



Overview

Sales

Dealer Stats

Cust View

Cust Flow

Disc. Impact

Car Stock

Summary

Car Sales Performance Dashboard

Overview

Year

All

Month

All

Company

All

Body_style

All

Total Sales



672M

Total Company



30

Total Dealer



28

Total Car Sold



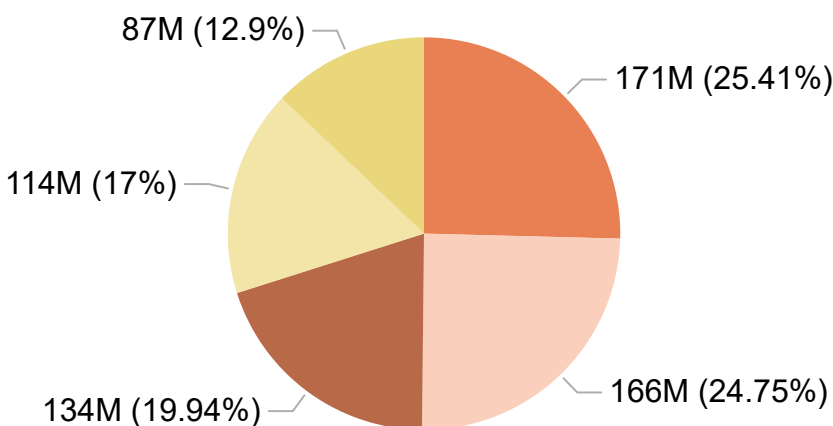
23906

Sales

Customer

Sales by Body_style

Body_style ● SUV ● Hatchback ● Sedan ● Passenger ● Hardtop

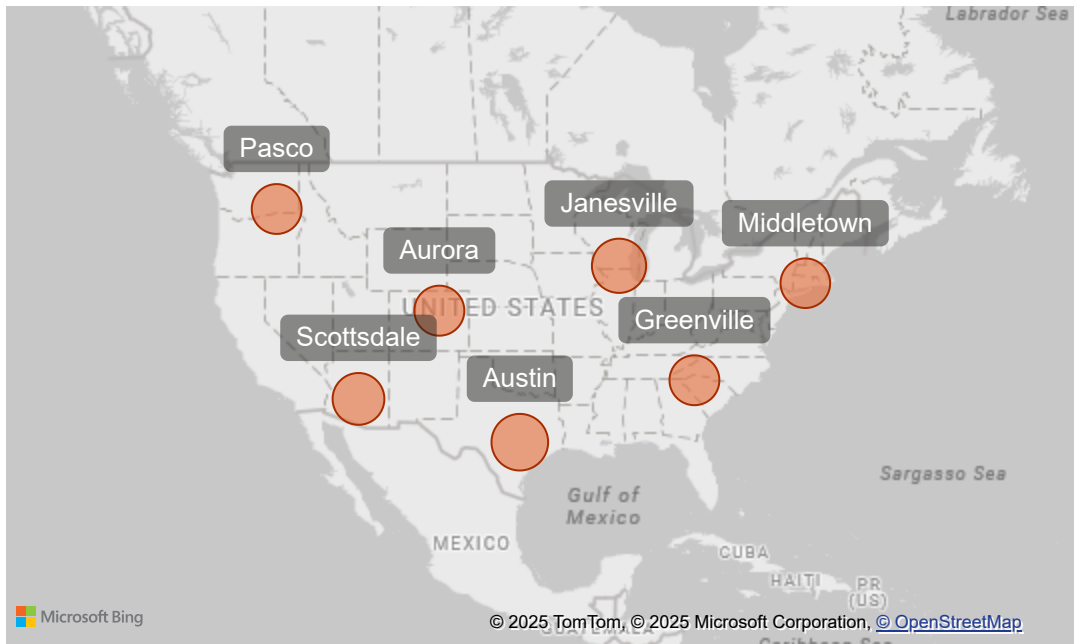


Sales by Transmission

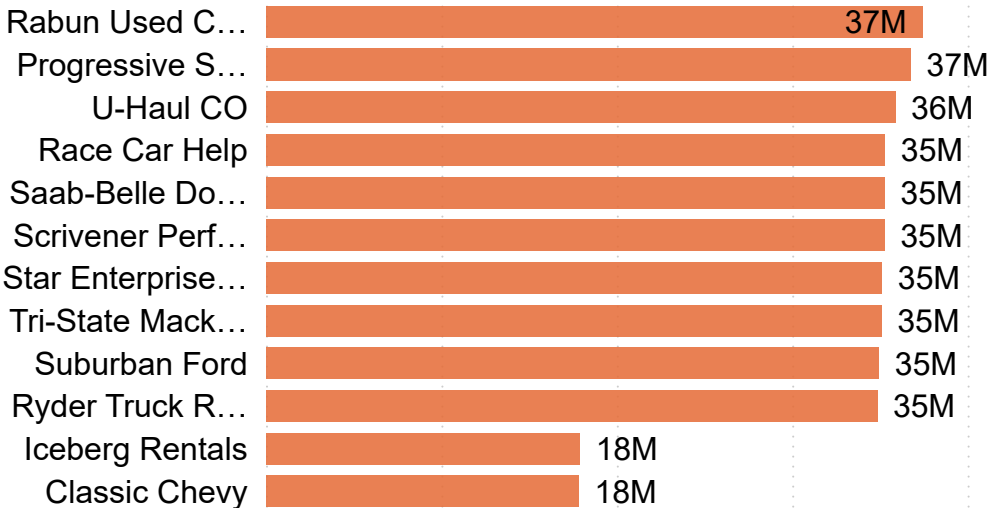
Transmission ● Auto ● Manual



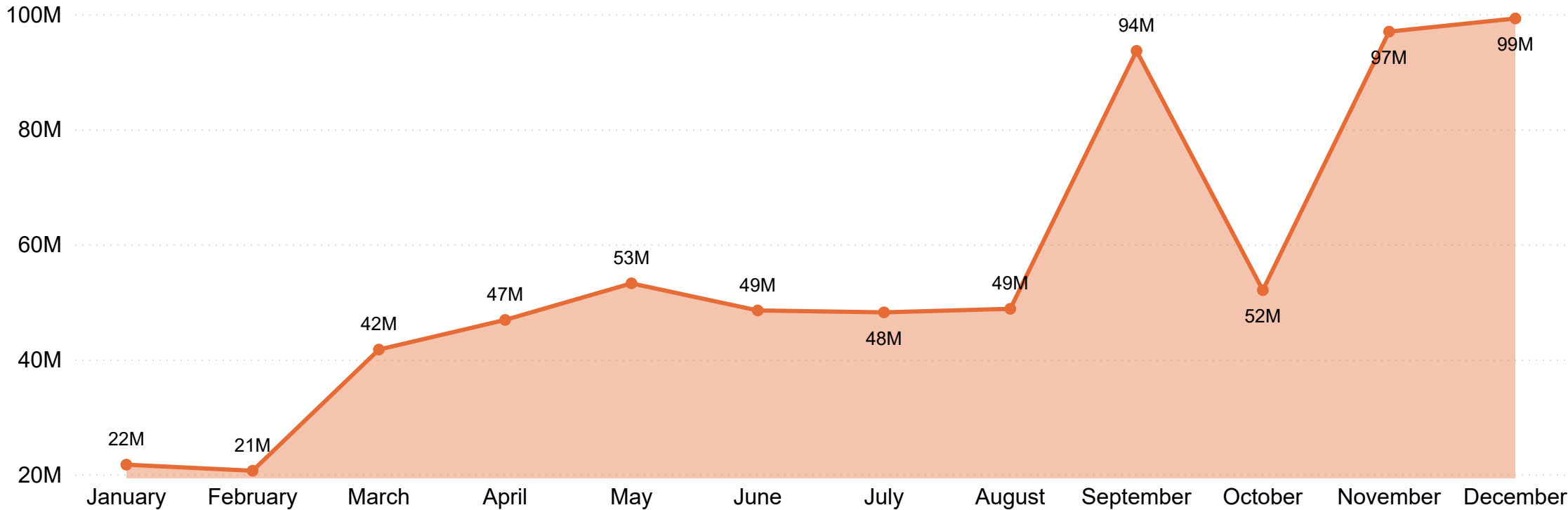
Sales



Sales by Dealer_Name



Sales by Month





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Sales

Year Month Company Body_style

All All All All

Total Sales

672M

Average Price

28,090

Total Car Sold

23906

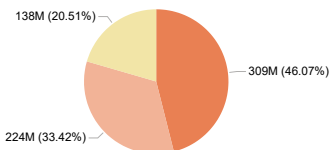
Same Period last Year

300M

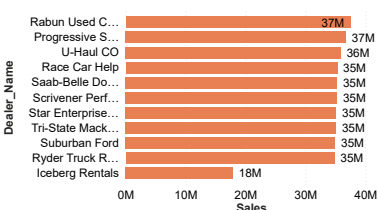
Body_style Color Transmission Dealer_Name Model Engine

