

# Car Sales Analysis

Jan/2014 - Apr/2015

SALE\_DATE

1/1/2014

7/21/2015

BRAND

All

MONTH\_NAME

All

REGION

All

QUARTER

All

TRIM

All

8bn

Total Revenue

559K

Sum of UNITS\_SOLD

8bn

Sum of MARKET\_VALUE

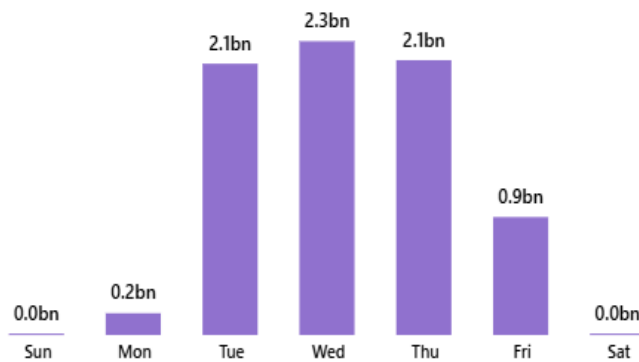
-88M

Sum of PRICE\_DIFF

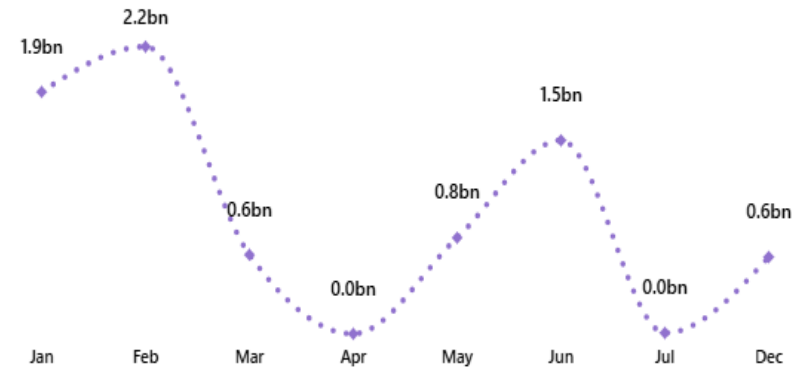
-88.302088M

Total Profit

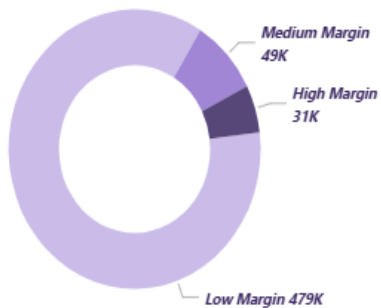
Daily Revenue Tread



Monthly Revenue Trend



Margin Category



| BRAND        | Sum of MARKET_VALUE | Sum of TOTAL_REVENUE | Sum of PRICE_DIFF |
|--------------|---------------------|----------------------|-------------------|
| Acura        | 83220225            | 82866800             | -353425           |
| airstream    | 29500               | 71000                | 41500             |
| Aston Martin | 1339000             | 1370300              | 31300             |
| Audi         | 117983400           | 117015975            | -967425           |
| Bentley      | 8807700             | 8626650              | -181050           |
| BMW          | 449299250           | 446509513            | -2789737          |
| Buick        | 55800925            | 54843675             | -957250           |
| Cadillac     | 115897600           | 114987871            | -909729           |
| chev truck   | 1925                | 2000                 | 75                |
| <b>Total</b> | <b>7694314375</b>   | <b>7606012287</b>    | <b>-88302088</b>  |

Transmission Per Unit Sold

