

# **CONTENT**



Overview Dashboard

1

Sales Breakdown

2

Geographic Analysis

3

Financial Ratios

4

# Car Sales Analysis

996.49

YoY Sales Growth %

2.96M

Monthly Sales

5.15bn

Total Revenue

388K

Total Cars Sold

13.25K

Average Selling Price

30.5 ₽

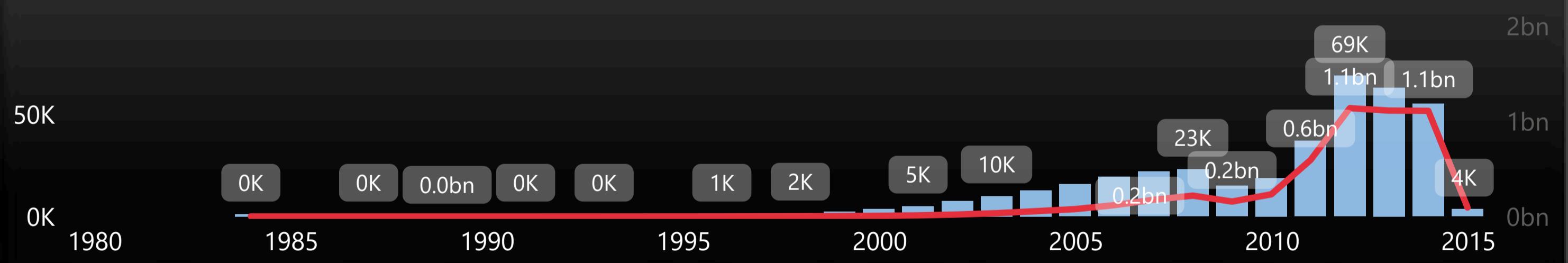
Average Car Condition

69.89K

Average Odometer Reading

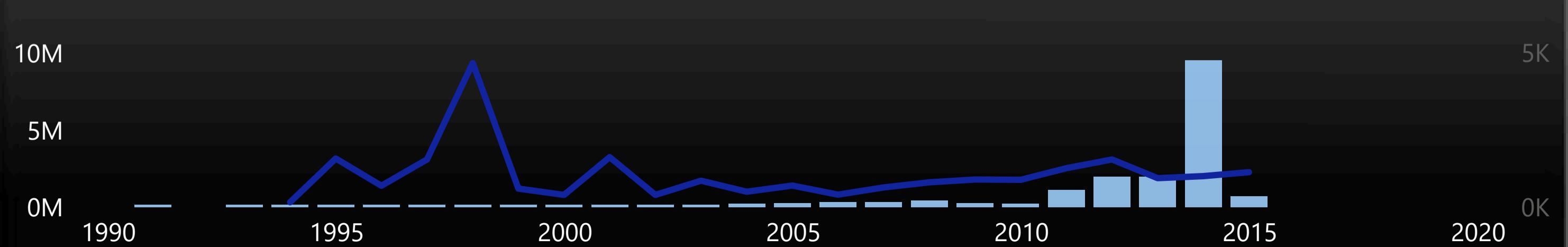
Number of sold cars and Total Revenue over time

Count of vin Sum of sellingprice



Sales YTD and % YoY Sales Growth by year

Sales YTD % YoY Sales Growth



Revenue by States and Selling Price / MMR

State Name	Sum of sellingprice	% Diff Selling Price vs MMR
California	770,871,772.00	0.65%
Florida	748,424,506.00	-0.85%
Pennsylvania	542,695,323.00	-1.28%
Texas	414,842,915.00	-1.19%
Georgia	298,401,957.00	-0.11%
Tennessee	276,765,473.00	0.86%
New Jersey	254,538,575.00	-3.63%
Illinois	226,851,932.00	-1.34%
Ohio	206,579,311.00	-0.82%
Missouri	166,046,350.00	-0.13%
Michigan	146,025,626.00	-2.54%
North Carolina	139,683,460.00	1.00%
<b>Total</b>	<b>5,148,430,941.00</b>	<b>-0.99%</b>

