

# Tesla's Gross Profit Analysis Report

Prepared by : Mbah Divine

Tool used: Power bi Desktop

Dataset: Tesla's Gross Profit Results

## 1.Null values

Action taken : cleaned data by replacing values with a number related to the ones on the column and removing unrealistic rows making sure it's not tampering with other rows, ensuring realistic, readable and reliable analysis.

## 2. Measure Table

Creating a measure table and naming the tables created under this measure accordingly for better analysis.

## 3. Analysis track

Creating a calendar table, ensuring there are realistic columns under this calendar table. Columns like Date, month, month number, period and year , for better understanding and analysis.

### Key insights

The gross profit Tesla generated on the 12th month of 2017 overall in the US was \$35,871,670, in the previous month as at that time, 5.1% of this gross profit was generated, in the previous year as at that time, -5.8% of this gross profit was generated.

The total quantity sold in the US on the 12th month of 2017 was 1,676. In the previous year, the percentage of quantity sold was -4.2% .

Two models were performed across the country in US and in one year, model x and model s. For model x , \$23m was performed then for model s, \$13m was performed .

Customers paid in two ways , deposit and cash . The percentage of customers that paid deposit in US and in one year was 41% , the number of customers that paid in cash was 59%.

There are 3 price categories of rations in one year in the US. low price , medium price and high price. The price list for each rations that performed across the country for low price: 941, for medium price: 641, for high price: 94 .

### **Recommendations**

The target audience should be more on the type of customers that pay in cash , they should be given some type of complimentary thank you card.

Amplify product offerings to increase sales volumes.