



DSPD: Dealer Sales Performance Dashboard

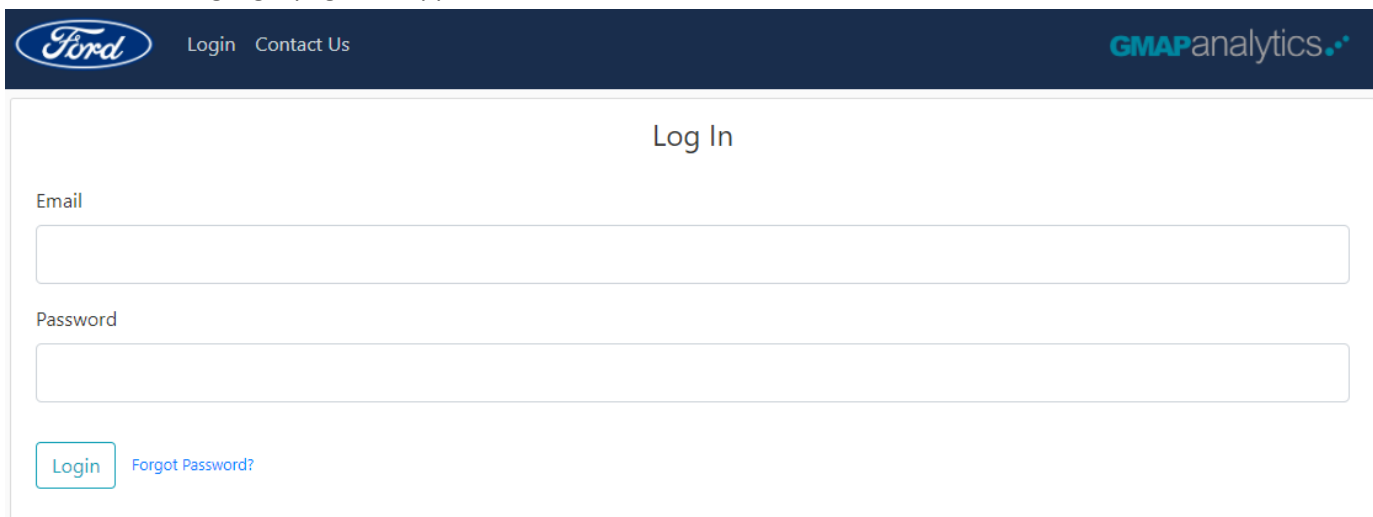
User Guide

Version 1.2 – April 2021



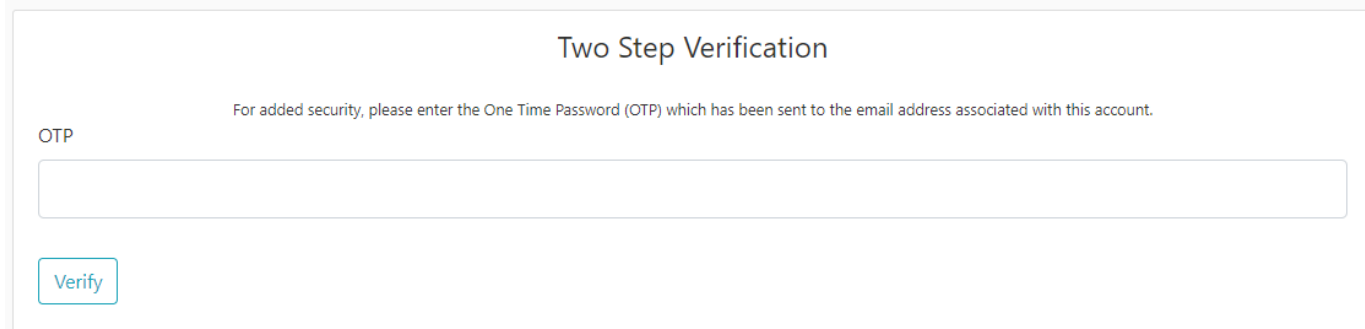
Login

- Open an internet browser and navigate to: <https://ford.gmap.com/login>
- The following login page will appear:

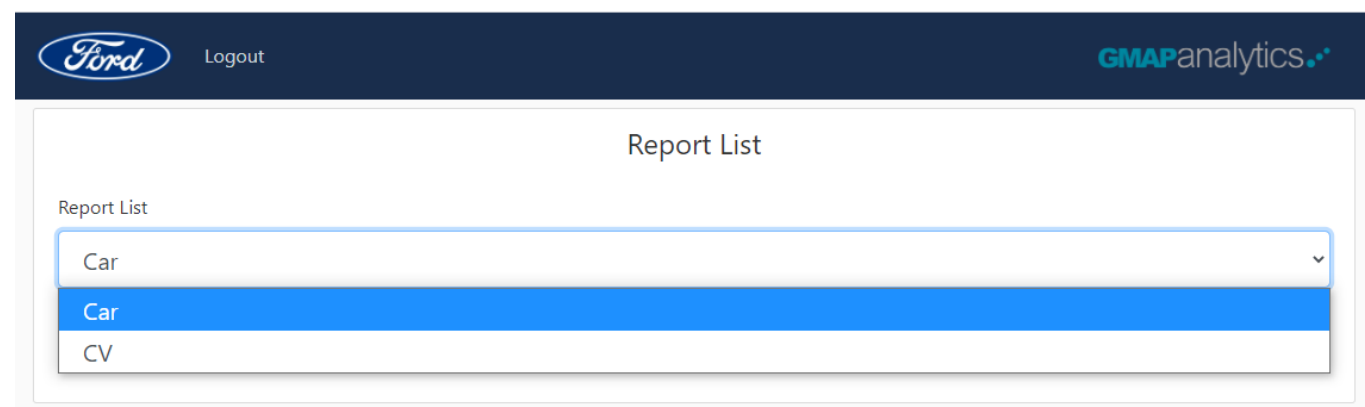


- Enter you email address and password.
- To reset your password, click 'Forgot Password?' and follow the on-screen instructions.
- The following window will appear instructing you to enter the One Time Password (OTP) which is a 6 digit passkey that is sent to the email address associated with the login. Please note the OTP will change each time the user logs in.

An email has been sent with OTP(One-time password).



- One the user has been verified, they need to select either the Car or CV report from the drop down and click 'Confirm'.



