



# DSPD: Dealer Sales Performance Dashboard

## User Guide

Version 2 – October 2022



## Login

- The DSPD is accessed through the Ford Portal.
- If you require access to the DSPD, please contact your DSA.
- Once logged in select either the Car or CV report.

## DSPD Navigation

The DSPD contains 6 pages:

1. Group Report
2. Dealer Sales Performance (Dealer SP)
3. Map
4. Pump In: CMA
5. Pump In: Site
6. 5 Year Trend

You can navigate to each of these pages by clicking the buttons in the header:

Group / CMA / Dealer Performance  
Sales Types: Private Retail  
January 2022-July 2022 vs. 1 year ago




Page Navigation:

DSP
Map
Pump In: CMA
Pump In: Site
5 Year Trend

## Report Pages

The following images are constructed using randomised data.

### 1. Group Report

This page summarises the following metrics:

- Industry
- Sales
- Sales Pen
- Ford Registrations
- Ford Registrations Penetration
- In Territory Sales
- In Territory Sales Pen

The above metrics are displayed for: Current, Historic (either 1 or 2 years ago), and the Variance (VAR) between Current and Historic is calculated. Red font in brackets denotes a negative variance.

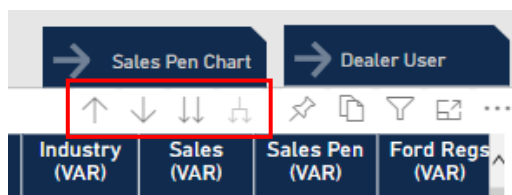
A table displaying these metrics at a national level is also included to add performance context.

### Table Interaction

The metrics above can be viewed at the following **geographic aggregations**:

- District (*internal Ford users only*)
- Zone (*internal Ford users only*)
- Group
- CMA
- AOI

To step-down into each geography, hover over anywhere in table and 4 arrows appear in the top right:



- Upwards arrow
  - Aggregates the data to the geography above (i.e. move from CMA to Group).
- Single Downward Arrow
  - View the sub-totals for the next geographic aggregation below and retain the totals. Click the icon and then click on row you wish to show the sub-totals for. This produces the same view as clicking the '+' displayed on each row of the table. (*Fig i*)
- Double downward Arrow
  - Displays the metrics at the next geographical hierarchy down, but **removes the totals**. This is useful for a side-by side comparison within the geography selected. (*Fig ii*)
- Forked Downward Arrow
  - Displays the metrics at the next geographical hierarchy down and **retains the totals** row. (i.e. Group = Total and CMA's within the Group = sub-totals). This is a useful view for understanding the proportional make up. (*Fig iii*)

Any code that appears with 'XX' at the end represents any sales at closed or invalid codes within a CMA

Fig i – single downward arrow. Expands to show CMA's within the selected group

Group / CMA / Dealer Performance

Ford

GMAPanalytics

Page Navigation:

Dealer SP

Map

Pump In: CMA

Pump In: Site

5Year Trend

Location

Time Period

Sales Channel

Segment

Propulsion

Distortions

Comparison Period

All

Multiple selections

Private Retail

All

Multiple selections

Exclude

Include

-1

-2

National

Industry (Current)	Sales (Current)	Sales Pen (Current)	In Territory Sales (Current)	In Territory Sales Pen (Current)	Industry (Historic)	Sales (Historic)	Sales Pen (Historic)	In Territory Sales (Historic)	In Territory Sales Pen (Historic)	Industry (VAR)	Sales (VAR)	Sales Pen (VAR)	In Territory Sales (VAR)	In Territory Sales Pen (VAR)
638,402	53,925	8.4%	36,390	5.7%	653,243	69,548	10.6%	45,837	7.0%	(2.3%)	(22.5%)	(2.2%)	(20.6%)	(1.3%)

Location Hierarchy (Dealer View)

Group	Industry (Current)	Sales (Current)	Sales Pen (Current)	Ford Regs (Current)	Regs Pen (Current)	In Territory Sales (Current)	In Territory Sales Pen (Current)	Industry (Historic)	Sales (Historic)	Sales Pen (Historic)	Ford Regs (Historic)	Regs Pen (Historic)	In Territory Sales (Historic)	In Territory Sales Pen (Historic)	Industry (VAR)	Sales (VAR)	Sales Pen (VAR)	Ford Regs (VAR)	Regs Pen (VAR)
Group	48,779	4,245	8.7%	4,796	9.8%	2,932	6.0%	48,502	4,336	8.9%	5,119	10.6%	3,008	6.2%	0.6%	(2.1%)	(0.2%)	(6.3%)	(1.3%)
CMA's	4,473	519	11.6%	495	11.1%	279	6.2%	4,428	509	11.5%	527	11.9%	296	6.7%	1.0%	2.0%	0.1%	(6.1%)	(0.8%)
	5,441	319	5.9%	369	6.8%	206	3.8%	5,532	434	7.8%	452	8.2%	292	5.3%	(1.6%)	(26.5%)	(2.0%)	(18.4%)	(1.4%)
	6,559	700	10.7%	901	13.7%	509	7.8%	6,226	687	11.0%	881	14.2%	489	7.9%	5.3%	1.9%	(0.4%)	2.3%	(1.8%)
	8,790	716	8.1%	873	9.9%	562	6.4%	9,022	816	9.0%	1,089	12.1%	647	7.2%	(2.6%)	(12.3%)	(0.9%)	(19.8%)	(0.4%)
	1,321	228	17.3%	233	17.6%	156	11.8%	1,351	222	16.4%	259	19.2%	157	11.6%	(2.2%)	2.7%	0.8%	(10.0%)	(0.4%)
	10,151	751	7.4%	820	8.1%	500	4.9%	10,082	739	7.3%	833	8.3%	504	5.0%	0.7%	1.6%	0.1%	(1.6%)	(0.4%)
	6,079	598	9.8%	614	10.1%	388	6.4%	5,937	584	9.8%	629	10.6%	367	6.2%	2.4%	2.4%	0.0%	(2.4%)	(0.4%)
	5,965	414	6.9%	491	8.2%	332	5.6%	5,924	345	5.8%	449	7.6%	256	4.3%	0.7%	20.0%	1.1%	9.4%	(0.4%)
Total	48,779	4,245	8.7%	4,796	9.8%	2,932	6.0%	48,502	4,336	8.9%	5,119	10.6%	3,008	6.2%	0.6%	(2.1%)	(0.2%)	(6.3%)	(1.3%)

Fig ii – Clicked the double downwards arrow and moved to the next geography down (Group → CMA)