**-0.99%**

## % Difference Selling Price vs MMR

**12.00K**

# Median Selling Price

0.48

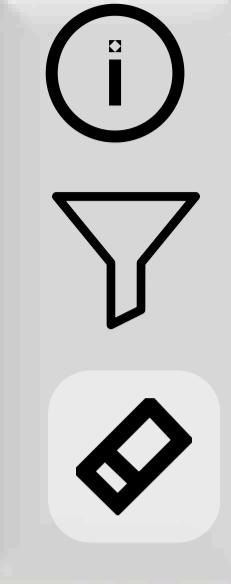
## % Cars Sold Above MMR

-133.21

## Avg Price Deviation from MMR

0.37

## % Revenue from Top 3 Brands



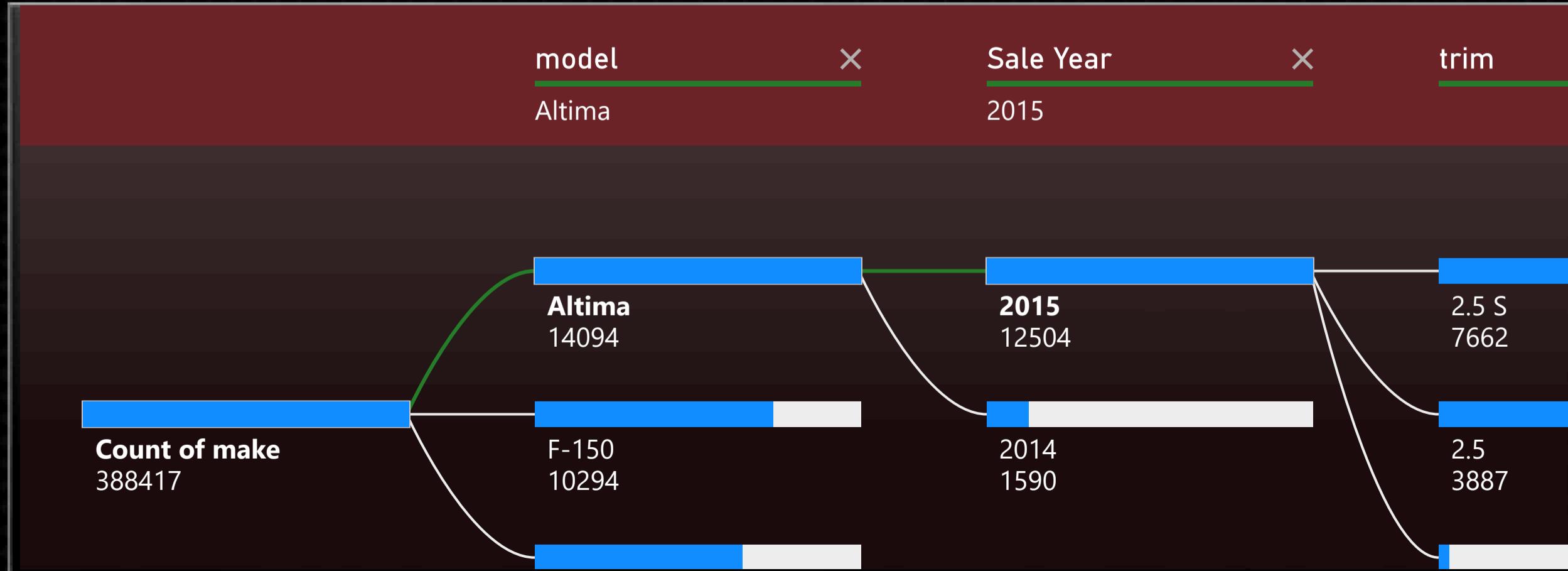
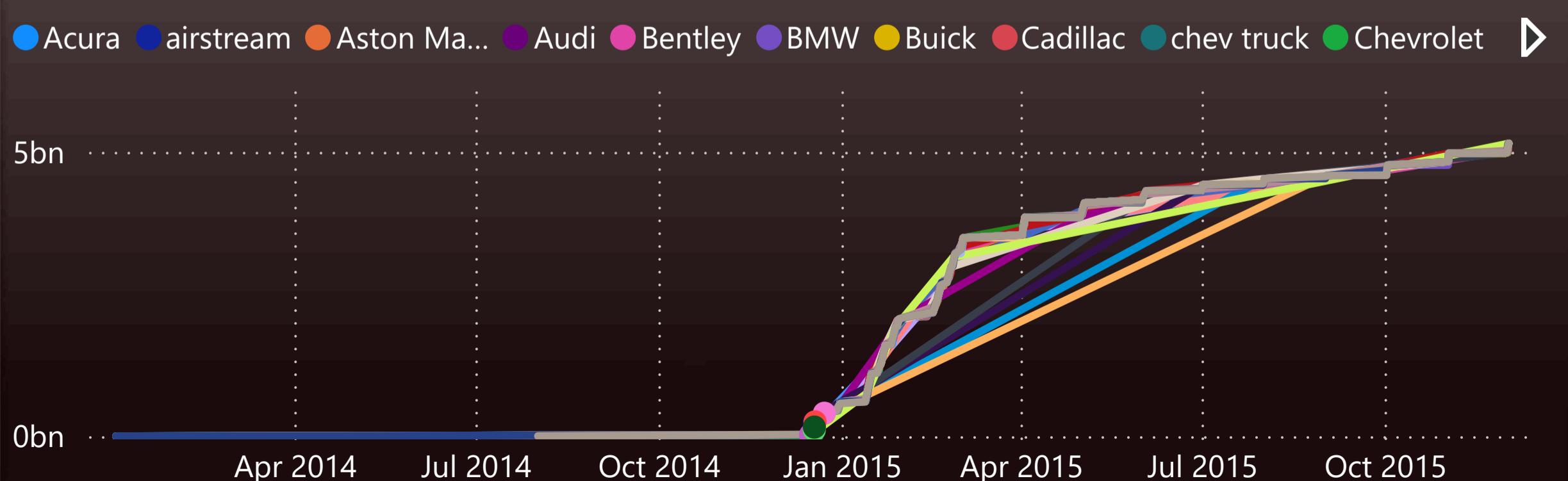
body	1	1 Series	1500	190-Class	2 Series	200	200SX	2500	3	3 Series
Access Cab										
Beetle Convertible										
Cab Plus										
Cab Plus 4										
Club Cab										
Convertible			2,729,550.00			1,133,150.00			11,626,775.00	
Coupe			1,844,900.00		489,850.00		8,675.00		12,146,550.00	
Crew Cab			23,065,200.00				22,406,125.00			
CrewMax Cab										
CTS Coupe										
CTS Wagon										
<b>Total</b>	<b>54,400.00</b>	<b>4,574,450.00</b>	<b>48,171,731.00</b>	<b>1,725.00</b>	<b>489,850.00</b>	<b>29,783,669.00</b>	<b>8,675.00</b>	<b>22,917,625.00</b>	<b>268,400.00</b>	<b>93,734,235.00</b>