Sales by Color

Color Pale White Black Red

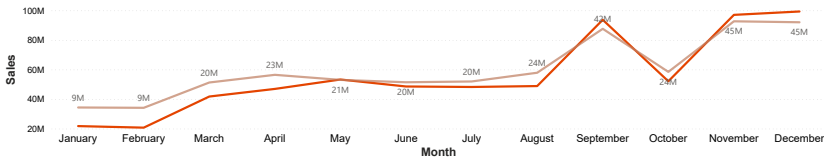


Sales and Total Car Sold by Dealer_Name

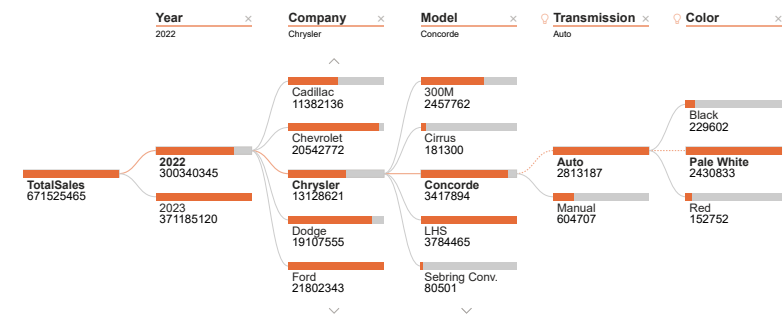


Sales and Same Period Month by Month

Sum of Sales 2023 Same Period Last Year Sales



Car Sales Breakdown by Year, Company, Model, Transmission, and Color





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Dealer Performance

Year

All

Month

All

Company

All

Body_style

All

Total Sales



672M

Total Dealer



28

Total Car Sold



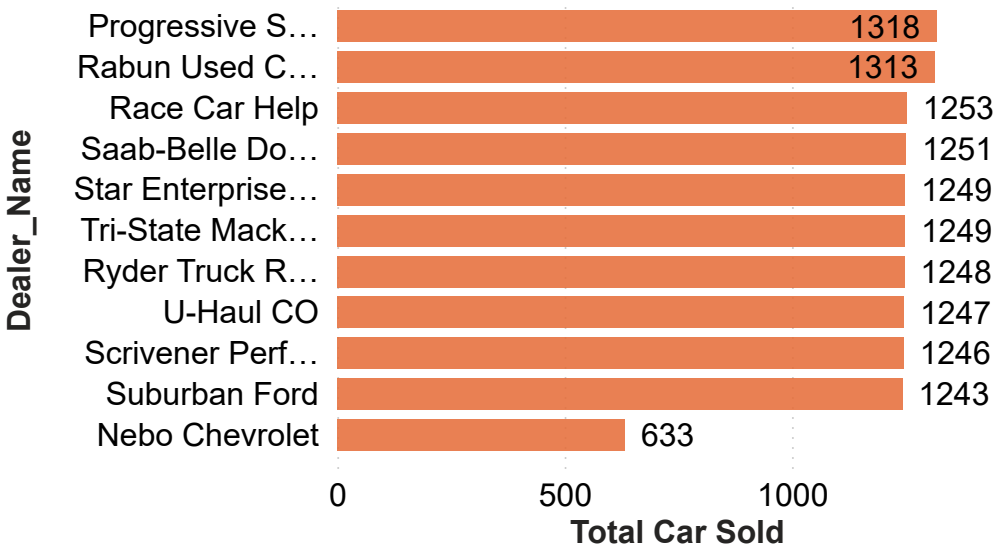
23906

Average Car sold by Dealer

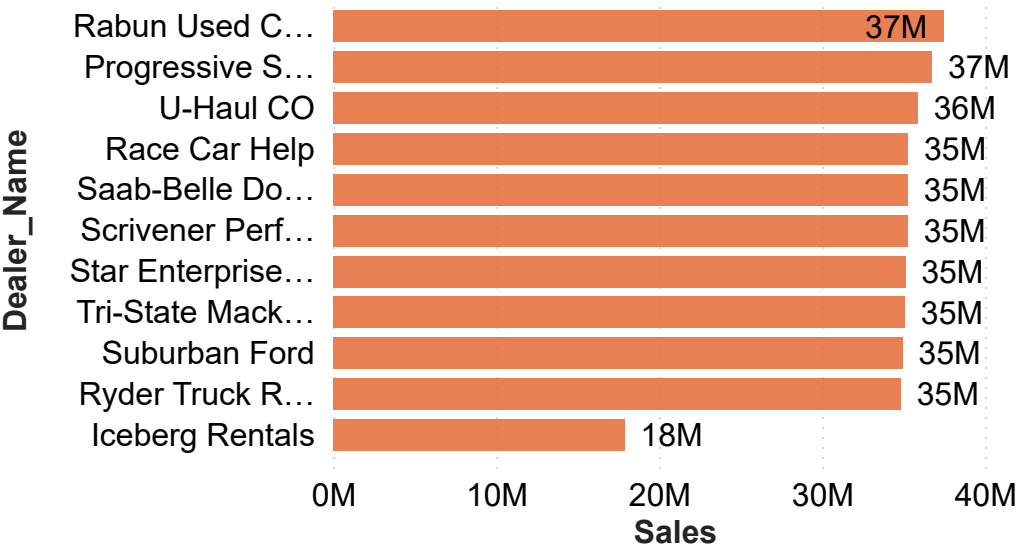


854

Total Car Sold by Dealer_Name

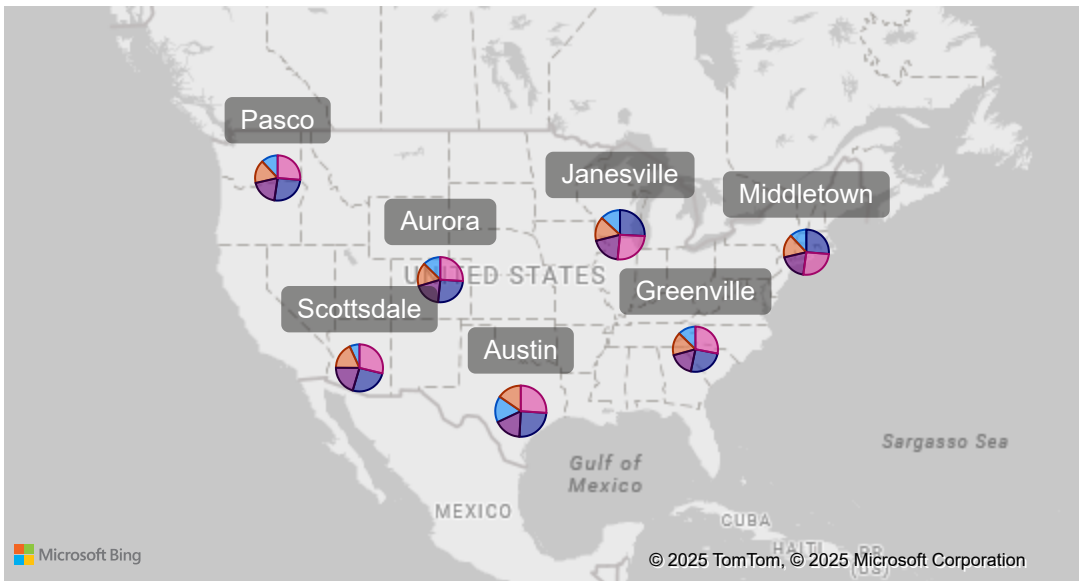


Sales by Dealer_Name



Car Sales by Region and Body Style

Body_style ● Hardtop ● Hatchback ● Passenger ● Sedan ● SUV



Dealer_Region	Acura	Audi	BMW	Buick	Cadillac	Chevrolet	Chry
Austin	101	87	118	82	117	324	21
Janesville	113	66	127	71	93	308	18