Group / CMA / Dealer Performance

Ford

GMAPanalytics

Page Navigation: Dealer SPMapPump In: CMAPump In: Site5 Year Trend

Location

Time Period

Sales Channel

Segment

Propulsion

Distortions

Comparison Period

All

Multiple selections

Private Retail

All

Multiple selections

Exclude

Include

-1

-2

National

	Industry (Current)	Sales (Current)	Sales Pen (Current)	In Territory Sales (Current)	In Territory Sales Pen (Current)	Industry (Historic)	Sales (Historic)	Sales Pen (Historic)	In Territory Sales (Historic)	In Territory Sales Pen (Historic)	Industry (VAR)	Sales (VAR)	Sales Pen (VAR)	In Territory Sales (VAR)	In Territory Sales Pen (VAR)
	638,402	53,925	8.4%	36,390	5.7%	653,243	69,548	10.6%	45,837	7.0%	(2.3%)	(22.5%)	(2.2%)	(20.6%)	(1.3%)

→ Sales Pen Chart→ Internal Ford User

Location Hierarchy (Dealer View)

CMA	Industry (Current)	Sales (Current)	Sales Pen (Current)	Ford Regs (Current)	Regs Pen (Current)	In Territory Sales (Current)	In Territory Sales Pen (Current)	Industry (Historic)	Sales (Historic)	Sales Pen (Historic)	Ford Regs (Historic)	Regs Pen (Historic)	In Territory Sales (Historic)	In Territory Sales Pen (Historic)	Industry (VAR)	Sales (VAR)	Sales Pen (VAR)	Ford Regs (VAR)	Regs Pen (VAR)
CMA's	8,260	712	8.6%	631	7.6%	473	5.7%	8,279	879	10.6%	803	9.7%	614	7.4%	(0.2%)	(19.0%)	(2.0%)	(21.4%)	(2.1%)
	10,516	416	4.0%	353	3.4%	217	2.1%	11,360	527	4.6%	534	4.7%	316	2.8%	(7.4%)	(21.1%)	(0.7%)	(33.9%)	(1.3%)
	4,473	519	11.6%	495	11.1%	279	6.2%	4,428	509	11.5%	527	11.9%	296	6.7%	1.0%	2.0%	0.1%	(6.1%)	(0.8%)
	21,112	1,446	6.8%	1,507	7.1%	1,128	5.3%	21,463	1,820	8.5%	1,927	9.0%	1,319	6.1%	(1.6%)	(20.5%)	(1.6%)	(21.8%)	(1.8%)
	3,893	127	3.3%	214	5.5%	75	1.9%	4,076	226	5.5%	317	7.8%	159	3.9%	(4.5%)	(43.8%)	(2.3%)	(32.5%)	(2.3%)
	7,541	421	5.6%	378	5.0%	268	3.6%	7,786	717	9.2%	608	7.8%	472	6.1%	(3.1%)	(41.3%)	(3.6%)	(37.8%)	(2.8%)
	3,895	216	5.5%	267	6.9%	136	3.5%	3,920	295	7.5%	360	9.2%	195	5.0%	(0.6%)	(26.8%)	(2.0%)	(25.8%)	(2.3%)
	2,601	258	9.9%	217	8.3%	104	4.0%	2,563	337	13.1%	276	10.8%	152	5.9%	1.5%	(23.4%)	(3.2%)	(21.4%)	(2.4%)
	10,203	842	8.3%	729	7.1%	494	4.8%	10,549	1,012	9.6%	965	9.1%	586	5.6%	(3.3%)	(16.8%)	(1.3%)	(24.5%)	(2.0%)
	8,529	522	6.1%	565	6.6%	359	4.2%	8,700	650	7.5%	725	8.3%	449	5.2%	(2.0%)	(19.7%)	(1.4%)	(22.1%)	(1.7%)
	5,441	319	5.9%	369	6.8%	206	3.8%	5,532	434	7.8%	452	8.2%	292	5.3%	(1.6%)	(26.5%)	(2.0%)	(18.4%)	(1.4%)
	4,823	346	7.2%	406	8.4%	255	5.3%	4,938	414	8.4%	484	9.8%	300	6.1%	(2.3%)	(16.4%)	(1.2%)	(16.1%)	(1.4%)
	6,559	700	10.7%	901	13.7%	509	7.8%	6,226	687	11.0%	881	14.2%	489	7.9%	5.3%	1.9%	(0.4%)	2.3%	(0.4%)
	5,834	515	8.8%	483	8.3%	372	6.4%	5,965	654	11.0%	612	10.3%	458	7.7%	(2.2%)	(21.3%)	(2.1%)	(21.1%)	(2.0%)
	1,302	306	23.5%	206	15.8%	98	7.5%	1,304	307	23.5%	226	17.3%	101	7.7%	(0.2%)	(0.3%)	(0.0%)	(8.8%)	(1.5%)
	4,227	292	6.9%	294	7.0%	201	4.8%	4,137	388	9.4%	320	7.7%	238	5.8%	2.2%	(24.7%)	(2.5%)	(8.1%)	(0.8%)
9,628	938	9.7%	1,029	10.7%	673	7.0%	9,423	1,089	11.6%	1,192	12.6%	754	8.0%	2.2%	(13.9%)	(1.8%)	(13.7%)	(2.0%)	
Total	638,402	53,925	8.4%	53,925	8.4%	36,390	5.7%	627,242	65,804	10.5%	65,804	10.5%	43,396	6.9%	1.8%	(18.1%)	(2.0%)	(18.1%)	(2.0%)

*Fig iii – forked downward arrow. Displays metrics for the next geographical hierarchy down and retains the totals for the aggregated geography*

## Group / CMA / Dealer Performance

Page Navigation: Dealer SP Map Pump In: CMA Pump In: Site 5Year Trend

Location: All Time Period: Multiple selections Sales Channel: Private Retail Segment: All Propulsion: Multiple selections Distortions: Exclude Include Comparison Period: -1 -2

### National

Industry (Current)	Sales (Current)	Sales Pen (Current)	In Territory Sales (Current)	In Territory Sales Pen (Current)	Industry (Historic)	Sales (Historic)	Sales Pen (Historic)	In Territory Sales (Historic)	In Territory Sales Pen (Historic)	Industry (VAR)	Sales (VAR)	Sales Pen (VAR)	In Territory Sales (VAR)	In Territory Sales Pen (VAR)
638,402	53,925	8.4%	36,390	5.7%	653,243	69,548	10.6%	45,837	7.0%	(2.3%)	(22.5%)	(2.2%)	(20.6%)	(1.3%)