- Once a report has been selected, the user can switch to the alternative report using the buttons in the top left:

← → ↺ https://ford.gmap.com/verify/report

Logout CV Car

CMA Summary: All Assigned Territories

Sales Types: Private Retail

February 2020–January 2021

National
Summary

622,801
Industry

CMA Total

Industry

623K

Ford Sales

56K

Ford Sales Pen

8.7%

Ford Regs

56K

YoY Variance

-33.1%

-35.7%

0.1%

-35.7%

- After 60 minutes the user will be automatically logged out of DSPD. If X's appear, then the user session has been timed out and they will need to re-login:

All Assigned Territories

Sales Types: Dealer Demo / Dv, Employee, Private Retail
February 2020–January 2021

Ford GMAPanalytics

View Charts

Market Share Summary

National: 30.0% Benchmark: 48.9%

30.0%

Dealer Sales Pen (Incl. PO):

14.5%

Dealer In Territory Sales Pen

30.0%

Ford Share

63,933

All Brand AOI Regs (Excl. Distortions)

19,149

Ford Regs

19,149

Dealer Sales (Incl. Pump Out)

9,290

Dealer In Territory Sales



[See details](#)



[See details](#)



[See details](#)



[See details](#)



[See details](#)



[See details](#)



[See details](#)

Double Click to Reset Page

AOI

All

Time Period

Multiple selections

Sales Type

Retail

Distortions

Exclude Include

Pump Out

Exclude Include

Comparison Year

-1 -2 Off

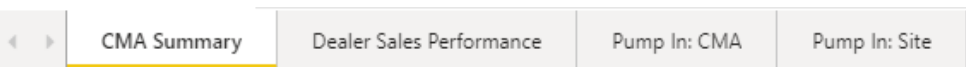
Report Pages

Once the Car or CV report has been chosen, the user will land on the **CMA Summary** page. This page provides a summary of the CMA alongside: a National summary, and a Year on Year variance for comparison.

There are 3 additional pages within the report:

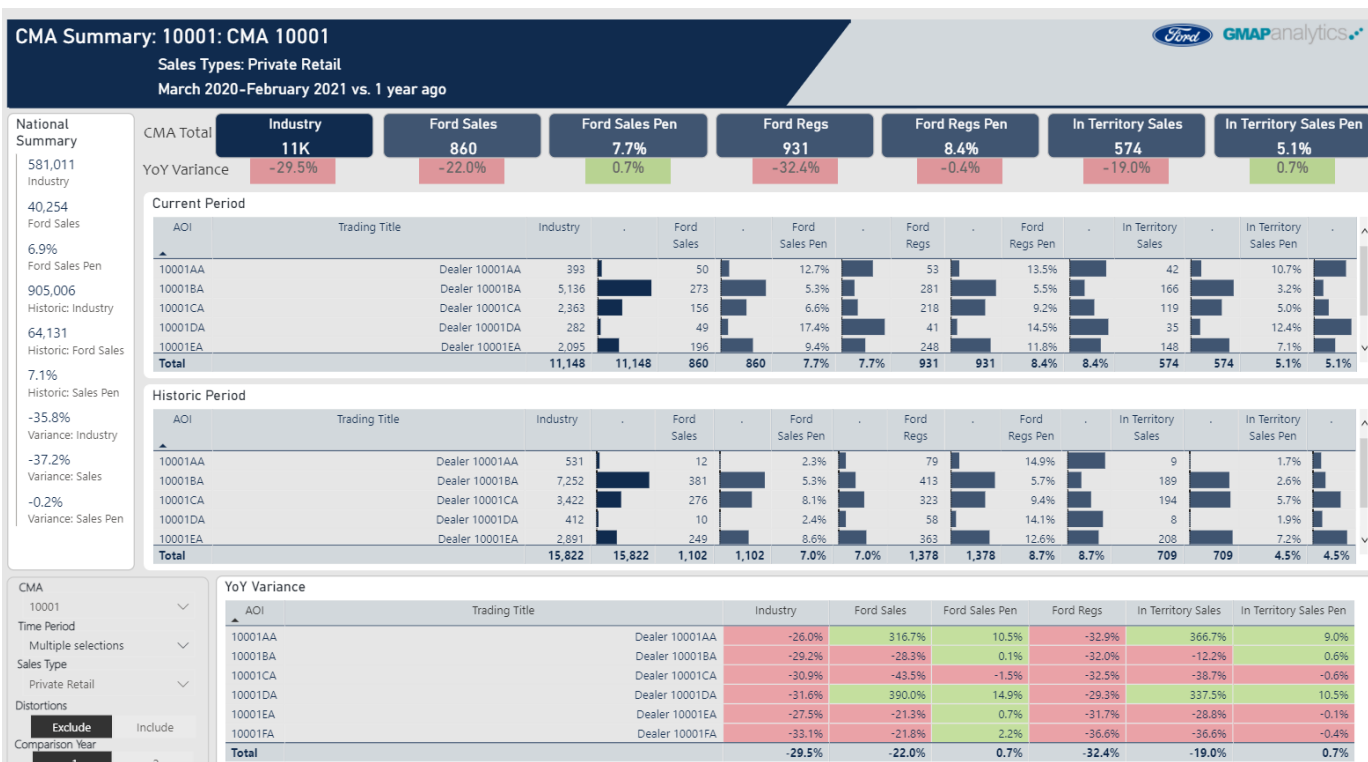
- **Dealer Sales Performance**
 - This displays the Key Performance Indicators (KPI's) across a range of geographical aggregations including: Dealer, AOI, CMA, and National.
- **Pump In: CMA**
 - Useful for identifying missed sales opportunity by post sector within the CMA, alongside which dealer's are pumping in and which segments or model sales offer the greatest potential for gains.
- **Pump In: Site**
 - Useful for identifying missed sales opportunity by post sector per dealer site, alongside which dealer's are pumping in and which segments or model sales offer the greatest potential for gains.

Use the button in the bottom left to navigate between the report pages:



The following examples are based on anonymised data.

