

Executive Summary

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

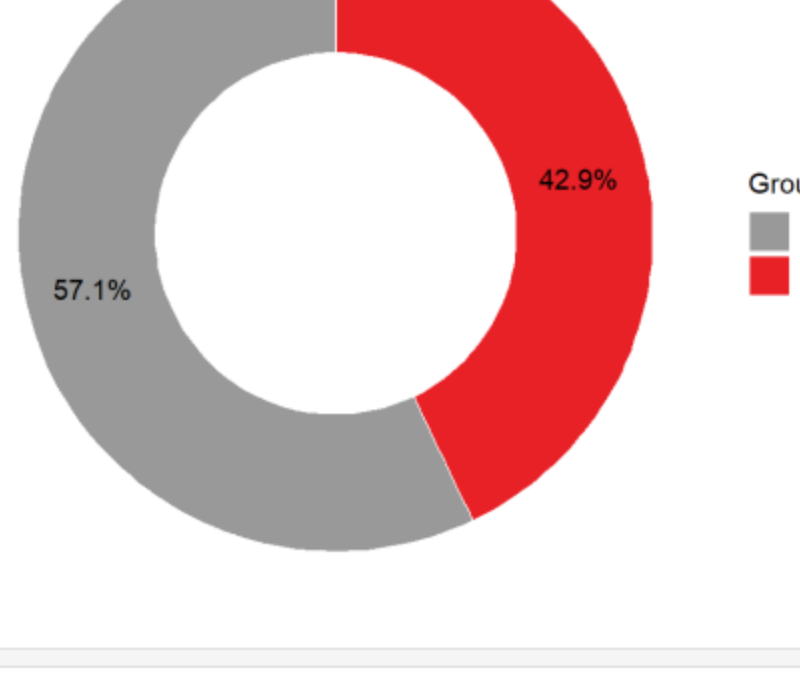
- What is Tesla's market share in WA compared to other EV brands?
- How is Tesla's market share trending over time?
- Which Tesla models are most popular, and what is their estimated revenue impact?
- How is Tesla's revenue trending over time?
- How do Tesla's vehicle ranges and prices compare to competitors?
- How are PHEV and BEV trending?
- Which utilities are most commonly associated with Tesla EV registrations?

This project moves beyond the core descriptive metrics and gives deeper insights about the market.

Electric Vehicles All Time Market Share in WA (By Number of Cars Registered)

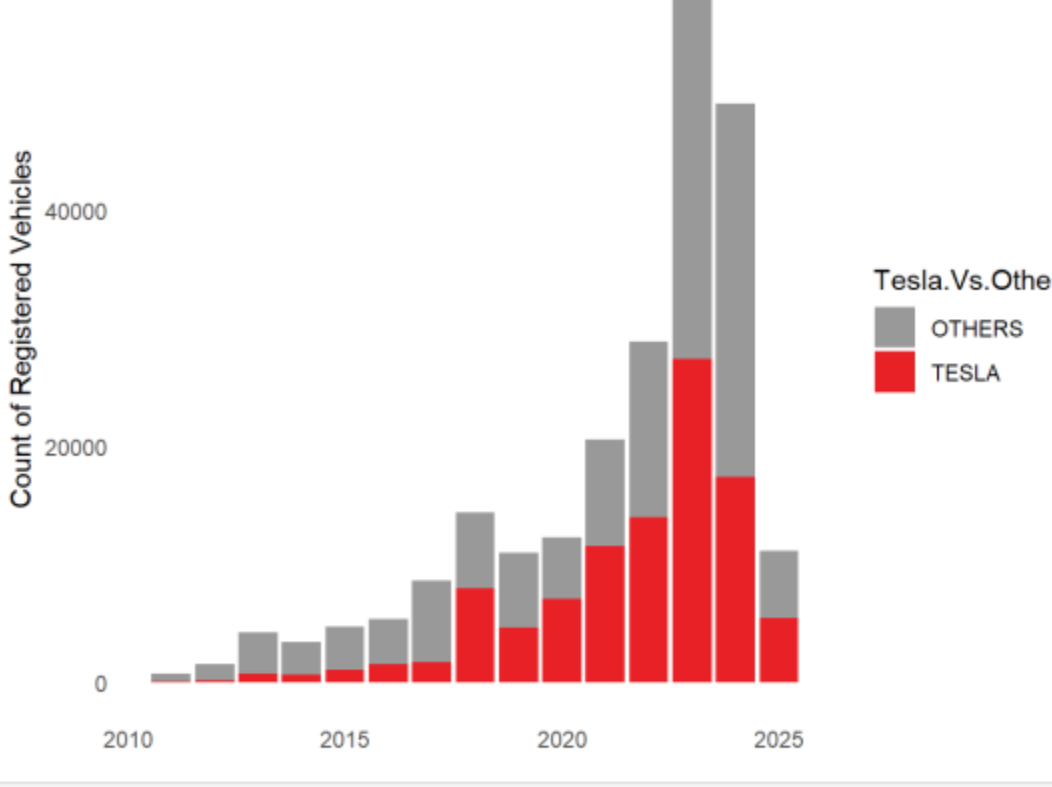
Tesla In A Good Position with 43% Market Share in WA