Scottsdale	112	79	130	69	97	243	14
Pasco	84	56	98	45	88	257	13
Aurora	86	59	105	58	82	223	15
Greenville	97	61	105	57	96	229	15
Middletown	96	60	107	57	79	235	13
Total	689	468	790	439	652	1819	111

Dealer_Name	Car Sold In 2022	Car Sales In 2022	Cars Sold in 2023	Sales in 2023	Sales Growth %
Rabun Used Car Sales	583	16757K	730	20699K	23.52
Progressive Shippers Cooperative Association No	589	16232K	729	20520K	26.42
Star Enterprises Inc	550	16173K	699	18940K	17.11
Ryder Truck Rental and Leasing	564	16022K	684	18816K	17.44
Race Car Help	570	16019K	683	19270K	20.30
U-Haul CO	552	15951K	695	19925K	24.91
Scrivener Performance Engineering	560	15756K	686	19503K	23.78
Suburban Ford	565	15703K	678	19241K	22.53
Tri-State Mack Inc	539	15326K	710	19765K	28.97
Saab-Belle Dodge	542	15203K	709	20063K	31.97
Buddy Storbeck's Diesel Service Inc	292	8223K	335	8842K	7.54
Classic Chevy	288	8050K	335	8760K	21.10
Total	10645	300340K	13261	371185K	23.59