CMA Summary



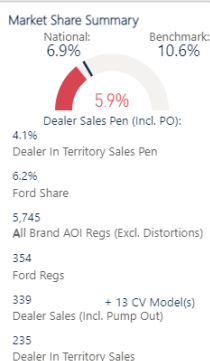
Dealer Sales Performance

10099: CMA 10099

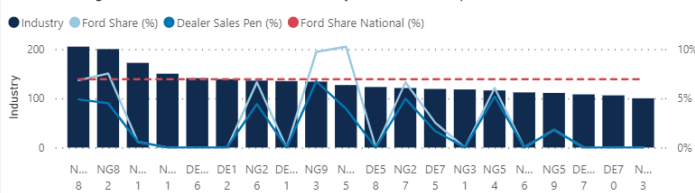
Includes: 10099LA
Sales Type: Private Retail
March 2020-February 2021

Ford GMAPanalytics

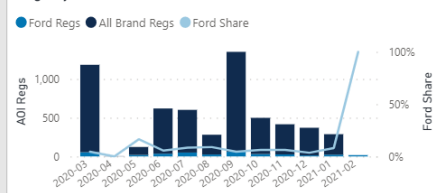
View Tables



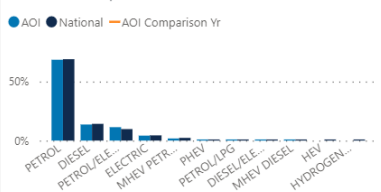
All Brand Regs, Ford Share & Dealer Sales Pen by Post Sector (Top 20)



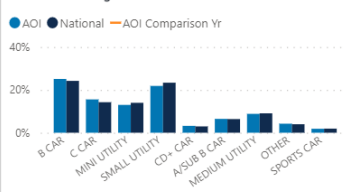
Regs by Month



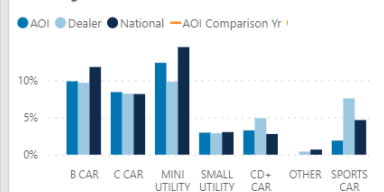
All Brands Propulsion Mix (%)



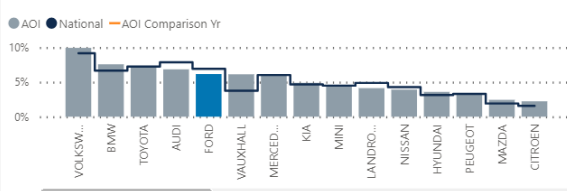
All Brands Segment Mix (%)



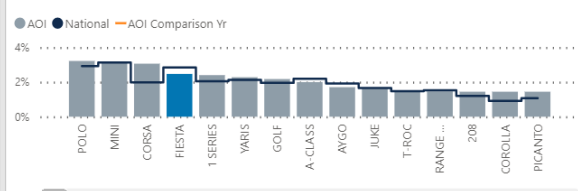
Ford Segment Share (%)



Brand Share



Model Share



Market Share Summary

- Registrations: All Brands, Ford, and Dealer (including and excluding Pump Out).
- A comparison between Dealer Sales Pen, Ford's National Share, and Benchmark Share.

All Brand Regs, Ford Share & Dealer Sales Pen by Post Sector

- Useful for identifying and quantifying the post sectors in which the Dealer is missing out on sales to competitor Ford Dealers. This is achieved by looking for post sectors where the Dealer Sales Pen line is below the Ford Share line.



Regs by Month (Rolling 12 Months)

- Identify sales cycles. Are there particular months where the dealer has a lower or higher share?
- This KPI always shows the last 12 rolling months regardless of time period selection.

All Brands Propulsion Mix

- An AOI vs National comparison of the proportion each Propulsion Type accounts for across all brand registrations.
- Provides insight to questions such as, 'does the AOI have a stronger preference for electric than is seen Nationally?' and 'How does the number of electric vehicles registered in the AOI 1 or 2 years ago compare to the current period?'

All Brands Segment Mix

- An AOI vs National comparison of the proportion each Segment accounts for across all brand registrations.
- Offers insight to questions such as, 'How does the AOI Segment preference compare to National?'

Dealer Sales Performance (cont'd)

Ford Segment Share

- An AOI vs Dealer vs National comparison of Ford's share within each Segment. For example, Nationally Ford registrations make up 14% of the B-Car Segment, but Ford's share within the AOI is above average at 18%.

Brand Share

- An AOI vs National comparison of each Brand's share.
- Provides insights on where Ford places in relation to other brands and identifies hotspots.