# Ford

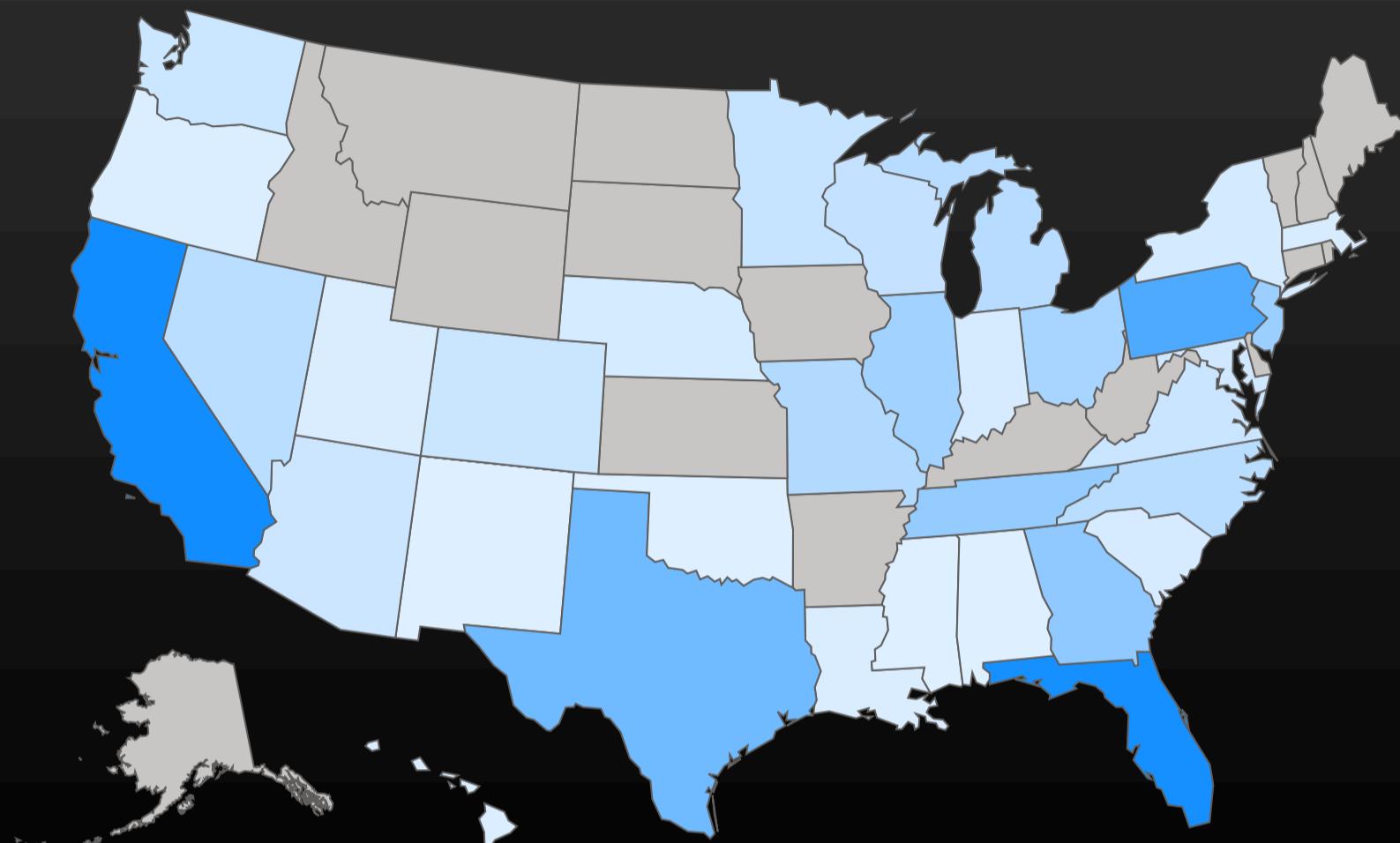
# Best Selling Company

# ford motor credit company

Top Distributor Seller

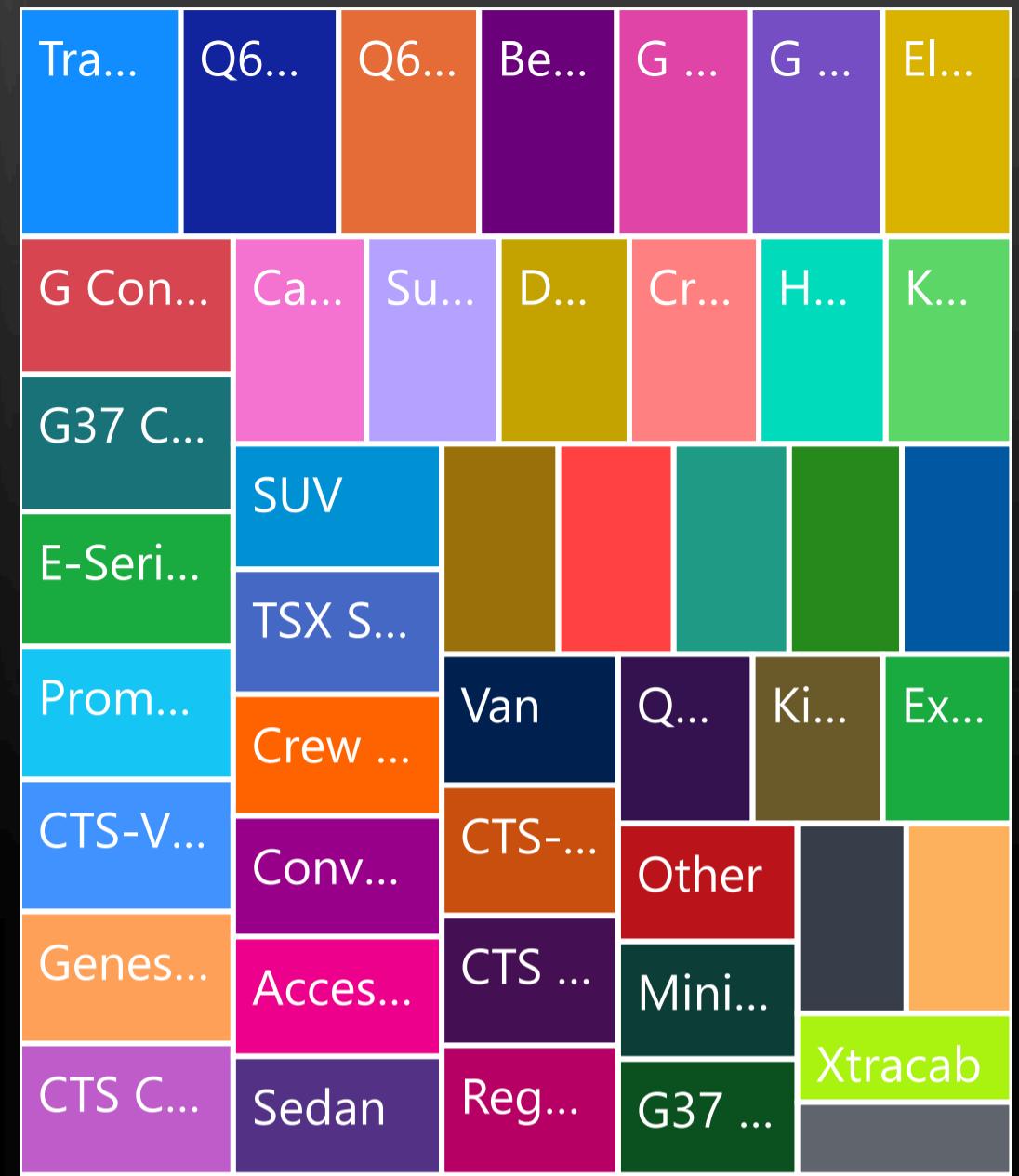


## Sum of Revenue by State