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Customer Insights

Year
All

Gender
All

Company
All

Body_style
All

Total Sales



672M

Total Dealer



3022

Total Car Sold



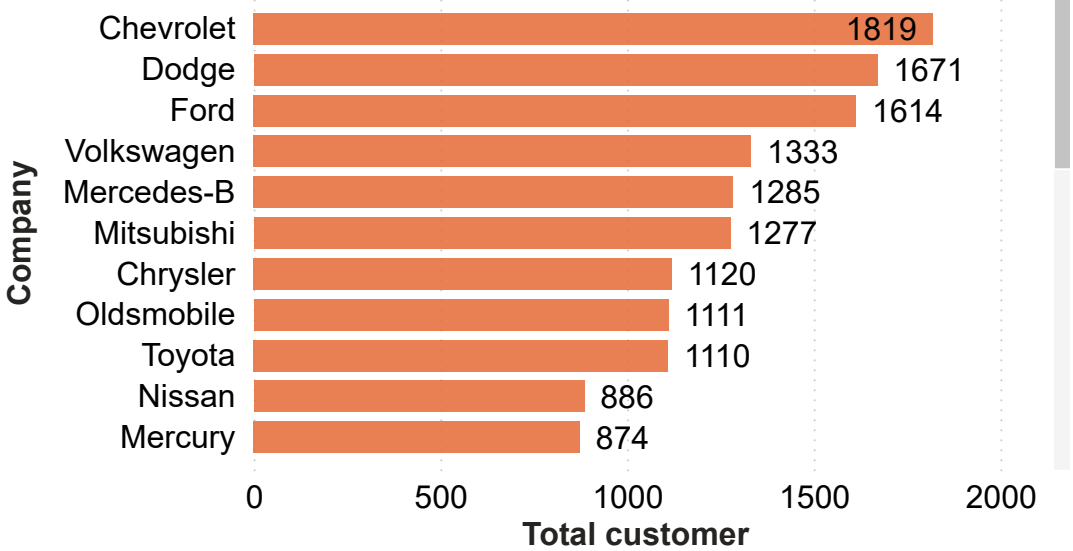
23906

Average Income

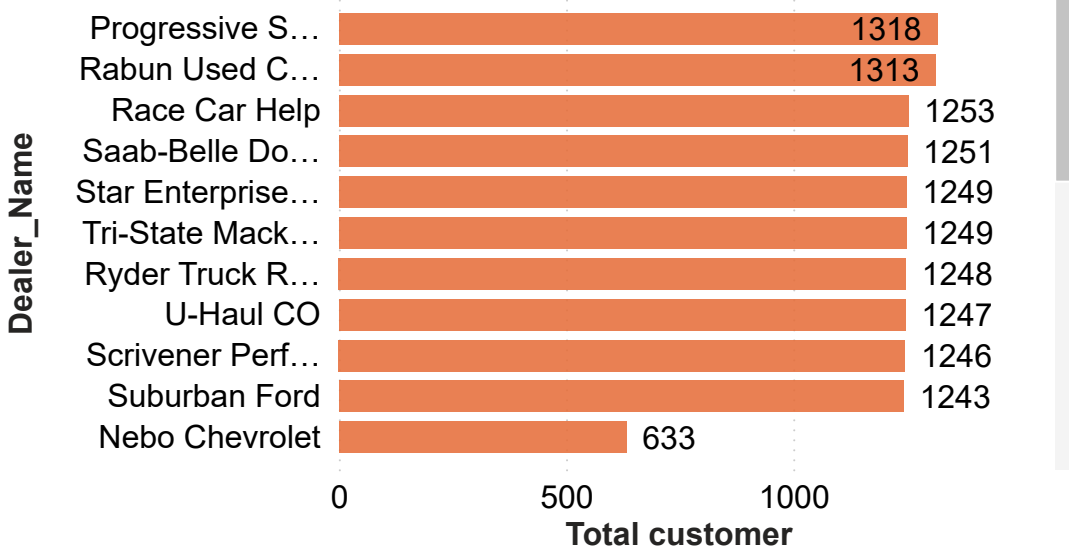


831K

Total Customers by Car Brand



Total customer by Dealer_Name

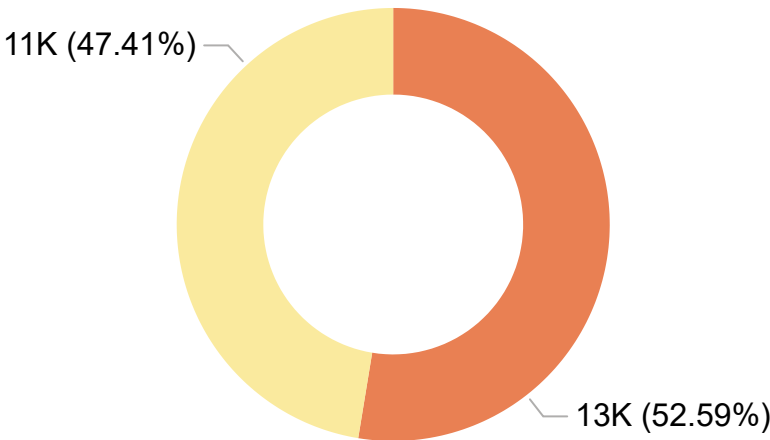


Transmission

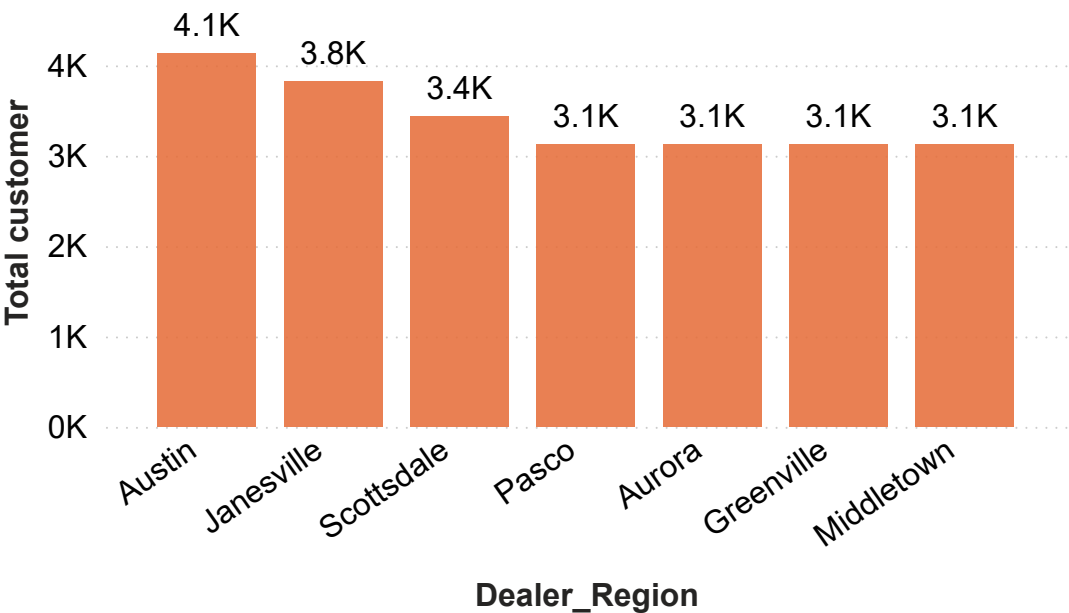
Color

Customer by Transmission

Transmission ● Auto ● Manual



Total customer by Dealer_Region



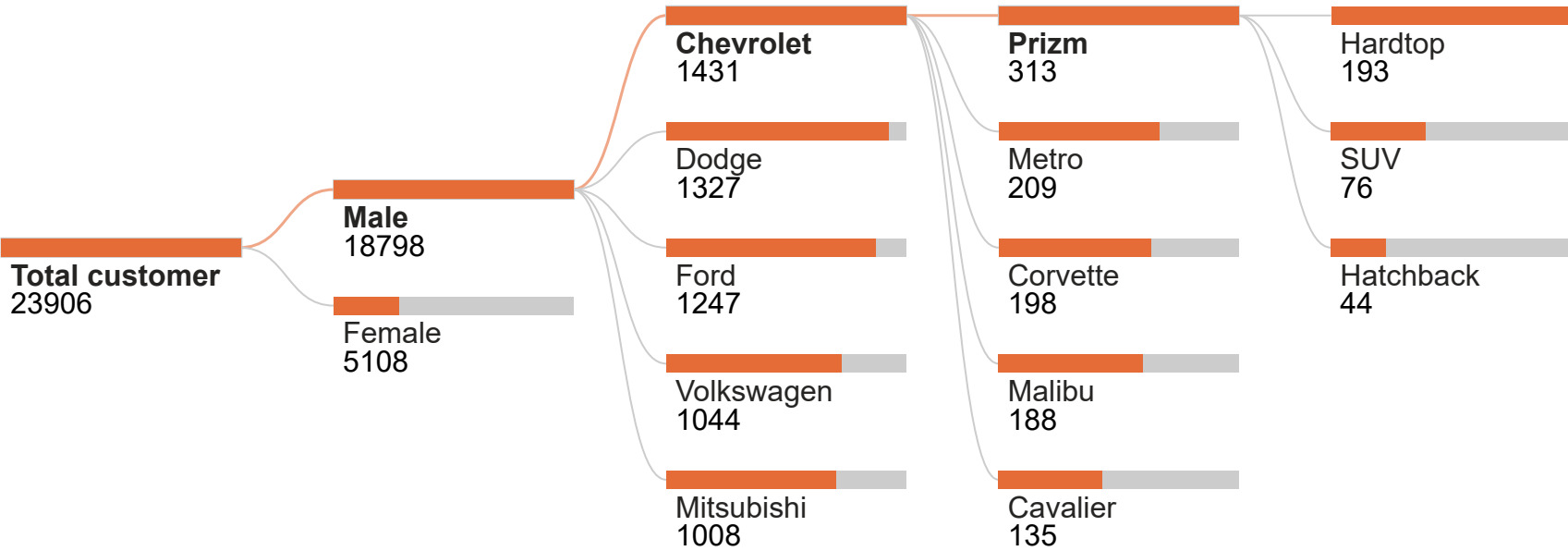
Gender
Male

Company
Chevrolet

Model
Prizm

Body_style
Hardtop

Transmission





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Customer Flow

Year

All

Gender

All

Company

All

Body_style

All

Switched_Company

Switched_Dealer

Switched_Model

Total Sales



672M

Total Enquiries



23906

Switched_Dealer



2092

Switch Per



0.17

EnquiryCompany	Acura	Audi	BMW	Buick	Cadillac	Chevrolet	Chrysler	Dodge	Ford	Honda	Hyundai	Infiniti	Jaguar	Jeep	Lexus	Linc
Acura	563	5	4	2	3	8	4	4	5	5		2			3	1
Audi	2	383	2	2	2	3	4	7	7	3		1		1		1
BMW	4	1	640	1	6	8	4	7	5	4	1		2	2	5	6
Buick	6	1	3	360	7	9	4	9	3	4				3	3	1
Cadillac	5	5	9	2	526	11	8	9	13	3	1	3		4	8	1
Chevrolet	10	3	14	7	3	1511	6	20	23	7	1	3	2	3	10	5
Chrysler	3	4	3	3	6	10	940	13	11	3	4		1	1	4	5