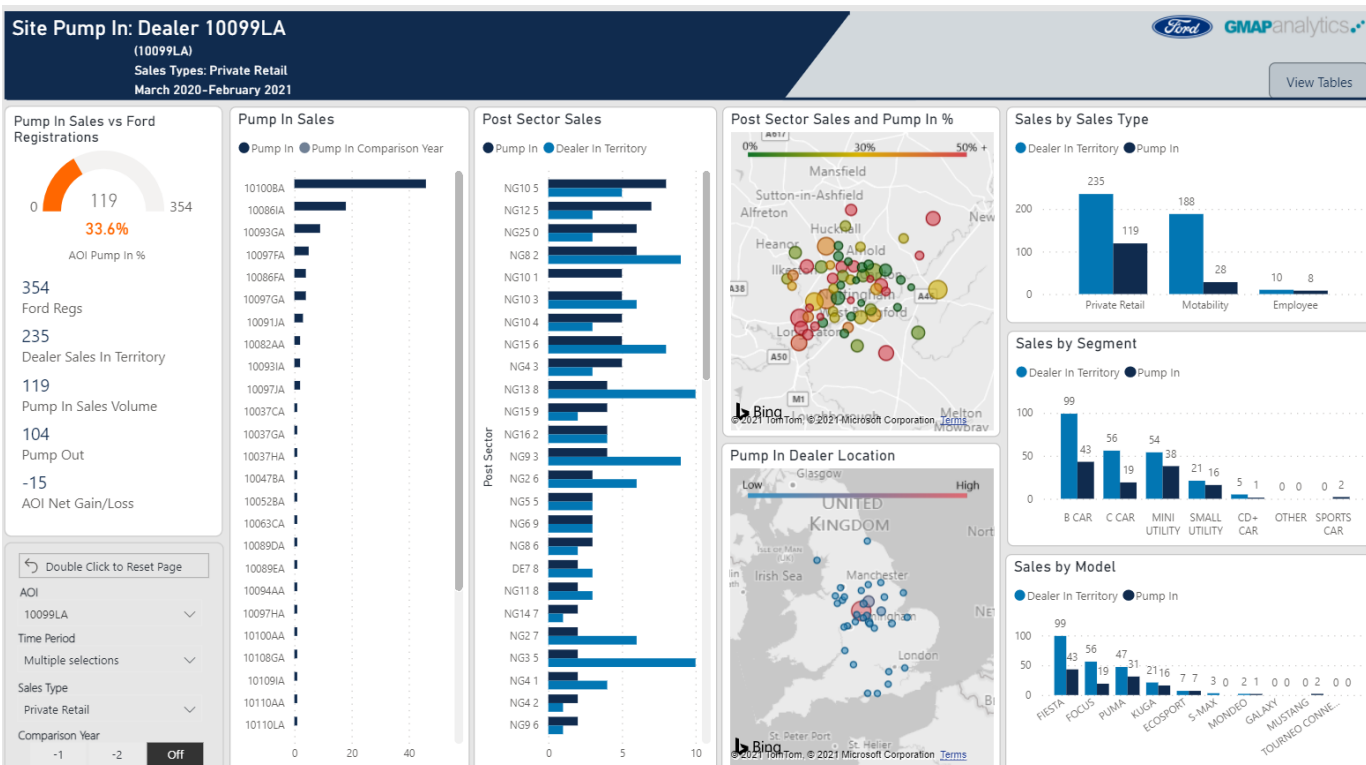
Model Share

- An AOI vs National comparison of each Model's share.
- Provides insights on where Ford models place in relation to competitors.

Pump In: CMA and Site

The Pump In pages for CMA and Site are identical except for the geography used. They are useful for identifying the Dealer's missed opportunity and understanding the net gain/loss.

Please bear in mind that not all Pump In at the site level is Pump In at CMA; for example, if a main Dealer pumps sales into a Retail dealer of the same 5 digit code, it will be shown as Pump In at Site, but not CMA.



Pump In Volume vs Ford Regs

- Ford Regs and Dealer sales in AOI
- Pump In Sales (Ford Regs in AOI – Dealer Sales in Territory)
- Pump Out
- Net Gain/Loss (Pump In Sales – Pump Out)

Pump In: AOI and CMA (cont'd)

- **Pump In Sales**
 - Provides insight as to which Dealers are Pumping In and the number of sales
 - Offers a comparison to previous years Pump In (CV only) per Dealer
- **Post Sector Sales**
 - A comparison between Pump In Sales and In Territory Sales per Post Sector. For example, in Post Sector NG10 5, there were 14 Pump In sales, and the Dealer made 4 sales, therefore, there is opportunity for the Dealer to make an additional 14 Sales.
- **Post Sector Sales and Pump In %**
 - In chart view the data is displayed as a map. Each circle represents a Post Sector; the size of the circle denotes the number of Ford registrations, whilst the colour denotes the proportion of Pump In.
- **Pump In Dealer Location**
 - In chart view the data is displayed as a map. Each circle represents the Pump In Dealer's location; the size of the circle denotes the number of sales they have pumped in, whilst the colour denotes the Dealer's proportion of overall Pump In.
- **Sales by Sales Type**
 - A comparison between In Territory Sales vs Pump In Sales by Sales Type (e.g. Private Retail, etc.)
- **Sales by Segment**
 - A comparison between In Territory Sales vs Pump In Sales by Segment (e.g. B-car, etc.)
- **Sales by Model**
 - A comparison between In Territory Sales vs Pump In Sales by Model (e.g. Fiesta, etc.)

Report Slicers

Overview

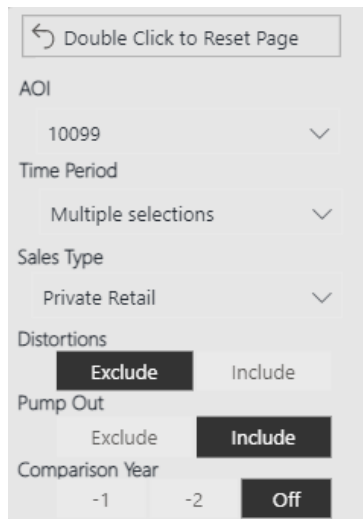


Fig. 1: DSPD Slicer

The user can apply a series of slicers to the DSPD. Slicers enable the user to quickly filter the report content and only view the required information, (e.g. a particular month). The slicers interact across all the charts and tables in the DSPD and they are found in the bottom left corner of each report page. It is good practice to apply the slicers in order, from 1 to 7 (see adjacent image). The slicers vary by page, but the exhaustive list is:

Slicer	Options/Action	DSPD Default
1. Click to Reset	Reverts all selections back to default	
2. AOI	All 5 & 7 digit codes applicable to the Dealer	Blank
3. Time Period	Any combination of months within from January 2020 to current month.	Last 12 rolling months to date
4. Sales Type	Retail (including: Dealer Demo/DV; Employee; Private Retail)	Car: Private Retail; CV: Retail
5. Distortions	Exclude; Include	Car: Exclude; CV: Exclude
6. Pump Out	Exclude; Include	Car: Include; CV: Include
7. Comparison Year	Off; -1 Year; -2 Years ago	CV: Off; Car: Off

2. AOI

To Select an AOI, click on the drop down arrow adjacent to the AOI code (see red circle (i), Fig. 2) and a hierarchical list of 5 and 7 digit AOI's will appear.

By selecting the 5 digit code, the 7 digit codes within the 5 digit code will be selected by default. If not all 7 digit codes are required then the user can click on ▶ next to the chosen 5 digit code, hold CTRL and uncheck the corresponding tick box(es).

Alternatively, if the user only wishes to view one 7 digit code then click ▶ (ii) adjacent to the 5 digit code, and select the individual code.

Multi select codes by holding CTRL and clicking on the tick boxes.

The name(s) of the selected 5 digit code(s) are displayed as the report title and the selected 7 digit codes are displayed in the sub-header.

Fig.2 shows the user has selected the 5 digit code: 42530 and two of the associated 7 digit codes.

Please note the DSPD is configured so Dealer's can only view their own AOI(s).