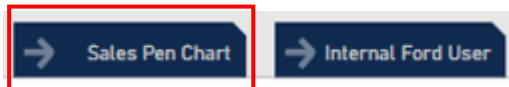
Sales Pen Chart Internal Ford User

### Location Hierarchy (Dealer View)

Group	Industry (Current)	Sales (Current)	Sales Pen (Current)	Ford Regs (Current)	Regs Pen (Current)	In Territory Sales (Current)	In Territory Sales Pen (Current)	Industry (Historic)	Sales (Historic)	Sales Pen (Historic)	Ford Regs (Historic)	Regs Pen (Historic)	In Territory Sales (Historic)	In Territory Sales Pen (Historic)	Industry (VAR)	Sales (VAR)	Sales Pen (VAR)	Ford (VAR)
Group	48,779	4,245	8.7%	4,796	9.8%	2,932	6.0%	48,502	4,336	8.9%	5,119	10.6%	3,008	6.2%	0.6%	(2.1%)	(0.2%)	(0.2%)
CMA's	4,473	519	11.6%	495	11.1%	279	6.2%	4,428	509	11.5%	527	11.9%	296	6.7%	1.0%	2.0%	0.1%	(0.2%)
CMA's	5,441	319	5.9%	369	6.8%	206	3.8%	5,532	434	7.8%	452	8.2%	292	5.3%	(1.6%)	(26.5%)	(2.0%)	(1.3%)
CMA's	6,559	700	10.7%	901	13.7%	509	7.8%	6,226	687	11.0%	881	14.2%	489	7.9%	5.3%	1.9%	(0.4%)	(0.4%)
CMA's	8,790	716	8.1%	873	9.9%	562	6.4%	9,022	816	9.0%	1,089	12.1%	647	7.2%	(2.6%)	(12.3%)	(0.9%)	(1.3%)
CMA's	1,321	228	17.3%	233	17.6%	156	11.8%	1,351	222	16.4%	259	19.2%	157	11.6%	(2.2%)	2.7%	0.8%	(1.3%)
CMA's	10,151	751	7.4%	820	8.1%	500	4.9%	10,082	739	7.3%	833	8.3%	504	5.0%	0.7%	1.6%	0.1%	(0.2%)
CMA's	6,079	598	9.8%	614	10.1%	388	6.4%	5,937	584	9.8%	629	10.6%	367	6.2%	2.4%	2.4%	0.0%	(0.2%)
CMA's	5,965	414	6.9%	491	8.2%	332	5.6%	5,924	345	5.8%	449	7.6%	256	4.3%	0.7%	20.0%	1.1%	(1.3%)
Group	22,122	1,633	7.4%	1,804	8.2%	965	4.4%	19,090	1,703	8.9%	2,017	10.6%	1,008	5.3%	15.9%	(4.1%)	(1.5%)	(1.3%)
CMA's	7,823	571	7.3%	517	6.6%	362	4.6%	7,669	672	8.8%	660	8.6%	458	6.0%	2.0%	(15.0%)	(1.5%)	(2.0%)
CMA's	8,376	516	6.2%	726	8.7%	294	3.5%	6,561	532	8.1%	778	11.9%	257	3.9%	27.7%	(3.0%)	(1.9%)	(0.2%)
CMA's	5,923	546	9.2%	561	9.5%	309	5.2%	4,860	499	10.3%	579	11.9%	293	6.0%	21.9%	9.4%	(1.0%)	(0.2%)
Group	388	42	10.8%	43	11.1%	42	10.8%	401	37	9.2%	37	9.2%	37	9.2%	(3.2%)	13.5%	1.6%	1.6%
CMA	388	42	10.8%	43	11.1%	42	10.8%	401	37	9.2%	37	9.2%	37	9.2%	(3.2%)	13.5%	1.6%	1.6%
Group	4,732	320	6.8%	364	7.7%	272	5.7%	4,956	537	10.8%	569	11.5%	466	9.4%	(4.5%)	(40.4%)	(4.1%)	(3.0%)
CMA	4,732	320	6.8%	364	7.7%	272	5.7%	4,956	537	10.8%	569	11.5%	466	9.4%	(4.5%)	(40.4%)	(4.1%)	(3.0%)
Total	638,402	53,925	8.4%	53,925	8.4%	36,390	5.7%	627,242	65,804	10.5%	65,804	10.5%	43,396	6.9%	1.8%	(18.1%)	(2.0%)	(1.3%)

## Chart View

Within the Group Report there is the ability to view Industry (VAR) versus Sales (VAR) in a graph. To access this view press the 'Chart View' button above the table.



The chart allows the user to drill-down through the various geographical hierarchies using the arrows which appear in the top right. To return to table view click 'Go Back'.

## Group / CMA / Dealer Performance

Sales Types: Private Retail

January 2022-August 2022 vs. 1 year ago

Go Back

Location: All Time Period: 2022 Sales Channel: Private Retail Segment: All Propulsion: All Distortions: Exclude Include Comparison Period: -1 -2

### Industry and Sales Variation vs National

● Industry (VAR) ● Sales (VAR) --- National Industry (VAR) --- National Sales (VAR)



## 2. Dealer Sales Performance



- 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.

## 3. Map

The map page displays 3 maps; Dealer locations, Dealer AOI(s), and Ford Share Performance vs. Ford National Share by Post Sector. The Ford Share Performance map is themed red to green (below to above Ford's National Share).



There is also:

- a table displaying All Brand Regs, Ford Share and Dealer Sales Pen by Post Sector
- a chart displaying model share within the CMA/AOI versus National
- a table displaying Pump In Sales per Dealer into the CMA/AOI

Clicking a post sector on the central map slices the data in the corresponding tables and charts. For example, the user can select a post sector and understand the Regs and Shares within, market share by model and which Ford Dealer(s) are pumping in. Likewise, the user can select a Pump In Dealer in the table and understand which Post Sector's they are selling into.

GMAP have not provided a map image in this user guide to protect confidentiality.



## 4. 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 Sales**
  - Provides insight as to which Dealers are Pumping In and the number of sales
  - Offers a comparison to previous years Pump In 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.)



