



CAR SALES PERFORMANCE ANALYSIS REPORT (2022-2023)



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1. Executive Summary

This report provides a high-level analysis of car sales performance from 2022 to 2023, based on a dataset of 13,300 vehicles sold. The primary goal was to identify top-performing vehicle segments, key market drivers, and regional strengths to guide future inventory and sales strategies.

Key Findings:

1. **Top-Line Performance:** The company generated **\$371.2 Million** in total sales (Year-to-Date), driven by the sale of **13,300 cars** at an average price of **\$28,000** per vehicle.
2. **Product Dominance (SUVs):** SUVs are the undisputed leader, accounting for **26.91% (\$100M)** of all sales. This category, combined with **Hatchbacks** (22.3%) and **Sedans** (19.85%), makes up nearly 70% of our entire business.
3. **Top Sales Region:** The **Pasco** region is our most valuable market, leading in the total number of cars sold.

Key Recommendations:

Inventory and marketing should be heavily focused on our "Big 3" segments: **SUVs, Hatchbacks, and Sedans**. We recommend analyzing the sales strategies of the **Pasco** region to replicate its success in other, underperforming territories.

2. Introduction

The goal of this analysis was to transform raw sales transaction data into an interactive Power BI dashboard. This dashboard serves as a "single source of truth" for the business, allowing stakeholders to easily track performance and identify trends. This report summarizes the key insights derived from that dashboard.

3. Key Performance Indicators (KPIs) Overview

These are the headline numbers that define our business health:

- **YTD Total Sales: \$371.2 Million**
 - *(Layman's term: "YTD" or Year-to-Date means the total revenue we've earned from the start of the period until now. This is our main revenue number.)*

- **YTD Car Sold: 13,300**
 - *(This is the total volume of cars we've moved.)*
- **YTD Average Price: \$28,000**
 - *(This is the average price tag of a car we sell.)*
- **Sales Growth:** Our sales are healthy, showing a **23.59%** growth trend, indicating strong performance.

YTD Total Sales	\$70.8M	23.59%	YTD Avg Price	(\$0.22K)	-0.79%	YTD Car Sold	2.62K	24.57%
\$371.2M	MTD Total Sales : \$54.28M		\$28.0K	MTD Avg Price: \$28.26K		13.3K	MTD Car Sold : \$1.92K	

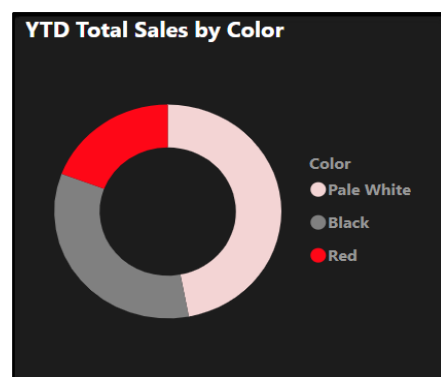
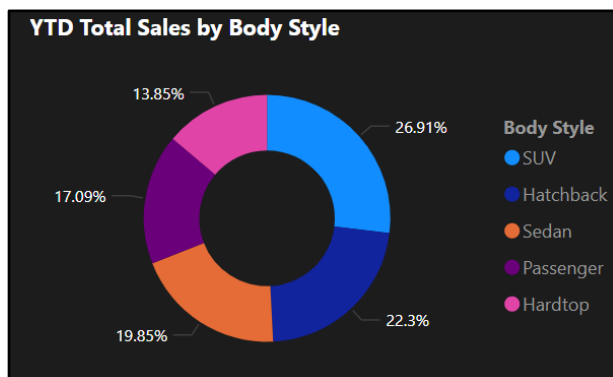
4. Analysis & Key Findings

Our dashboard analysis is broken down into three key business questions:

Finding 1: What Kind of Cars Do We Sell Most? (Product Analysis)

To know where to focus our inventory, we analyzed sales by vehicle type and color.

- **By Body Style:** The business is built on three main segments. **SUVs** are the clear winner, making up **26.91%** of our total sales. **Hatchbacks (22.3%)** and **Sedans (19.85%)** are the next two most important categories.
- **By Color:** Customer preference is clear. **Pale White, Black,** and **Red** are the top 3 most popular colors, consistently driving the most sales.

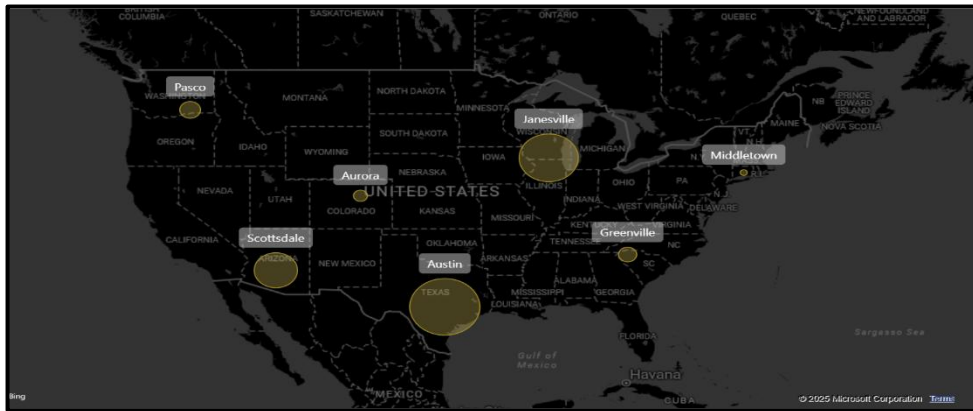


Finding 2: Where Are Our Strongest Markets? (Regional Analysis)

The "YTD Car Sold by Dealer_Region" chart shows a clear regional winner.

- The **Austin** region sells the highest volume of cars, making it our most critical market.
- **Janesville** and **Scottsdale** are strong secondary markets. Understanding what makes Pasco so successful is key to growing these other regions.

YTD Car Sold by Dealer Region



Finding 3: Which Brands Are Our Core Business? (Company Analysis)

The "Company Wise Sales Trend" table shows which car brands are our best performers.

- While we sell a wide variety of brands, this table helps identify our "bread and butter" companies (like Acura, Audi, etc.).
- It also reveals the average price for each brand, helping us understand which brands contribute high volume versus high-ticket value.

Company Wise Sales Trend					
Company	YTD Avg Price	YTD Car Sold	YTD Total Sales	%GT YTD Total Sales	
Acura	\$24.9K	376.0	\$9.3M	2.52%	
Audi	\$22.2K	259.0	\$5.8M	1.55%	
BMW	\$25.7K	445.0	\$11.4M	3.08%	
Buick	\$32.2K	243.0	\$7.8M	2.11%	
Cadillac	\$42.2K	363.0	\$15.3M	4.13%	
Chevrolet	\$26.0K	1043.0	\$27.1M	7.30%	
Chrysler	\$25.9K	618.0	\$16.0M	4.31%	
Dodge	\$26.4K	949.0	\$25.0M	6.74%	

5. Actionable Recommendations

Based on this analysis, we recommend three specific, data-driven actions:

1. **Double-Down on What Works:** Our inventory and marketing budget should heavily favor **SUVs, Hatchbacks, and Sedans**. These are our proven winners.
2. **Stock Smart (Colors):** Ensure our top-selling models are always stocked in the most popular colors: **Pale White, Black, and Red**. This simple inventory tactic can prevent lost sales.
3. **Replicate Success:** Launch an initiative to study the sales tactics, dealer performance, and local marketing of the **Pasco** region. The strategies working there should be documented and used as a "playbook" to train and boost performance in other regions.

****End of the Report****