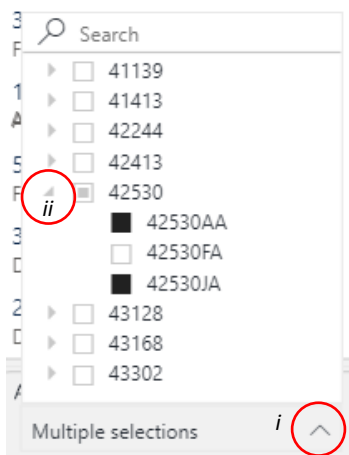


Fig. 2: AOI Slicer

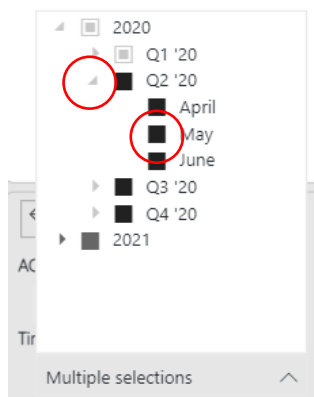


Fig. 3: Time Period Slicer

3. Time Period

Click the drop down arrow on the Time Period slicer. The Time Period selection can be a Year, Quarter(s), or Month(s) and is displayed as a hierarchy. For example to select May, click ▶ next to Q2 and Q2 months will appear.

The selected date range is displayed in the header.

Multi select or deselect months by holding CTRL and clicking on the tick boxes.

To clear all selected months, click on the tick box again.

4. Sales Type

A variety of Sales Type's can be selected. Selecting 'Retail' in the CV report shows an aggregation of the data relating to the Sales Type's of: Dealer Demo/DV; Employee; and Private Retail.

User's can select or de-select particular Sales Type's by clicking the drop down arrow (see Fig. 4) and then holding CTRL and un/checking the corresponding tick box.



Fig. 4: Sales Type Slicer

Fig. 4 shows all Retail Sales Types are selected.

5. Distortions

The user can toggle between Including and Excluding Distortions across all charts and tables. A darker button indicates the current selection.

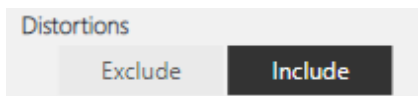


Fig. 5: Distortions slicer

Fig. 5 shows Distortions are being included in the data.

6. Pump Out

The user can toggle between Including and Excluding Pump Out Sales across all charts and tables. A darker button indicates the current selection.

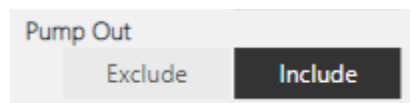


Fig. 6: Pump Out slicer

Fig. 6 shows Pump Out Sales are being included in the data.

7. Comparison Year

The user has the option to compare Ford's current performance within the AOI to that of either 1 or 2 years previous by clicking on the toggle.

The date range in the previous period is configured to exactly match the current selection year, quarter, or months either 1 or 2 years previous. For example, if the user has selected February 2020 – January 2021, selecting -1 will refer to February 2019 – January 2020.



Fig. 7: Comparison Year slicer

Upon selecting '-1' or '-2', orange lines will appear on the charts and additional columns will be populated in Table view (see Fig. 8)

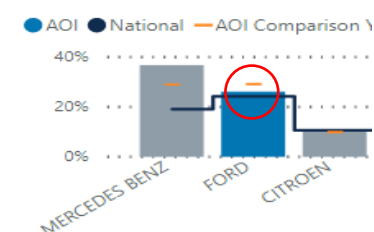


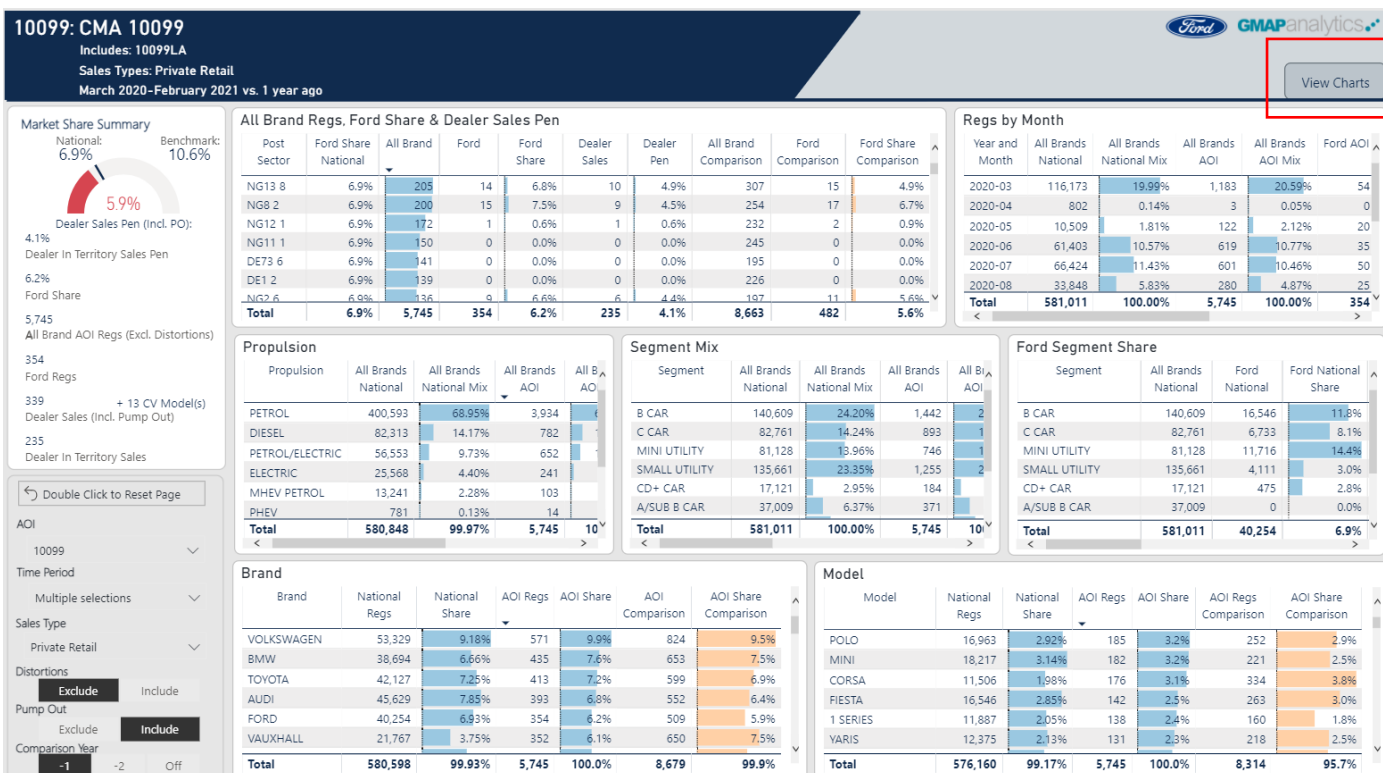
Fig. 8: Comparison Year Chart

8. Chart or Tabular View

The user has the option to view the data on each report page (excluding CMA Summary) as charts or tables. When the report is in Chart view, the 'View Tables' button will appear in the top right. When the report is in Table view, the 'View Charts' button will be shown. Toggle between views by clicking the button.

