## Washington EV Market Breakdown: Tesla's Share, Pricing, and Trends **Executive Summary**

(https://catalog.data.gov/dataset/electric-vehicle-population-data).

This dashboard analyzes Tesla's performance in Washington State's electric vehicle market using real-world registration data and researched MSRP values plus researched electric range values.

This was because 99% of the price and range values for the Washington dataset were missing.

To address this, I conducted manual and batch research to enrich the dataset with accurate MSRP values and range values. This made the analysis more valid vs. just filtering out the 1% of data that were available.

This proactive effort step resulted in more realistic revenue estimation and competitive analysis. \*\*Key questions addressed:\*\*

- What is Tesla's market share in WA compared to other EV brands? - How is Tesla's market share trending over time? - Which Tesla models are most popular, and what is their estimated revenue impact?

Tesla In A Good Position with 43% Market Share in WA

Group

Tesla.Vs.Others OTHERS TESLA

- Which utilities are most commonly associated with Tesla EV registrations? This project moves beyond the core descriptive metrics and gives deeper insights

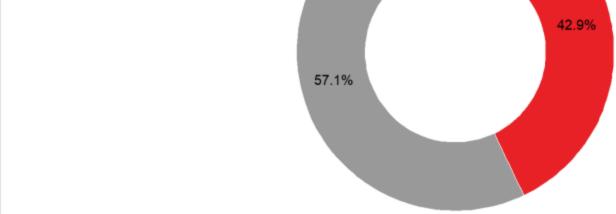
- How do Tesla's vehicle ranges and prices compare to competitors?

- How is Tesla's revenue trending over time?

- How are PHEV and BEV trending?

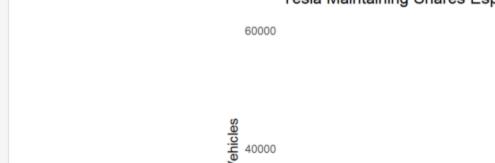
about the market. Electric Vehicles All Time Market Share in WA (By Number of Cars Registered)

Count of Electric Vehicles in WA - All Time



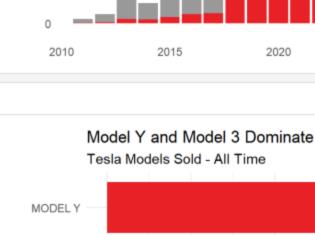






Top Tesla Models Sold - All Time





2020

20000

count

30000

40000

50000

2025

MODEL 3 MODEL S MODEL X

ROADSTER 10000

CYBERTRUCK Top Tesla Models Estimated Revenue (All Time) MODEL Y

Top Tesla Models (Counts) Reflect All Time Revenues MODEL 3 MODEL S MODEL X

CYBERTRUCK ROADSTER

500,000,000 1,000,000,000 1,500,000,000 2,000,000,000 2,500,000,00 Tesla Electric Vehicles Sold By Year (As of mid July 2025) 2023 Unusual Spike in Tesla Vehicles Sold By Year Due to New Tax credits in 2023

2015

Model.Year

Model Year

**TESLA** 

2020

2025

2025: 185

Tesla.Vs.Others OTHERS TESLA

\$100,000

Tesla.Vs.Others OTHERS

20000 10000 2010

Tesla Vehicle Forecast for 2025 (As of midJuly 2025) Tesla Forecast For 2025 is 18k+ vs. 17k+ in 2024 2023 Spike Is Tempered. Based On Yearly Trends Assuming No Surge After June Or Major Policy Changes 20,000 -

15,000 -10,000 -5,000 -

Average Prices for Battery Electric Vehicles Average of Prices for Tesla Models Seems Only Slightly Higher Vs. Other Battery Vehicles, Researched Prices Used Beyond Dataset

40000

20000

0

Average Prices USD

**OTHERS** Under \$100K Segment - Prices By Manufacturer

Deep Dive Shows Tesla Models Have Higher Avera Based On Researched Prices Beyond Dataset Within the Under \$100k Segment

MERCED

AZURE

\$25,000 Among Battery Electric Vehicles

Average MSRP (USD) Tesla Has About 100 Miles Higher Range vs. Others **TESLA** 

50 0 Battery Electric Vehicle Segment Ranges

Average Ranges for Battery Electric Vehicles

250

200

Average Range (miles) TESLA OTHERS Deep Dive Shows Tesla Models Have Higher Rang Average Electric Range in Miles by Make MULLEN AUTOMO Average Electric Range (Miles) BEV (Battery) Boost Widens Gap vs. PHEV (Plug-in Hybrid) 2018: Battery Starts to Widen Gap 50000 40000 Electric.Vehicle.Type 30000

PHEV vs. BEV Trends By Year Battery Electric Vehicle (BEV) Plug-in Hybrid Electric Vehicle (PHEV) 20000 10000 2000 2005 2010 2015 2020 2025 Model.Year Puget and Tesla Partnership Evident In the Top 5 Utilities for Tesla PUGET SOUND ENERGY INC||CITY OF TACOMA -(WA) PUGET SOUND ENERGY INC CITY OF SEATTLE -(WA)|CITY OF TACOMA -(WA) BONNEVILLE POWER ADMINISTRATION||PUD NO 1

Top 5 Utilities for Tesla OF CLARK COUNTY - (WA) BONNEVILLE POWER ADMINISTRATION||CITY OF TACOMA - (WA)||PENINSULA LIGHT COMPANY 0 10000 20000 30000 40000 Tesla Count About This Project

This dashboard was built in R using Flexdashboard. It walks through how raw registration data was cleaned, enriched with MSRP and electric range data

based on research, and visualized with business impact in mind. Every step — from wrangling to final chart — is documented and reproducible.