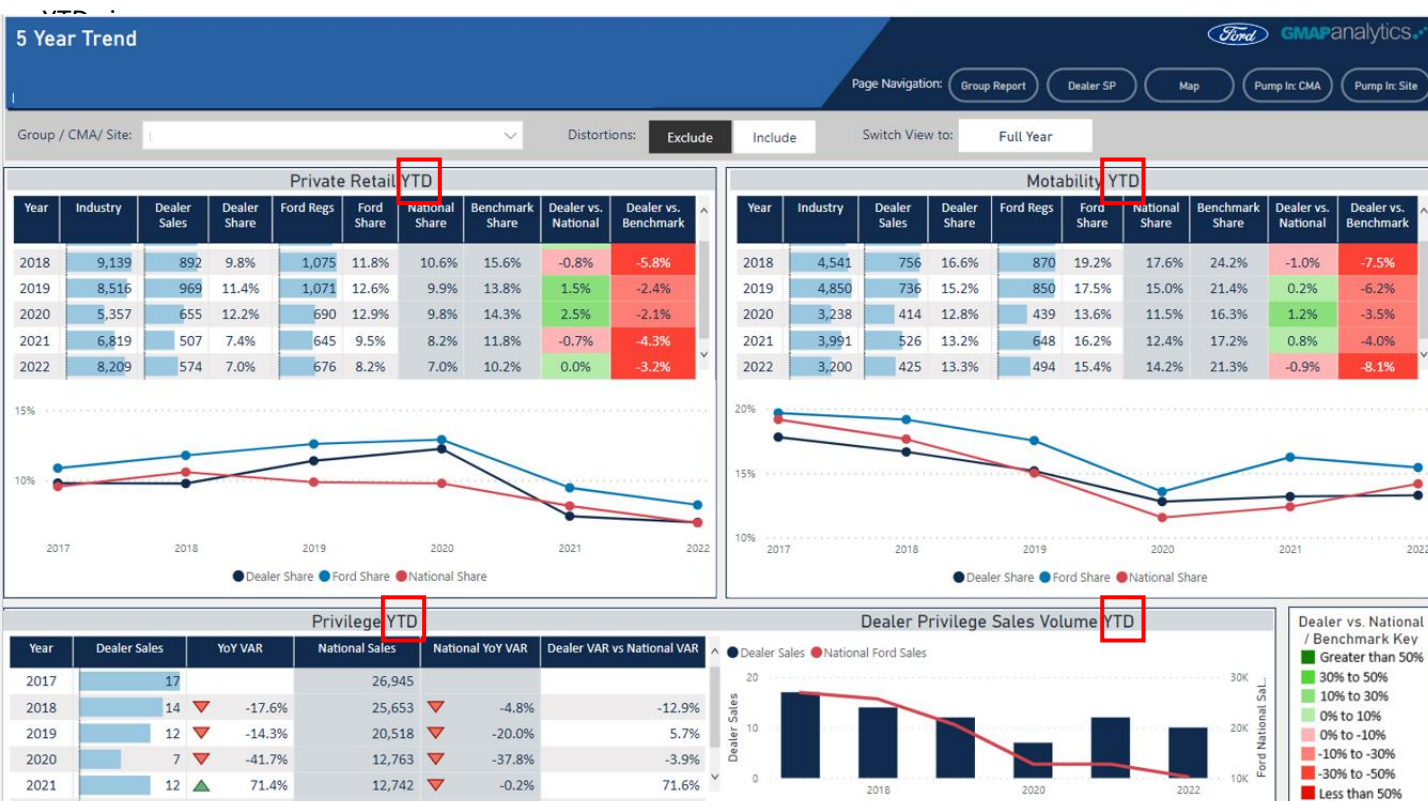
## Pump In: CMA and Site (cont'd)

- **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.)

## 5. 5 Year Trend

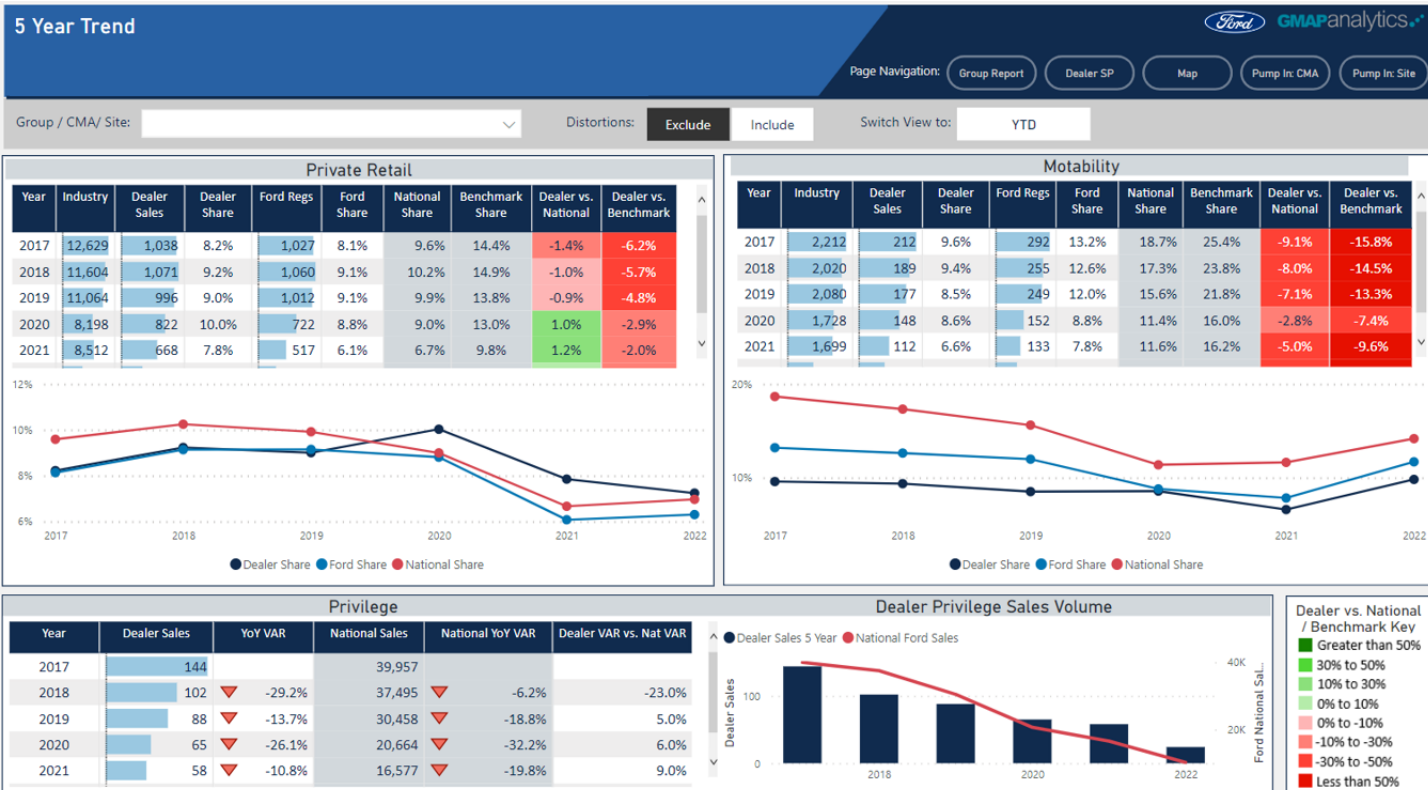
The 5 Year trend page displays the key metrics for the current year and the previous 5 years. The metrics can be viewed by: Group, CMA, and Dealer. Distortions can be included or excluded and the data can be viewed as Full Year or YTD, which is the default.