Table view shows all data, not just the Top 'N' shown in Chart view.

Fig. 9: Table view



Drill-down

10099: CMA 10099

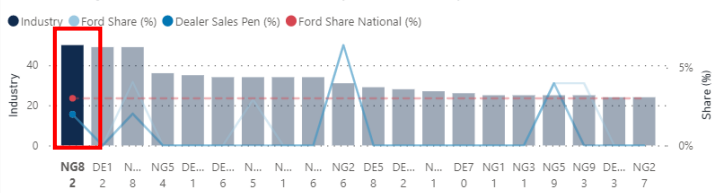
Includes: 10099LA
Sales Types: Private Retail
March 2020-February 2021

Ford GMAPanalytics

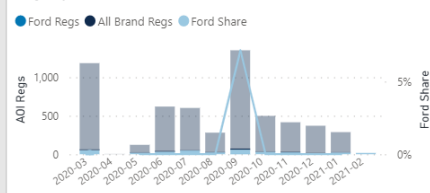
View Tables



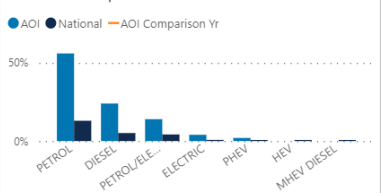
All Brand Regs, Ford Share & Dealer Sales Pen by Post Sector (Top 20)



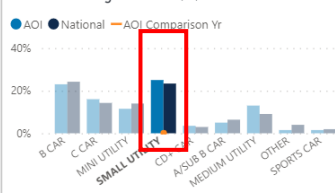
Regs by Month



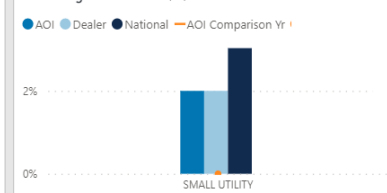
All Brands Propulsion Mix (%)



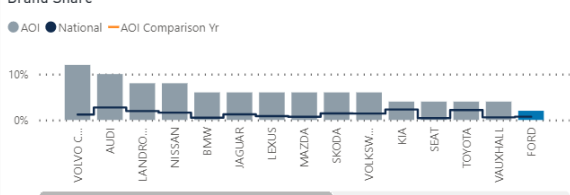
All Brands Segment Mix (%)



Ford Segment Share (%)



Brand Share



Model Share

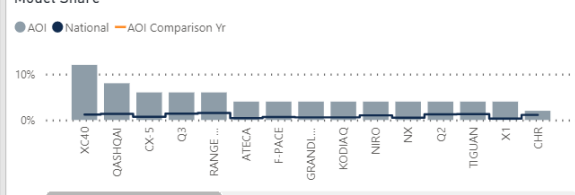


Fig. 11: Report Drill-down (double selection)

The user can see Volvo are doing well within the Small Utility Car segment within NG8 2 compared to nationally. The user can also see 56% of the vehicles registered were petrol. Ford segment share in the selected segment and post sector is also lower than the national share.

When a chart element is drilled down into the component is highlighted and the other elements within the same chart are faded.

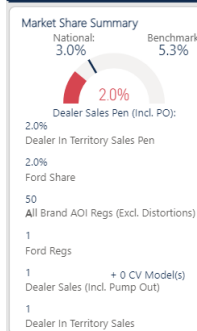
The same drill-down can be applied in Table view by clicking on a particular row within a table:

10099: CMA 10099

Includes: 10099LA
Sales Types: Private Retail
March 2020-February 2021

Ford GMAPanalytics

View Charts



All Brand Regs, Ford Share & Dealer Sales Pen

Post Sector	Ford Share National	All Brand	Ford	Ford Share	Dealer Sales	Dealer Pen	All Brand Comparison	Ford Comparison	Ford Share Comparison
NG8 2	3.0%	50	1	2.0%	1	2.0%			
NG13 8	3.0%	49	2	4.1%	1	2.0%			
NG5 4	3.0%	36	0	0.0%	0	0.0%			
DE56 1	3.0%	35	0	0.0%	0	0.0%			
DE73 6	3.0%	34	0	0.0%	0	0.0%			
A/SUB B CAR	3.0%	24	1	2.0%	0	0.0%			
Total	3.0%	1,255	37	2.9%	21	1.7%			

Regs by Month

Year and Month	All Brands National	All Brands National Mix	All Brands AOI	All Brands AOI Mix	Ford AOI
2020-03	27,530	20.29%	7	14.00%	0
2020-04	145	0.11%			
2020-05	2,180	1.61%	3	6.00%	0
2020-06	13,716	10.11%	7	14.00%	0
2020-07	15,589	11.49%	3	6.00%	0
2020-08	7,173	5.29%	3	6.00%	0
Total	135,661	100.00%	50	100.00%	1

Propulsion

Propulsion	All Brands National	All Brands National Mix	All Brands AOI	All Brands AOI Mix
PETROL	75,489	12.99%	28	56
DIESEL	29,767	5.12%	12	24
PETROL/ELECTRIC	24,507	4.22%	7	14
ELECTRIC	4,369	0.75%	2	4
PHEV	781	0.13%	1	2
Total	134,913	23.22%	50	100

Segment Mix

Segment	All Brands National	All Brands National Mix	All Brands AOI	All Brands AOI Mix
B CAR	140,609	24.20%	46	92
C CAR	82,761	14.24%	32	64
MINI UTILITY	82,761	14.24%	32	64
SMALL UTILITY	135,661	23.35%	50	100
A/SUB B CAR	16,121	2.55%	2	4
MEDIUM UTILITY	37,009	6.37%	10	20
Total	581,011	100.00%	200	100

Ford Segment Share

Segment	All Brands National	Ford National	Ford National Share
SMALL UTILITY	135,661	4,111	3.0%
Total	135,661	4,111	3.0%

