Overall Performance:

Significant Total Sales: The total sales reached a substantial 5 billion.

Healthy Average Sale Value: The average sale value stands at 18.03K, suggesting a good mix of vehicle types and price points.

Strong Volume: A total of 253K cars were sold during the period.

Sales Trends Over Time:

The dashboard shows data for the years 2012, 2013, 2014, and 2015, allowing for year-over-year comparisons.

Seasonal Sales Pattern: The "Sale by Month" chart reveals a clear seasonal trend with a significant dip around March/April and another low point in July. Sales seem to peak around February and June. This could be due to various factors like model year releases, holidays, or economic cycles.

Breakdown by Vehicle Characteristics:

Dominant Colours: Black (37%) and white (36.1%) and Grey (26.5%) are the most popular car colours, together accounting for a significant majority of sales.

Sales by Category: The "Good" category represents the largest share of sales at 43.3%, followed by "Fair" at 41.8%. The "Poor" category has a much smaller share at 14.9%. This suggests a preference for vehicles in better condition or perhaps different market segments.

Top Performers:

Top 5 Sellers: We can see the relative performance of the top 5 sellers. The top seller (Ford motor credit company llc) significantly outperforms the others.

Top 10 Models: The "Sales of Top 10 Models" chart clearly highlights the Altima as the top-selling model, followed by the F-150 and Fusion. The sales volume drops noticeably after the top few models.

Geographic Distribution:

The "Sales by State" map provides a geographical perspective, We can only see that sales are distributed across different states, identifying Florida and California as the highest performing regions. Noted that specific models were more popular in certain states, guiding regional sales strategy.