The page is split into 3 sections based on Sales Type: Private Retail, Motability, and Privilege for Car. Private Retail, Dealer Demo/DV and Privilege for CV.



## 5 Year Trend (cont'd)

Full Year view:



## Report Slicers

### Overview

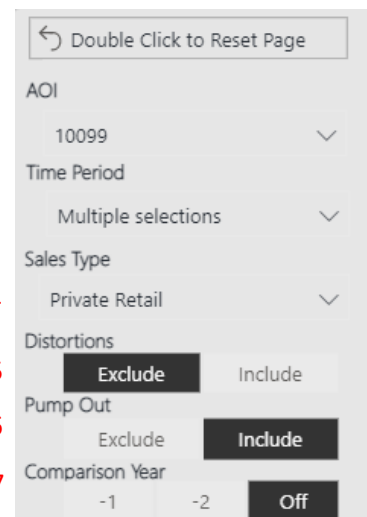


Fig. 1: DSPD Slicer

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).

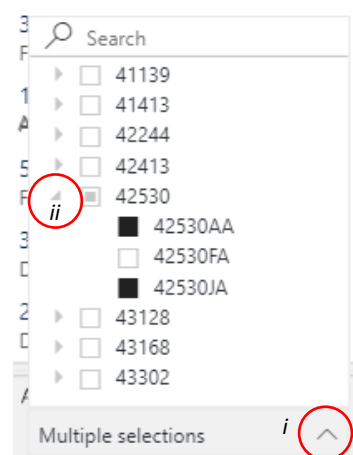


Fig. 2: AOI Slicer

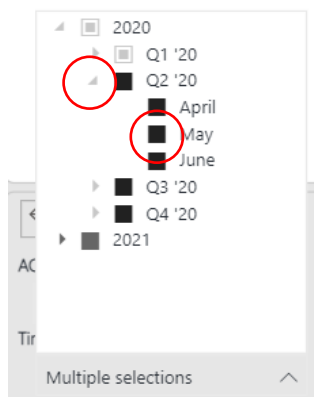


Fig. 3: Time Period Slicer

### 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.

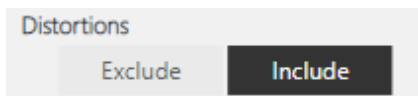


Fig. 5: Distortions slicer

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.

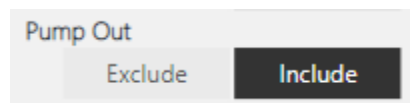


Fig. 6: Pump Out slicer

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)

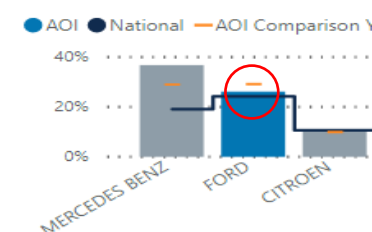


Fig. 8: Comparison Year Chart

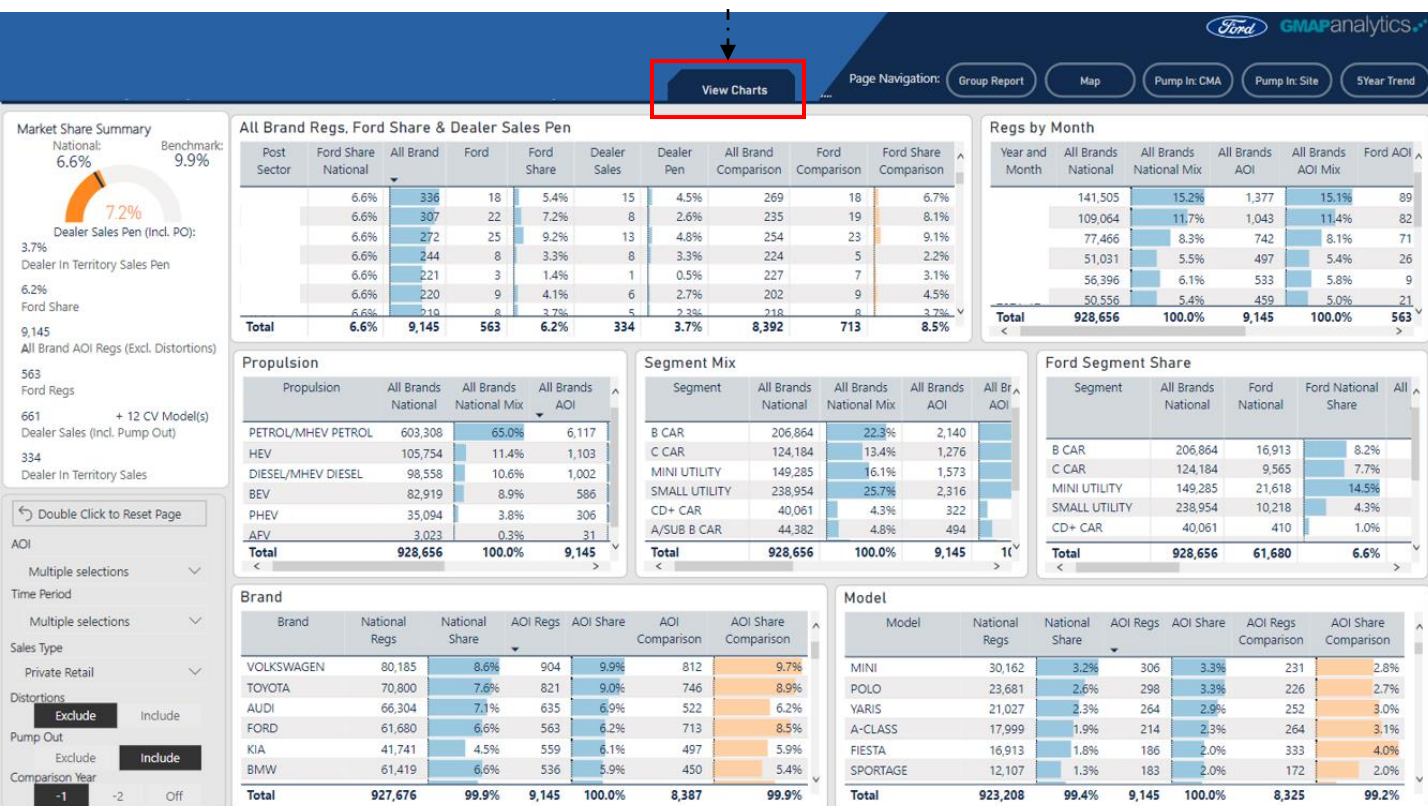
## 8. Chart or Tabular View

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

Click to return to Chart view





## Report Interaction

### Drill-down

In addition to the user applying slicers, the DSPD contains drill-down functionality within the charts and tables which makes all the visuals interactive.