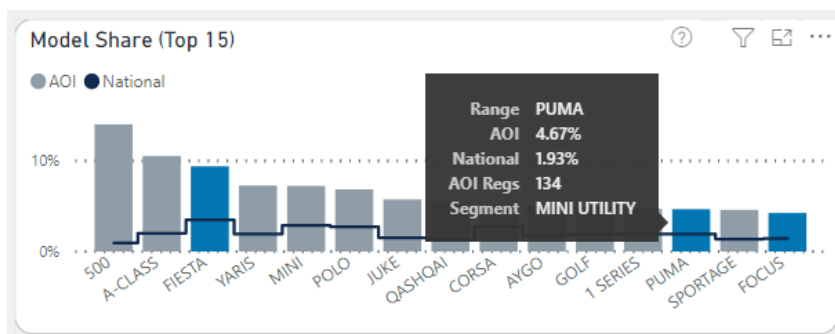
Brand

Brand	National Regs	National Share	AOI Regs	AOI Share	AOI Comparison	AOI Share Comparison
VOLVO CARS	6,799	1.17%	6	0.1%		
AUDI	15,800	2.72%	5	0.1%		
LANDROVER	11,276	1.94%	4	0.1%		
NISSAN	9,255	1.59%	4	0.1%		
BMW	2,807	0.48%	3	0.1%		
JAGUAR	7,157	1.23%	3	0.1%		
Total	126,527	21.78%	50	0.9%		

Model

Model	National Regs	National Share	AOI Regs	AOI Share	AOI Comparison	AOI Share Comparison
XC40	6,799	1.17%	6	0.1%		
QASHQAI	7,796	1.34%	4	0.1%		
CX-5	3,999	0.69%	3	0.1%		
Q3	8,014	1.38%	3	0.1%		
RANGE ROVER	8,854	1.52%	3	0.1%		
EVOQUE	8,854	1.52%	3	0.1%		
Total	116,990	20.14%	50	0.9%		

Tool Tips

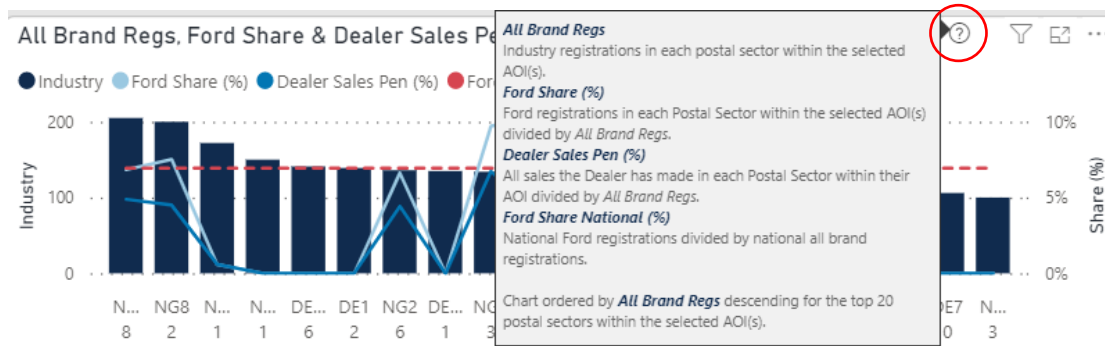


Tool Tips provide extra information, for example, the absolute number of model registrations rather than a percentage. Tool Tips appear when any chart component is hovered over.

In the adjacent image, the user hovered their cursor over the Puma bar. The additional information displayed includes: AOI share, National share, AOI registrations and the Segment which Puma competes in.

Help Text

The DSPD contains Help Text on particular charts. The Help Text describes what the chart is showing, alongside definitions and calculations for each component within the chart and the sort order.

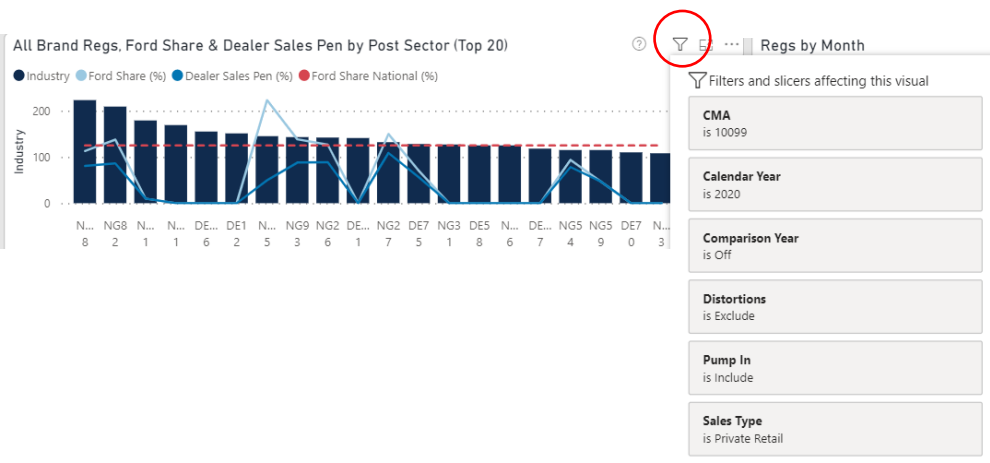


To make the Help Text appear, the user needs to hover over any of the white space within the chart; a will appear in the top right corner of the chart, click it.

Slicers and filters affecting the visual

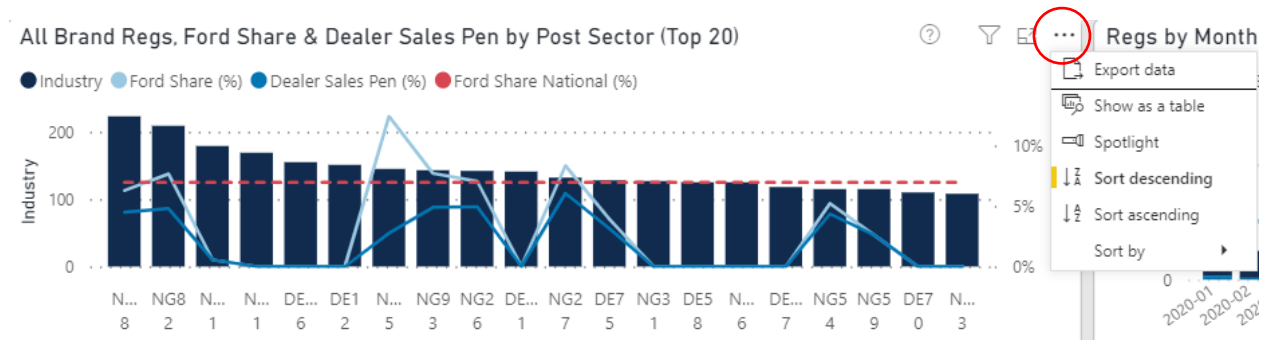
The user can see which slicers and filters are affecting a particular visual by hovering over the white space in the visual and selecting the filter icon which appears in the top right corner of the chart.