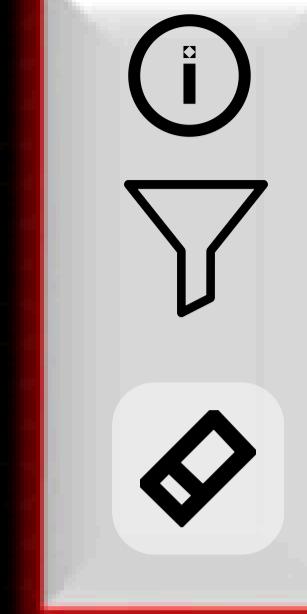
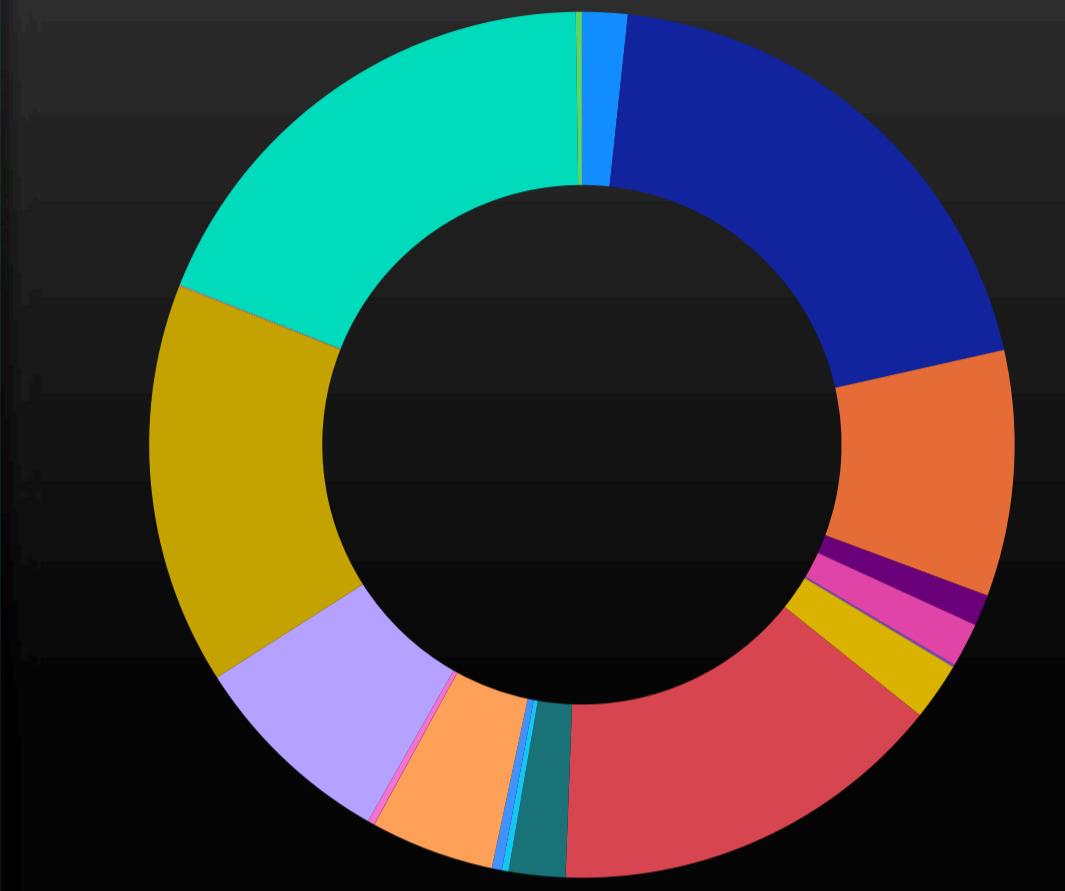
State Name	Fair Market	Overpriced	Underpriced	Total
Alabama	8	5	12	25
Alberta	132	186	210	528
Arizona	2372	1766	1954	6092
California	20233	20604	14201	55038
Colorado	2542	1259	881	4682
Florida	23987	14694	17028	55709
Georgia	9616	7606	6429	23651
<b>Total</b>	<b>160438</b>	<b>107305</b>	<b>120674</b>	<b>388417</b>

