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. Calendar Table

  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 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 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 is 941, for medium price is 641, for high price is 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.