This functionality is applicable in Table view too.



Additional Functionality

The user has additional options which appear by clicking on the 3 dot icon (. . .) which appear in the top right corner of the visual when the cursor hovers over white space.



• Export Data

The user has the ability to export the data shown in the chart or table by clicking on 'Export data'. A pop up will appear asking which format the user would like to use, either .xlsx or .csv.

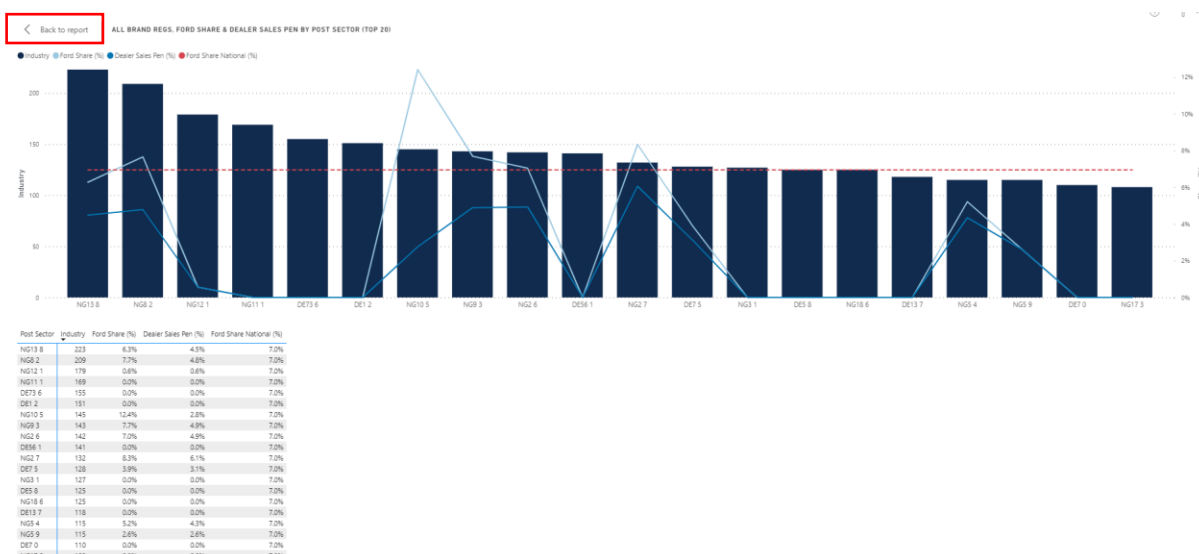
If the data is exported whilst in Chart view, then the export will only contain summarised data displayed in the chart; for example, the chart above is restricted to the top 20 post sectors, therefore only the data referring to the top 20 post sectors will be exported.

If the user wishes to export the complete dataset corresponding to the visual, then this needs to be done whilst in Table view.

Please note, if the chart or table is being affected by a slicer or filter before exporting, the export will contain the sliced and/or filtered data.

• Show as a Table

This feature is available when in Chart view. It enlarges the chart to half screen size and places the table of corresponding data below. This can be a useful feature if presenting in a boardroom. The image below demonstrates 'show as table' applied on the image above. Click 'Back to report' to revert back to the dashboard.

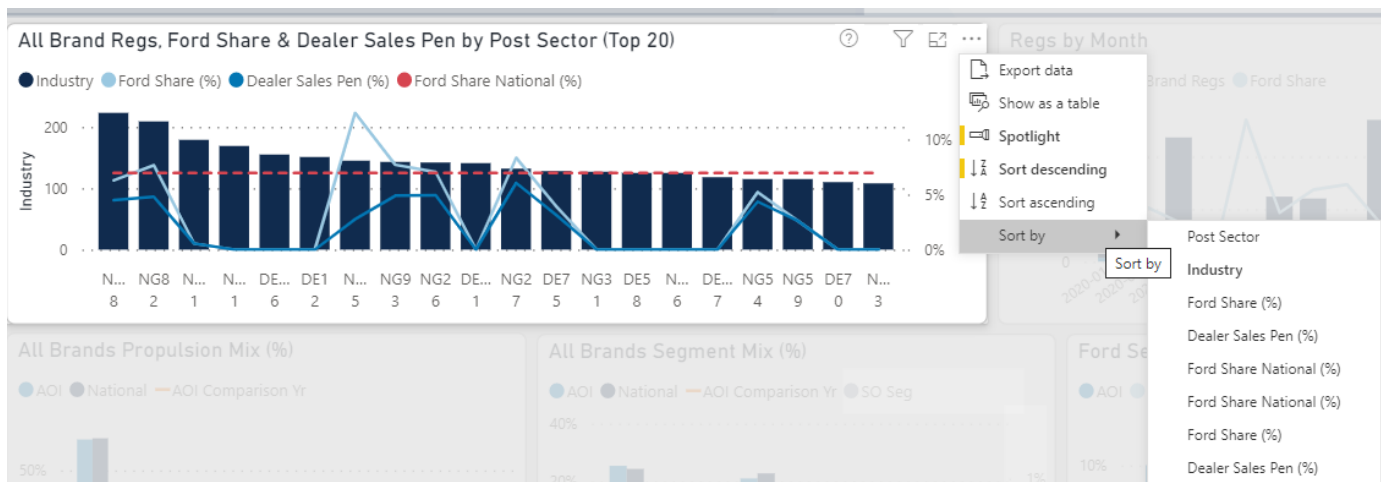


Additional Options (cont'd)

- **Sort Order**

The charts and tables have default sort orders. Typically, this is based on the number of AOI registrations, highest to lowest; however, the segment charts and tables are ordered by their importance to Ford, rather than numerically descending. If the user wishes to change the sort order, they can.

Please note, that upon logging out of the report, all sort orders will revert to the default.



The image above shows the chart is ordered by AOI Regs (shown in bold and with a yellow bar) in a descending order (again, bold text and a yellow bar).

END