Count of Electric Vehicles in WA - All Time



Stacked bar plot of market share by year

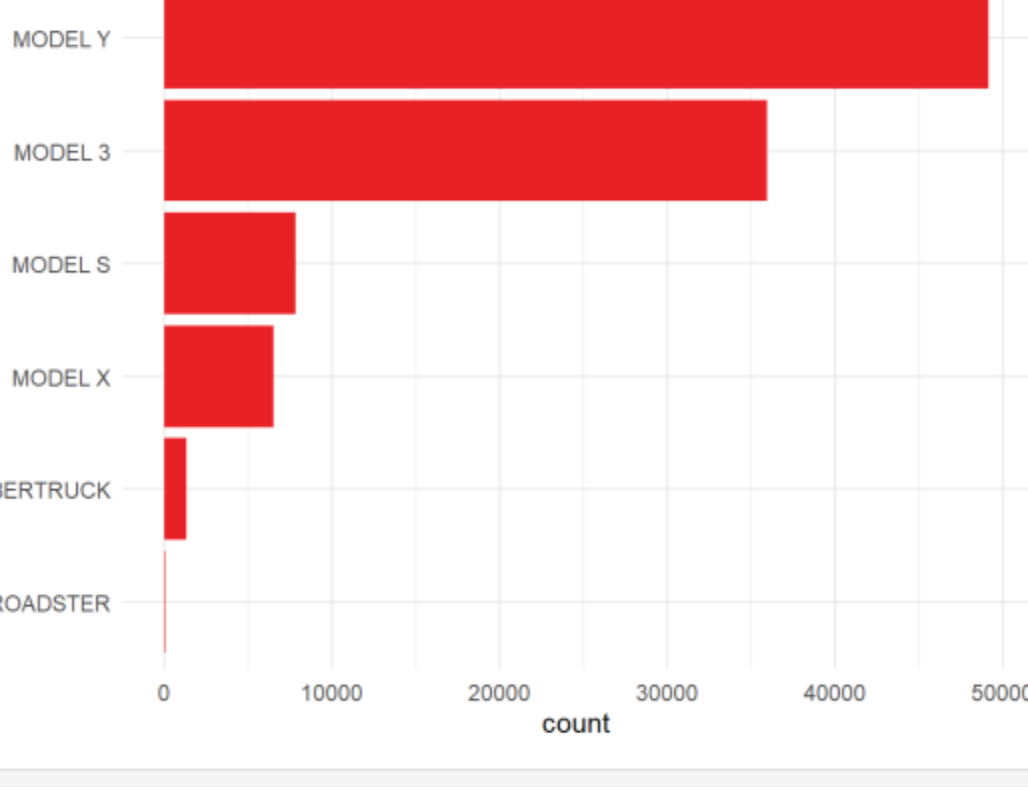
Tesla Maintaining Shares Especially Past 3 Years