For instance, let's say the user has specified the slicers and they notice in the 'All Brand Regs....' chart the post sector with the highest All Brand registrations has a very low Ford share (see red box in Fig.10). By clicking on the corresponding post sector bar, all the visuals on the page re-calculate to show the data specific to the chosen post sector. This allows the user to gain additional insight regarding the local market and answer questions such as:

- What are the highest performing segments?
- What are the highest performing brands?
- What are the highest performing models?

In the example, below the user has clicked on post sector NG8 2, and the report shows within NG8 2, the Small Utility segment is out-performing the national average and that Corsa's are the biggest seller.

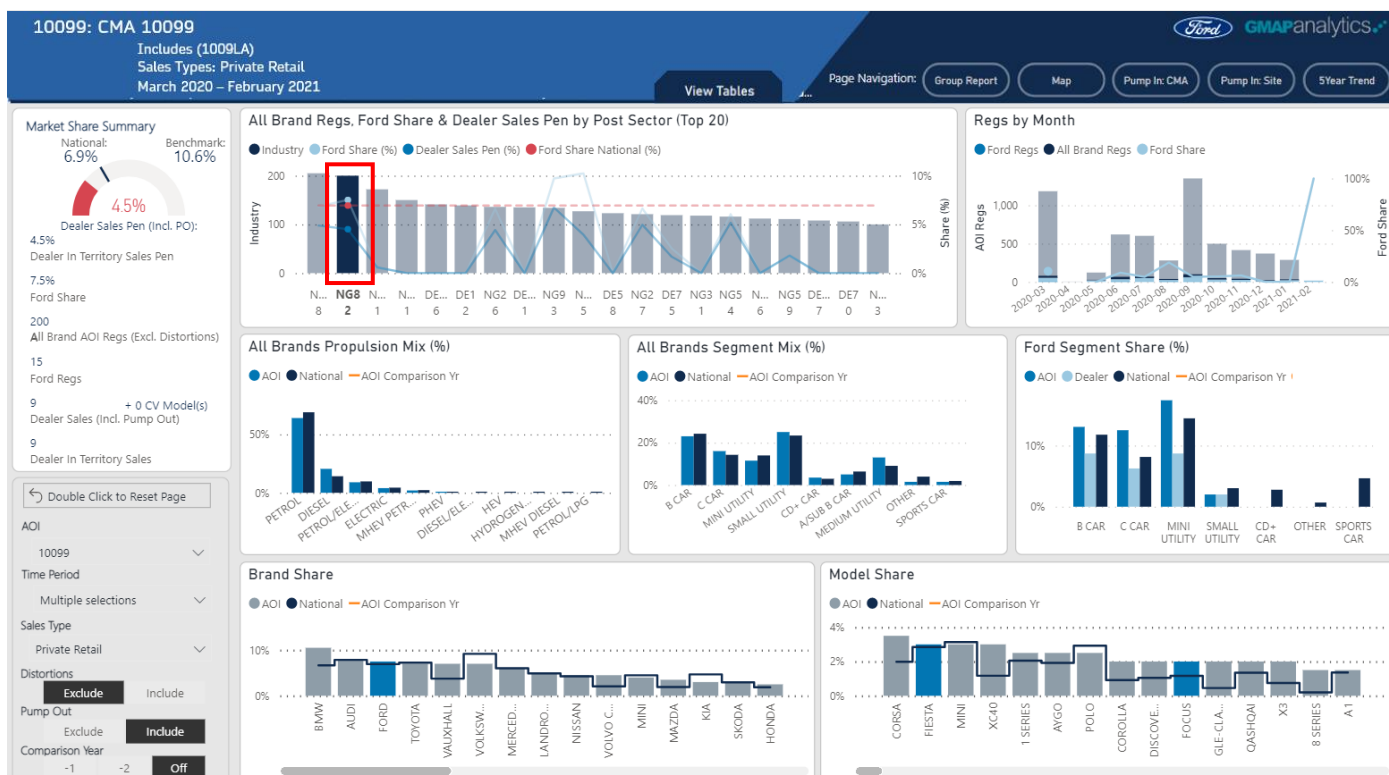


Fig. 10: Report Drill-down (single selection)

The user can also drill-down across multiple charts by holding CTRL and clicking on an additional chart component. For example, the user has understood the Small Utility Car is the highest performing in this AOI, but in addition they wish to understand which models compete within this segment. In this example the user would hold CTRL and click on the Small Utility Car bar in the Segment Mix chart. The report page would then look like this:

10099: CMA 10099

Includes (1009LA)  
Sales Types: Private Retail  
March 2020 – February 2021

View Tables

Page Navigation:

Group Report

Map

Pump In: CMA

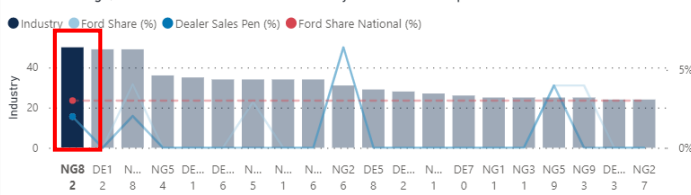
Pump In: Site

5 Year Trend

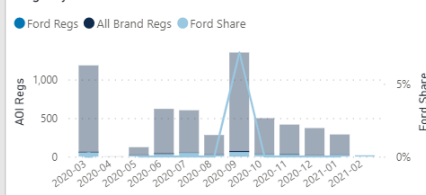
### Market Share Summary



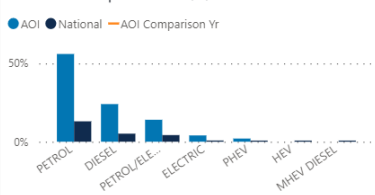
### All Brand Regs. Ford Share & Dealer Sales Pen by Post Sector (Top 20)