Dodge	12	8	9	3	15	24	13	1376	16	7	3	3	1	8	12	4
Ford	10	8	8	7	6	25	14	28	1341	8	3	1	3	4	5	6
Honda	5		5	1	5	12	2	12	10	573		2	2		2	2
Hyundai	3	2	6	1	2	7	3	7	7	5	220		1	2	5	
Infiniti			2			3	1	4	1			155	1		2	1
Jaguar	1		1			3	2	1	1			1	150		2	
Total	689	468	790	439	652	1819	1120	1671	1614	708	264	195	180	363	802	49

Dealer_Name	Buddy Storbeck's Diesel Service Inc	C & M Motors Inc	Capitol KIA	Chrysler of Tri-Cities	Chr
Buddy Storbeck's Diesel Service Inc	567	5	1		
C & M Motors Inc	4	582	2	2	
Capitol KIA	1	1	579	3	
Chrysler of Tri-Cities	3	4	2	566	
Chrysler Plymouth	3	4	4	1	
Classic Chevy	5	2	3	2	
Clay Johnson Auto Sales	2	4		2	
Diehl Motor CO Inc	1	3	1	2	
Enterprise Rent A Car	2		1	4	
Gartner Buick Hyundai Saab	4	3	1	4	
Hatfield Volkswagen	4		1	1	
Iceberg Rentals	2		2	3	
McKinney Dodge Chrysler Jeep	2			3	
Total	652	658	655	647	

Model	3000GT	300M	323i	328i	3-Sep	4Runner	528i	5-Sep	A4	A6	A8	Accent	Accord	Alero	Altima	Aurora	Avalon	Avenger B
3000GT	244				1	2							1				1	1
300M	1	200						1								1		
323i			215															
328i				168						1								
4Runner					1	46		1										1
528i					1	1	257			1		1		2				
A4									85									1
A6	1	2	1							267		1		1	1			2
A8		1									31							
Accent												27			1			1
Accord										1		1	197		2			
Alero														16				
Altima						1									63			
Total	273	231	250	198	183	80	291	55	110	289	46	55	212	37	84	140	24	123