## Average Condition by Body Type

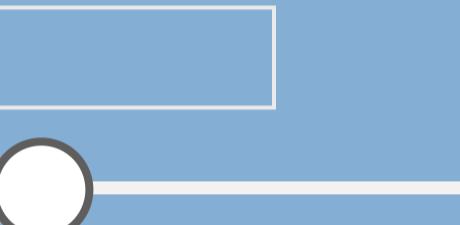


## Cars Sold by Color by color

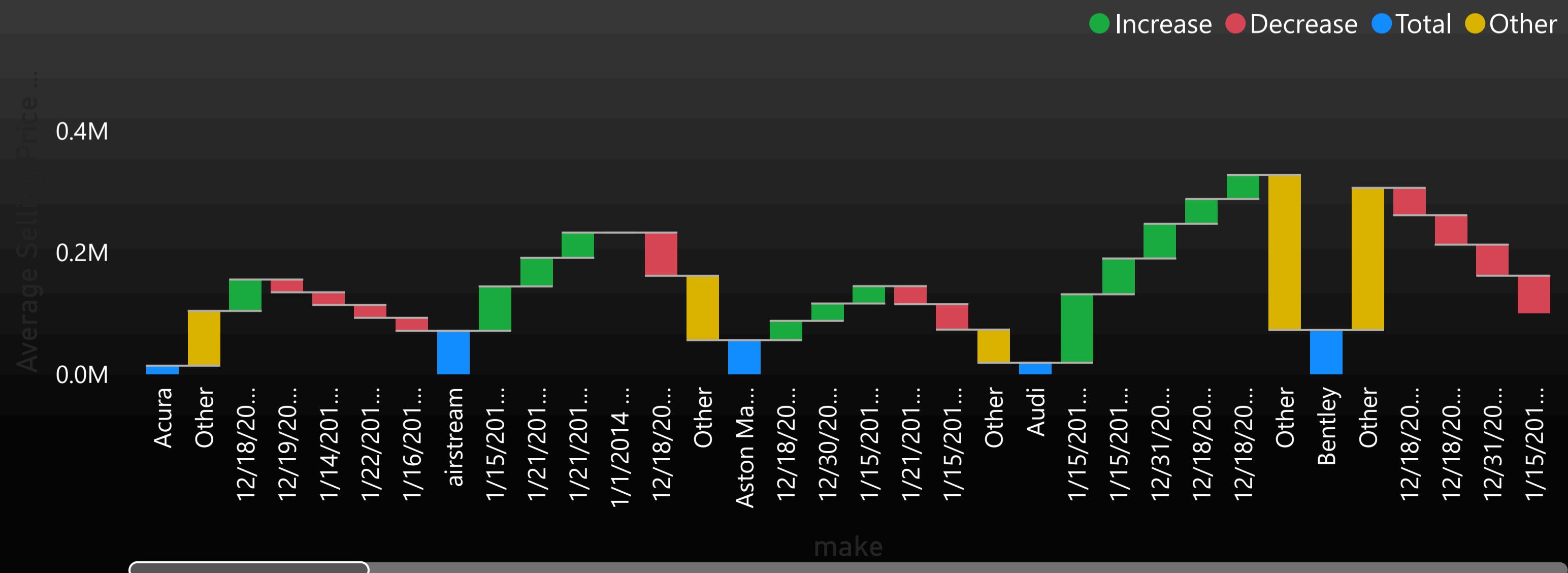
color ● beige ● black ● blue ● brown



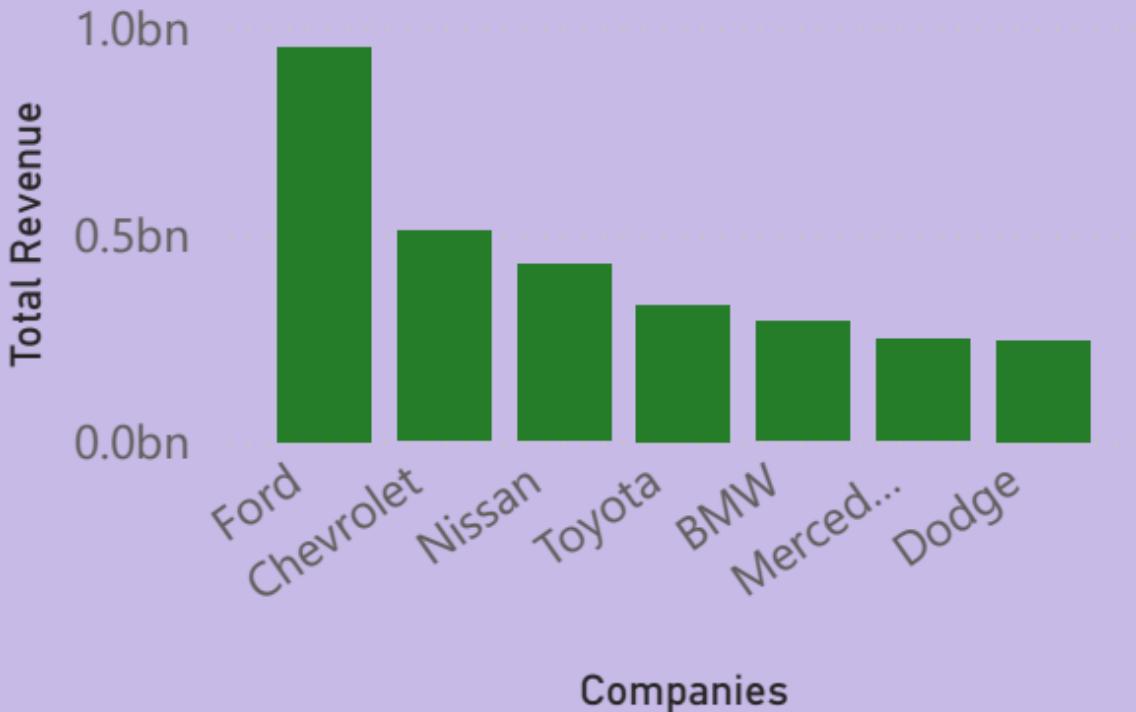