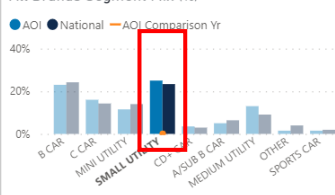
### Regs by Month



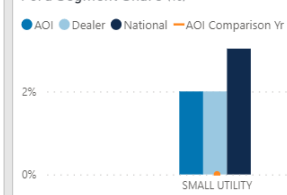
### All Brands Propulsion Mix (%)



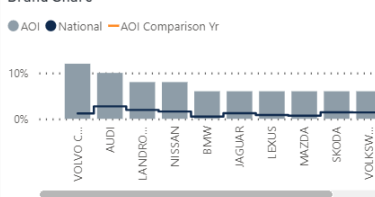
### All Brands Segment Mix (%)



### Ford Segment Share (%)



### Brand Share



### Model Share

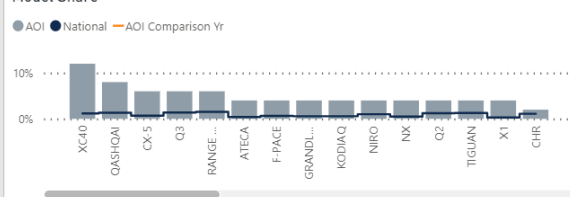


Fig. 11: Report Drill-down (double selection)

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 (1009LA)

Sales Types: Private Retail

March 2020 – February 2021

View Tables

Page Navigation: Group Report Map Pump In: CMA Pump In: Site 5 Year Trend

Market Share Summary

National: 3.0%

Benchmark: 5.3%

2.0%

Dealer Sales Pen (Incl. PO):

2.0%

Dealer In Territory Sales Pen

2.0%

Ford Share

50

All Brand AOI Regs (Excl. Distortions)

1

Ford Regs

+ 0 CV Models)

Dealer Sales (Incl. Pump Out)

1

Dealer In Territory Sales

Double Click to Reset Page

AOI

10099

Time Period

Multiple selections

Private Retail

Distortions

Exclude

Include

Pump Out

Exclude

Include

Comparison Year

-1

-2

Off

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%			
NG10 5	3.0%	24	1	2.0%	0	0.0%			
Total	3.0%	1,255	37	2.9%	21	1.7%			

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
SMALL UTILITY	135,661	23.35%	50	100
MINI UTILITY	11,121	2.55%	2	4
A/SUB B CAR	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

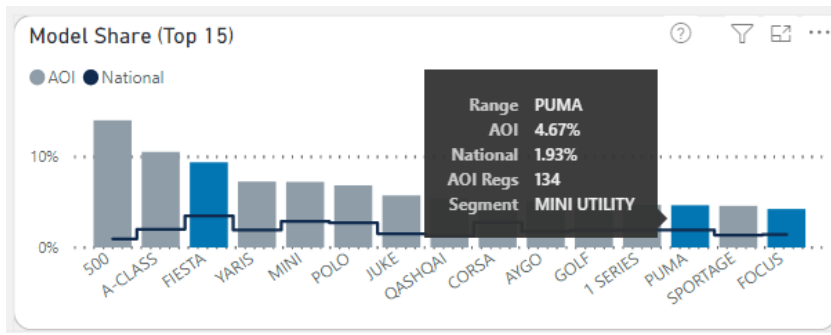
Brand	National Regs	National Share	AOI Regs	AOI Share	AOI Comparison	AOI Share Comparison
VOLVO CARS	6,799	1.17%	6	0.1%		
AUDI	15,800	2.72%	5	0.1%		
LANDROVER	11,276	1.94%	4	0.1%		
NISSAN	9,255	1.59%	4	0.1%		
BMW	2,807	0.48%	3	0.1%		
JAGUAR	7,157	1.23%	3	0.1%		
Total	126,527	21.78%	50	0.9%		

Model

Model	National Regs	National Share	AOI Regs	AOI Share	AOI Regs 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 EVOQUE	8,854	1.52%	3	0.1%		
Total	116,990	20.14%	50	0.9%		



## Tool Tips

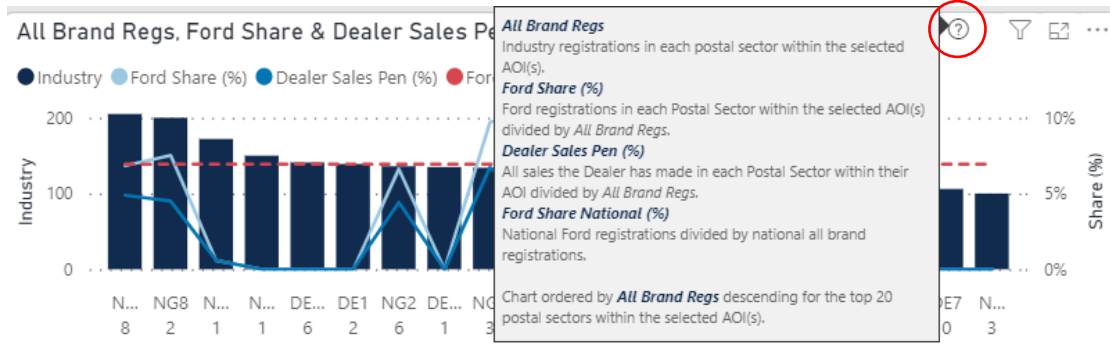


Tool Tips provide extra information, for example, the absolute number of model registrations rather than a percentage. Tool Tips appear when any chart component is hovered over.

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.

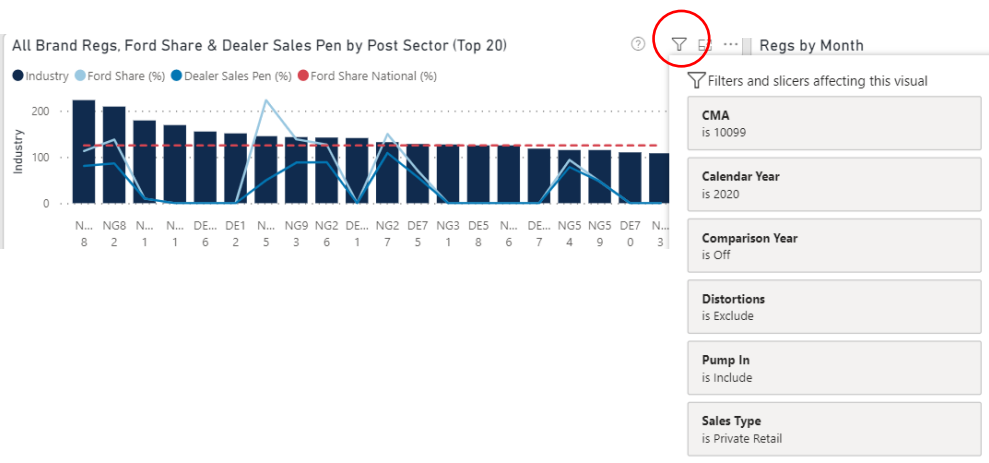


To make the Help Text appear, the user needs to hover over any of the white space within the chart; a will appear in the top right corner of the chart, click it.