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Discount Effectiveness

Year
All

Month
All

Company
All

Body_style
All

High Discount

Low Discount

Medium Discount

Total Sales



672M

Total Car Sold



23906

Average Discount



7.38

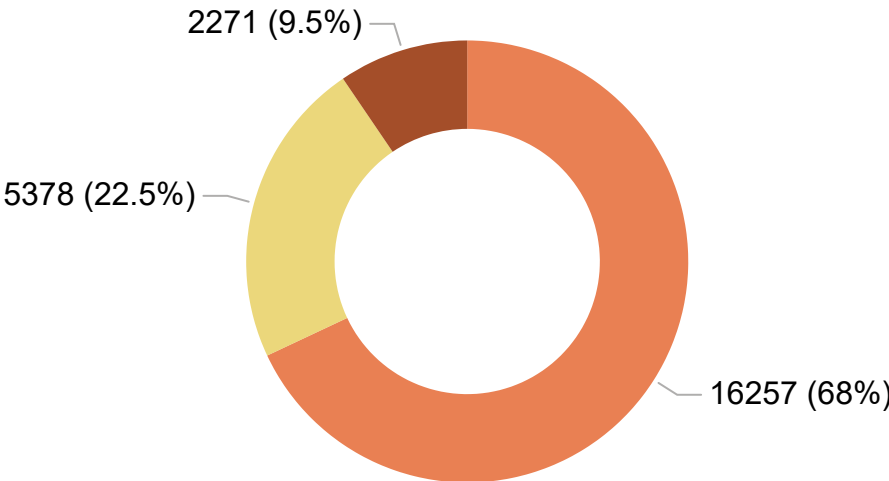
Sales Rate



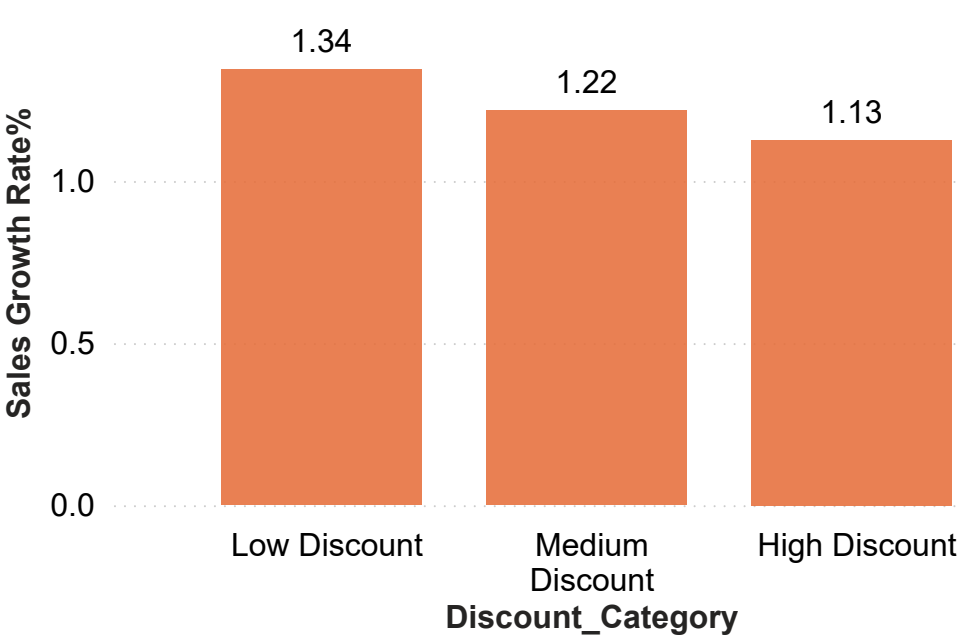
45.12

Customer by Discount_Category

Medium Discount Low Discount High Discount

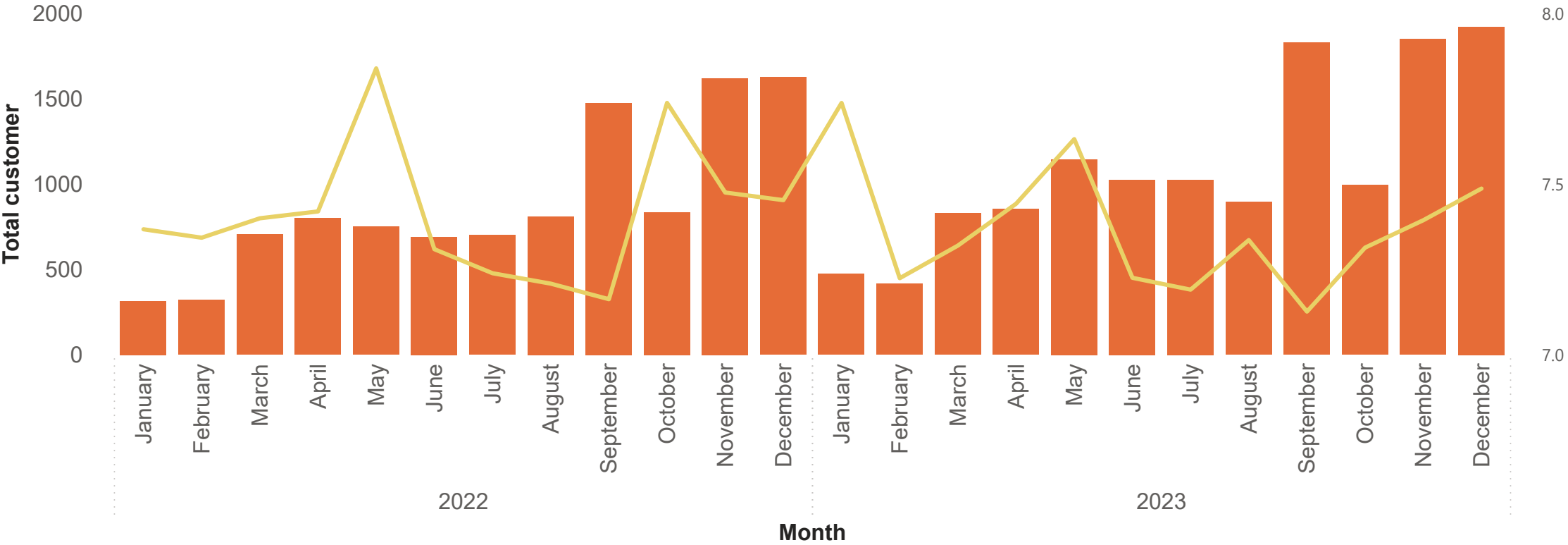


Sales Growth Rate% by Discount_Category

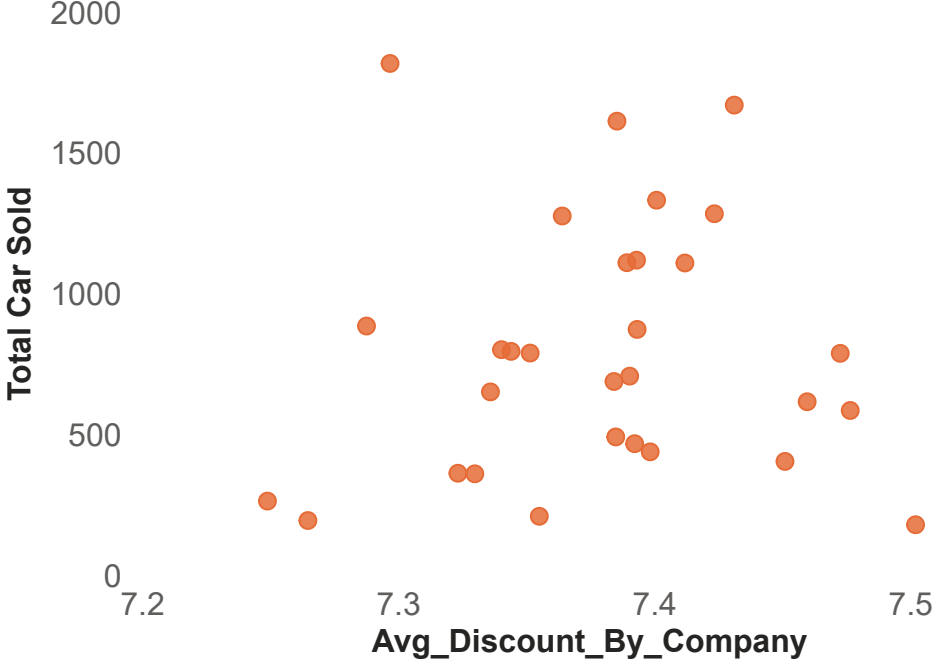


Total customer and Average of Discount by Year and Month

Total customer Average of Discount

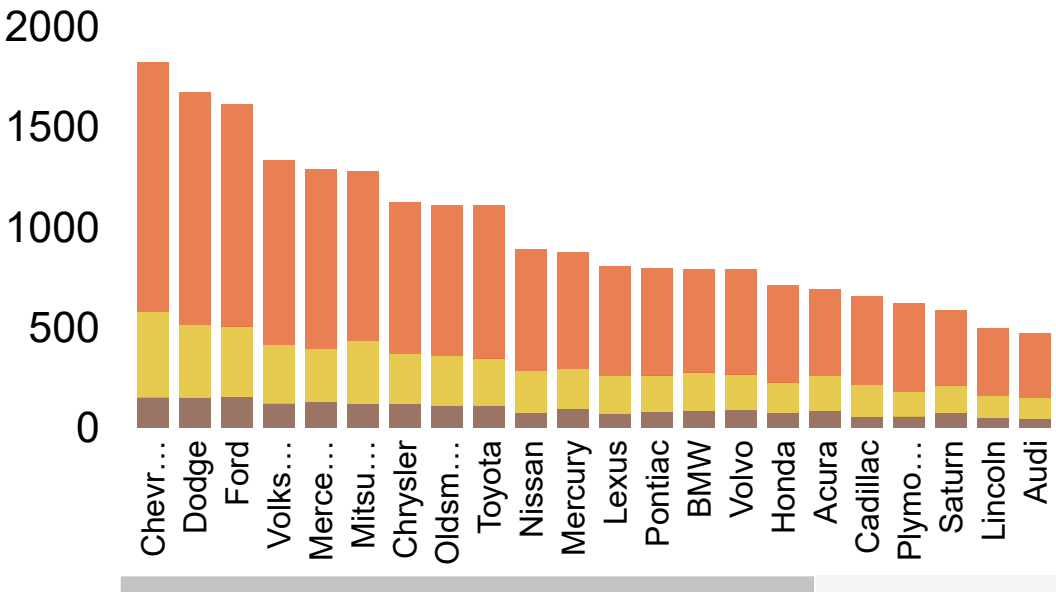


Avg_Discount_By_Company



Total Car Sold by Discount_Category

High Discount Low Discount Medium Discount





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Car Stock Flow

Company
All

Body_style
All

Total Cars



27466

Car Sold



23906

UnSold Car



3560

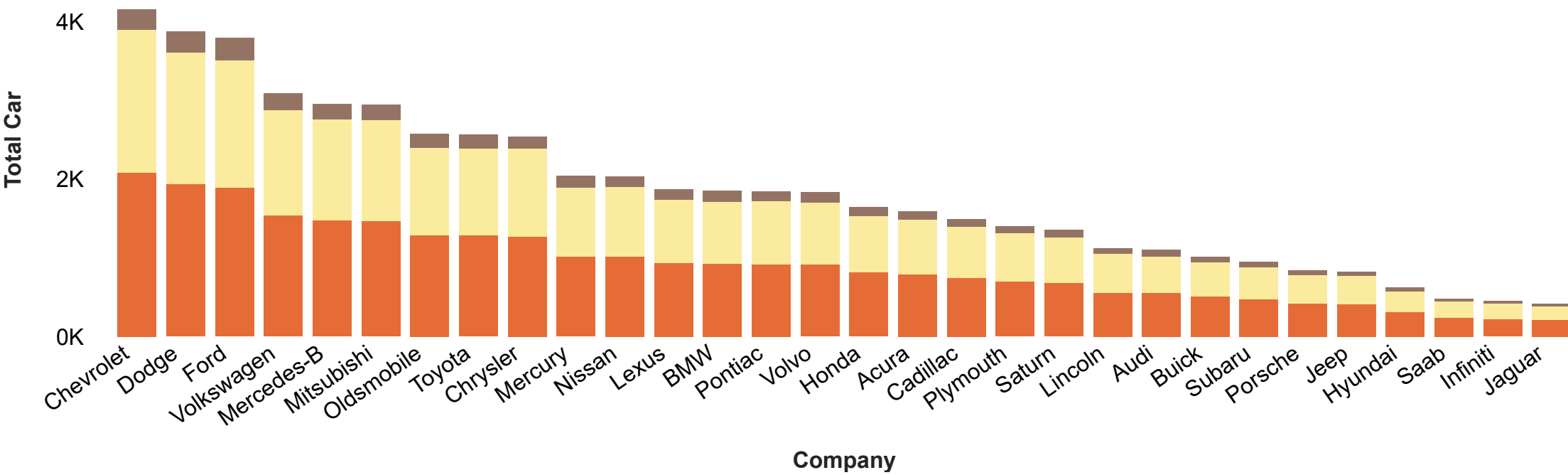
Deadstock



12.96%

Sold & Unsold Cars by Company

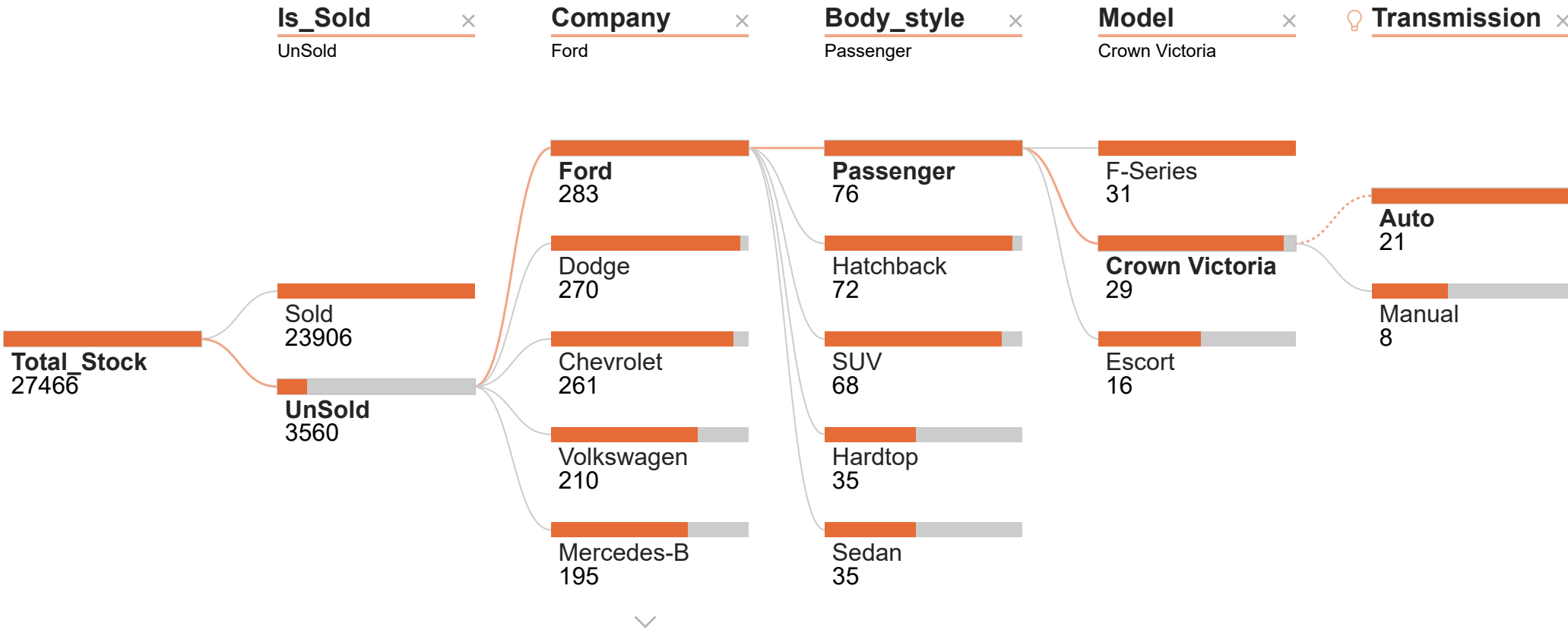
Total_Stock Sold_Cars Unsold_Cars



Dealer-wise Stock, Sold & Unsold Analysis

Dealer_Name	Total_Stock	Sold_Cars	Unsold_Cars	% Unsold Cars
Suburban Ford	1470	1243	227	15.44%
McKinney Dodge Chrysler Jeep	743	629	114	15.34%
Iceberg Rentals	740	627	113	15.27%
Capitol KIA	737	628	109	14.79%
Clay Johnson Auto Sales	735	627	108	14.69%
Diehl Motor CO Inc	731	624	107	14.64%
Tri-State Mack Inc	1461	1249	212	14.51%
Saab-Belle Dodge	1459	1251	208	14.26%
New Castle Ford Lincoln Mercury	732	629	103	14.07%
Gartner Buick Hyundai Saab	730	628	102	13.97%
Total	27466	23906	3560	12.96%

Car Stock Breakdown





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Summary

Year

Month

Company

Body_style

All

All

All

All