What if parameter



## Average Selling Price by Make



# Total Revenue by Companies



# Median Selling Price

---

**12.00K**

Median Selling Price

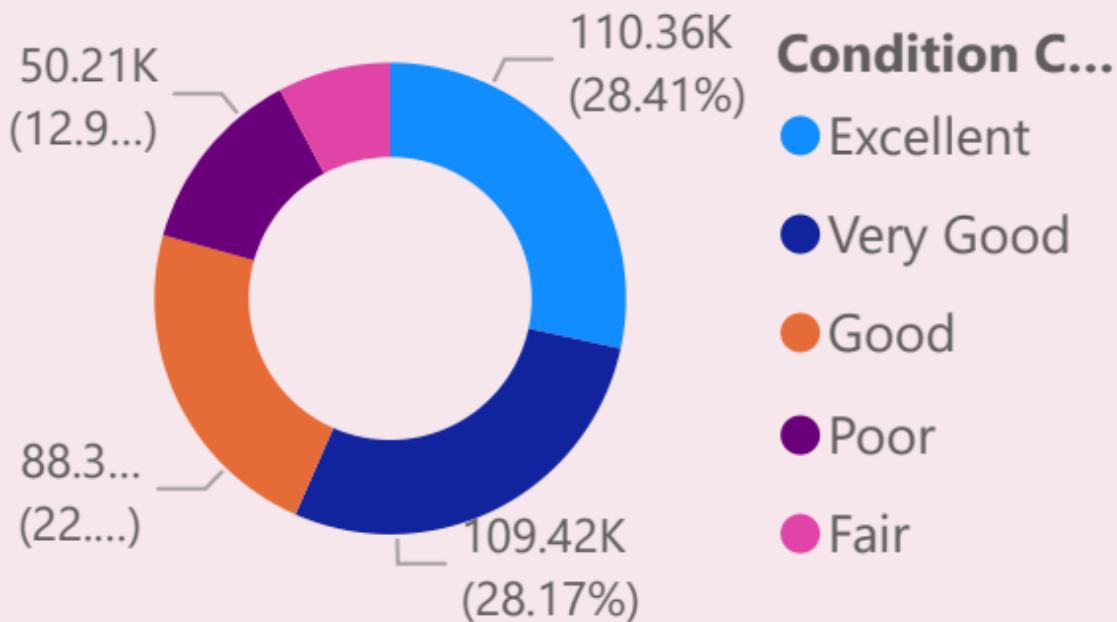
## Monthly Sales and Previous Month Sales by Sale Year