## Slicers and filters affecting the visual

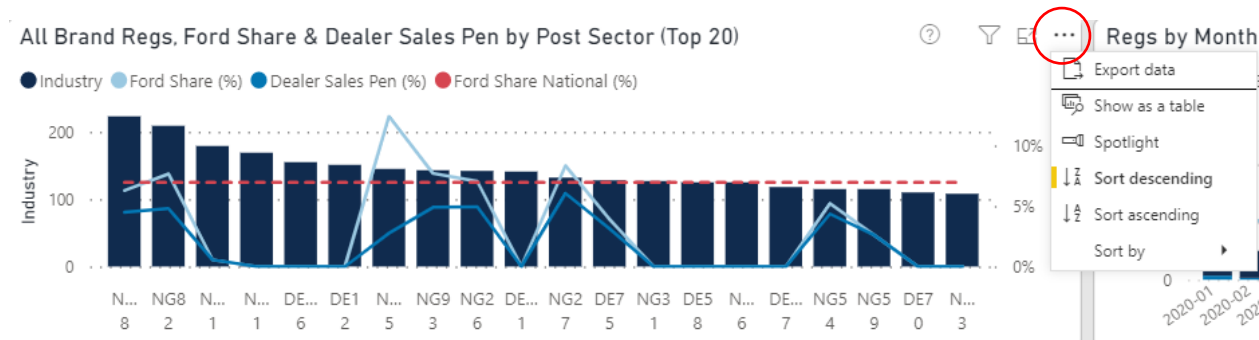
The user can see which slicers and filters are affecting a particular visual by hovering over the white space in the visual and selecting the filter icon which appears in the top right corner of the chart.

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.

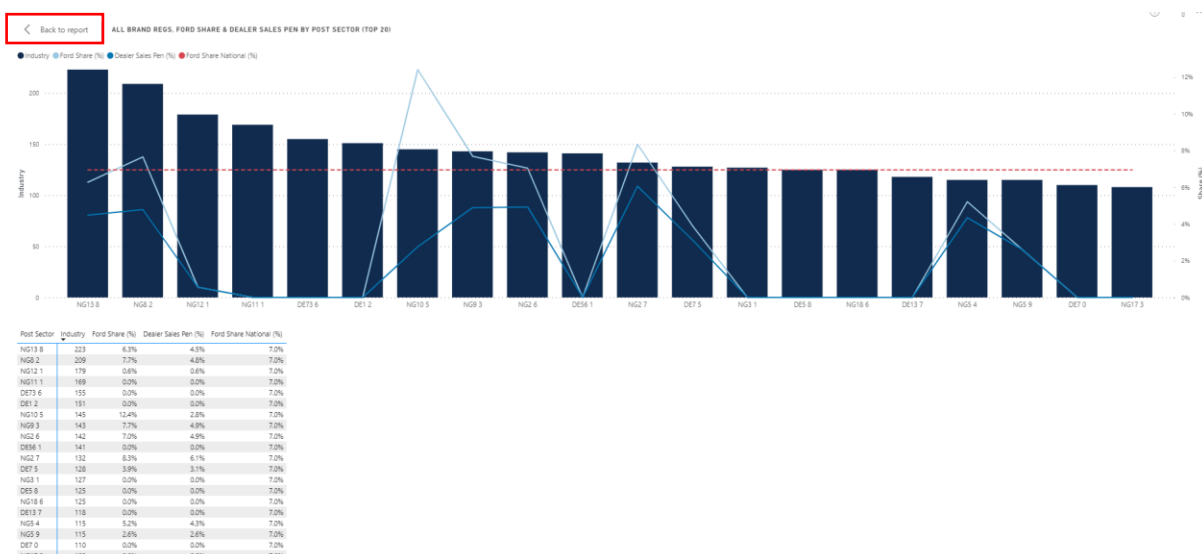
If the data is exported whilst in Chart view, then the export will only contain summarised data displayed in the chart; for example, the chart above is restricted to the top 20 post sectors, therefore only the data referring to the top 20 post sectors will be exported.

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.

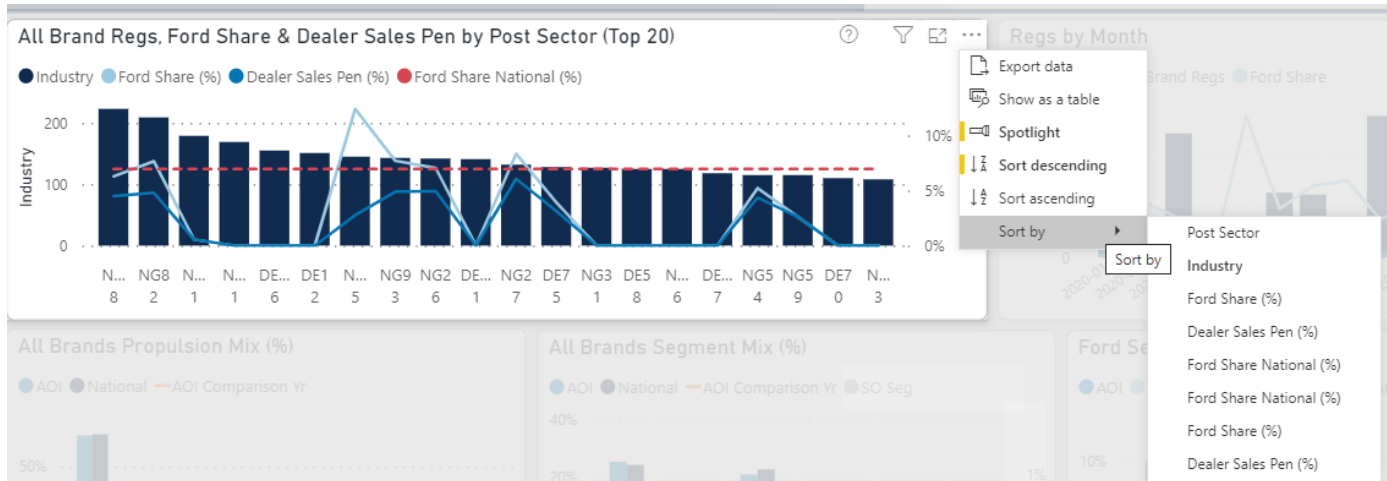


## Additional Options (cont'd)

- **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