 **Period Overview:** During the selected period — Selected Period, total vehicle sales reached 23,906 units, generating total revenue of \$671,525,465. The average vehicle price stood at \$28,090, illustrating strong demand across entry-level, mid-range, and premium segments. Consumer interest remained balanced across price tiers, reflecting economic resilience and diversified purchasing power.

 **Manufacturer & Product Trends:** The market was led by brands such as , Acura, Audi, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Ford, Honda, Hyundai, Infiniti, Jaguar, Jeep, Lexus, Lincoln, Mercedes-B, Mercury, Mitsubishi, Nissan, Oldsmobile, Plymouth, Pontiac, Porsche, Saab, Saturn, Subaru, Toyota, Volkswagen, Volvo, which commanded significant market share through diverse offerings. SUV and Sedan body styles dominated consumer preferences due to their adaptability and comfort, while niche segments like hatchbacks, coupes, and convertibles catered to lifestyle and budget-conscious buyers. Notably, there was increased traction in electric and hybrid models, signaling a shift toward sustainable mobility.

 **Transmission Insights:** Automatic transmissions accounted for approximately of sales, underscoring the growing demand for convenience and technology-driven driving experiences. Manual transmissions retained appeal primarily within budget and performance segments, highlighting a persistent niche market.

 **Monthly Sales Cycles:** The highest sales volumes were observed in September and December, coinciding with festive buying seasons, manufacturer promotions, and year-end incentives. Conversely, February and June recorded the lowest sales, typical of seasonal market slowdowns. These cyclical patterns are crucial for optimizing inventory management, staffing, and marketing campaign timing.

 **Regional & Dealer Highlights:** Top-performing regions included Austin and Janesville, where localized marketing and dealership engagement yielded robust sales growth. Leading dealerships such as Rabun Used Cars, Progressive Sales, and Race Car Help consistently demonstrated superior sales conversion rates and customer loyalty initiatives. Their strategic focus on personalized customer experiences and after-sales service contributed substantially to sustained revenue gains.

 **Customer Demographics & Behavior:** The average buyer income was approximately \$830,840, with premium brands attracting affluent customers prioritizing advanced features, safety, and status. Urban demographics showed a rising preference for fuel-efficient and technologically integrated vehicles, while suburban and rural buyers favored spacious SUVs and pickup trucks. Younger buyers increasingly valued connectivity and eco-friendly options, emphasizing the need for targeted digital engagement strategies.

 **Growth Metrics & Market Dynamics:** Year-over-year sales grew by 123.6%, fueled by expanding product portfolios, rising disposable incomes, and favorable financing options. Revenue growth was bolstered by increased uptake in premium, hybrid, and electric vehicles. Market momentum reflects positive consumer sentiment and resilience despite economic fluctuations.

 **Segment-Specific Insights:** SUVs and crossovers saw robust growth, driven by family-oriented buyers and increased urban utility. Sedans maintained steady demand, appealing to professionals and first-time buyers. Electric vehicles, though currently a smaller segment, demonstrated rapid adoption rates, supported by government incentives and growing environmental awareness.

 **Strategic Recommendations:** To capitalize on market trends, focus on expanding SUV and electric vehicle offerings, enhancing digital sales channels, and deepening customer segmentation with personalized marketing. Strengthen dealer networks in emerging regions while maintaining premium brand experience in established markets. Regular analysis of monthly sales cycles and customer feedback will enable proactive inventory and promotional planning.

 **Emerging Trends & Future Outlook:** Increasing consumer preference for green technologies, including hybrids and EVs, combined with smart vehicle integration and autonomous features, is reshaping the automotive landscape. Online car buying platforms and flexible financing models are