---

2.96M ✓

Goal: (Blank) (+Infinity%)

## Count of odometer by Condition Category





# Altima

161.32M

Total Revenue

14K

Total Cars Sold

11.45K

Average Selling Price

Sum of sellingprice by Sale Year

2015

2014



Sum of sellingprice by Sale Year

200M

150M

100M

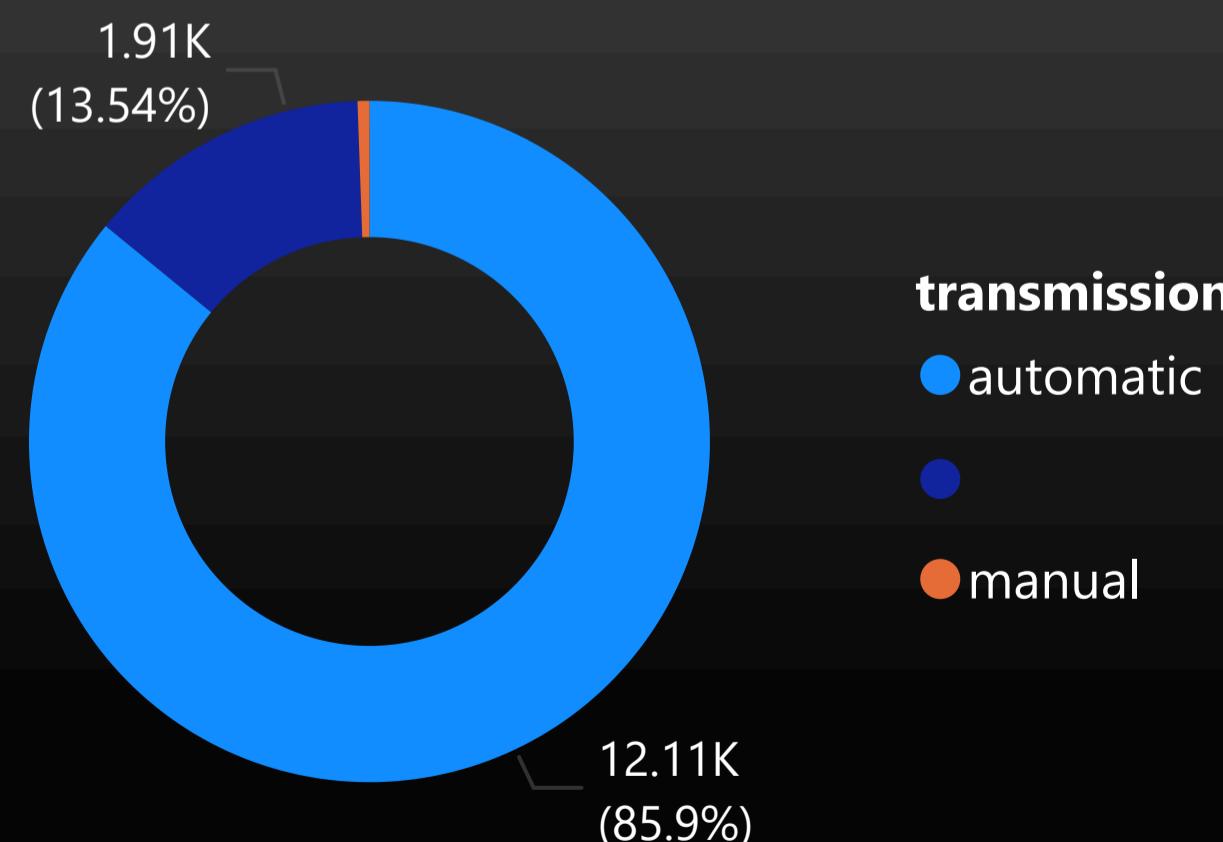
50M

0M

2014

2015

Count of body by transmission



- transmission
- automatic
  - 
  - manual

Sales Rank	Price Category	Price Rank	Condition
1	Low	587700170	Excellent
1	Low	293612432	Fair
1	Low	651924090	Good
1	Low	852263154	Very Good
2	Low	272921494	Poor
5	Medium	111776868	Excellent
9	Medium	39806698	Very Good
17	Medium	12418361	Poor
39	Medium	6519870	Good
69	Medium	335113	Fair
119	High	6137567	Excellent

2

2837249626

