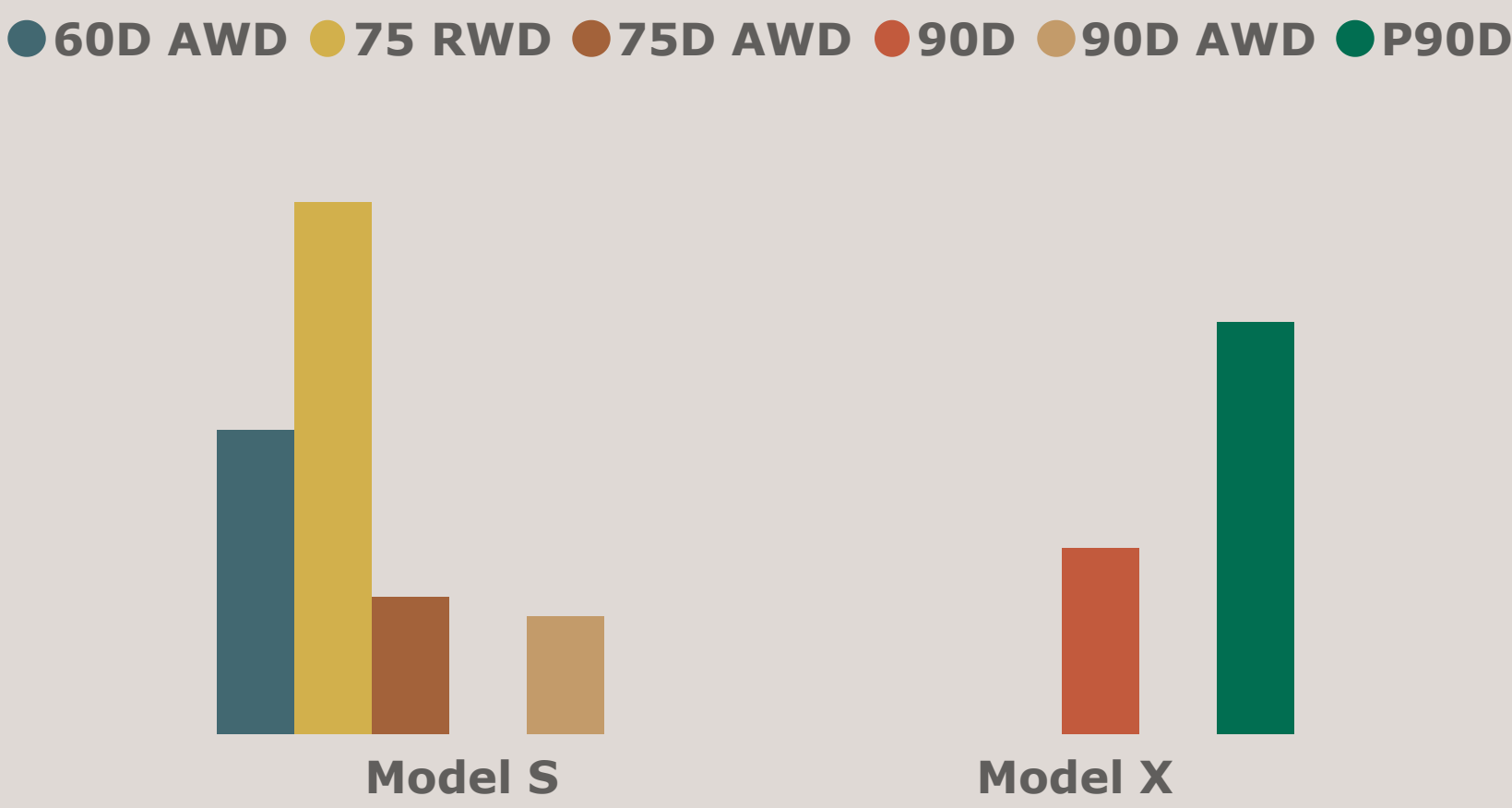
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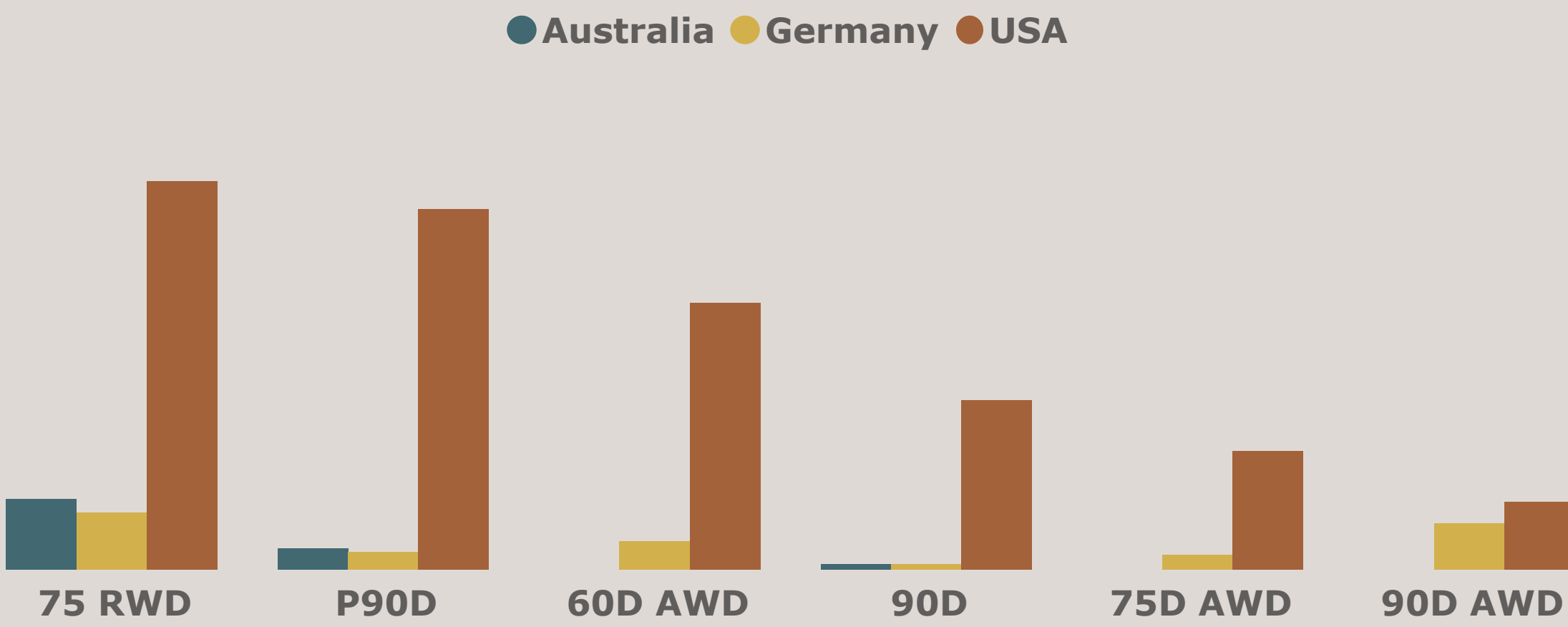
Country Orders Using Different Purchase Methods



Sales by Model Version



Sales to Countries by Model Version



Recommendation

With markets emerging from Germany and Australia, Tesla marketing team should spend time advertising this product to these market

With a particular model preferred more than the other across the three countries, engineering team should focus on making some features available from the preferred model to the less preferred model.

Low sales accounted for in the month of January, sales team could opt for allowing for discounts and other sales incentives in other to boost sales in the beginning of the year.