Top Tesla Models Sold - All Time

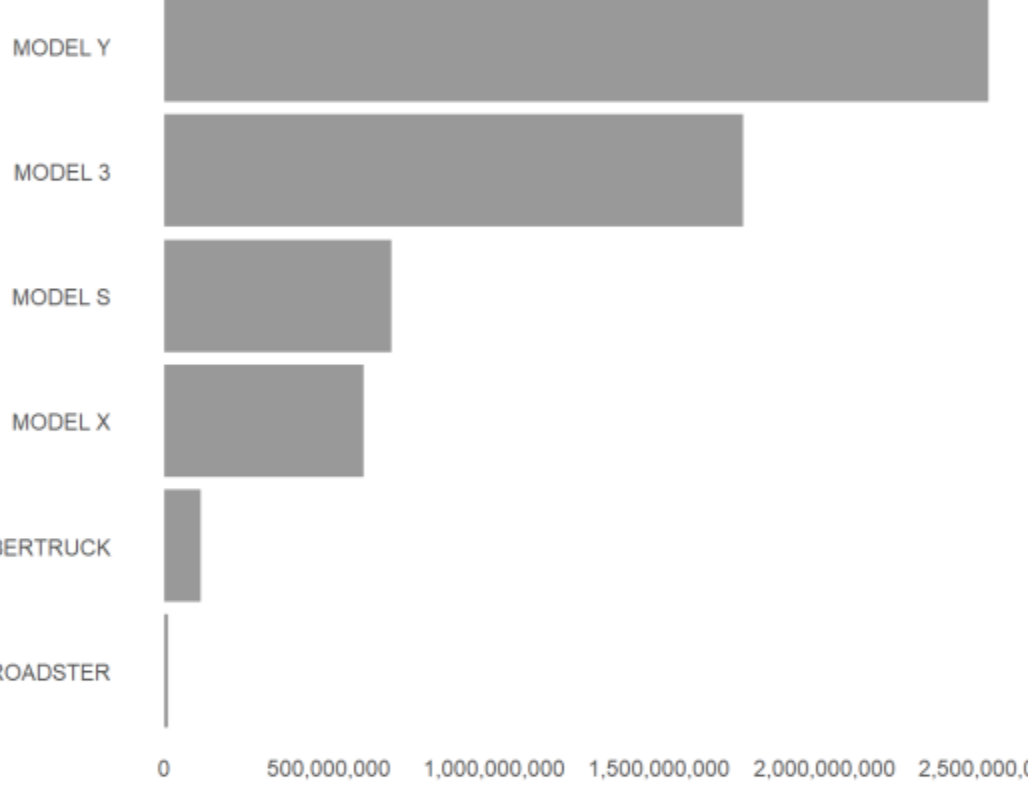
Model Y and Model 3 Dominate

Tesla Models Sold - All Time



Top Tesla Models Estimated Revenue (All Time)

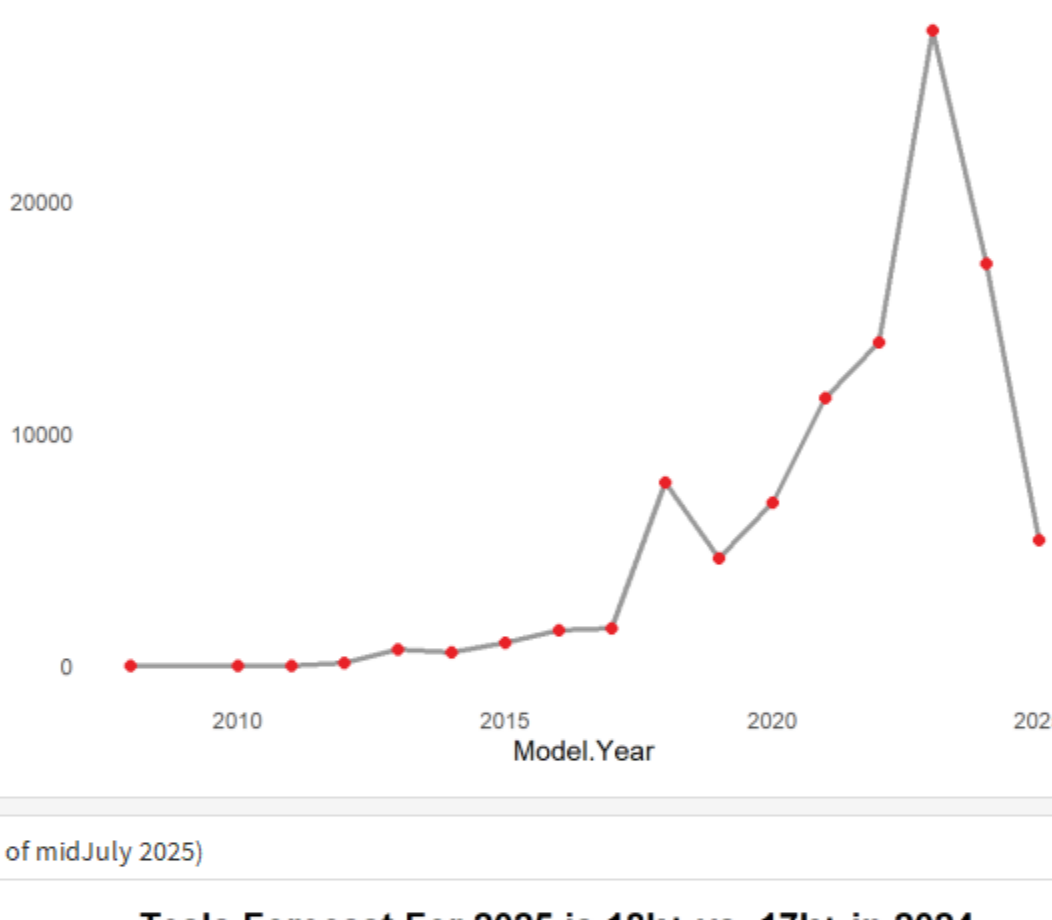
Top Tesla Models (Counts) Reflect All Time Revenues



Tesla Electric Vehicles Sold By Year (As of mid July 2025)

2023 Unusual Spike in Tesla Vehicles Sold By Year

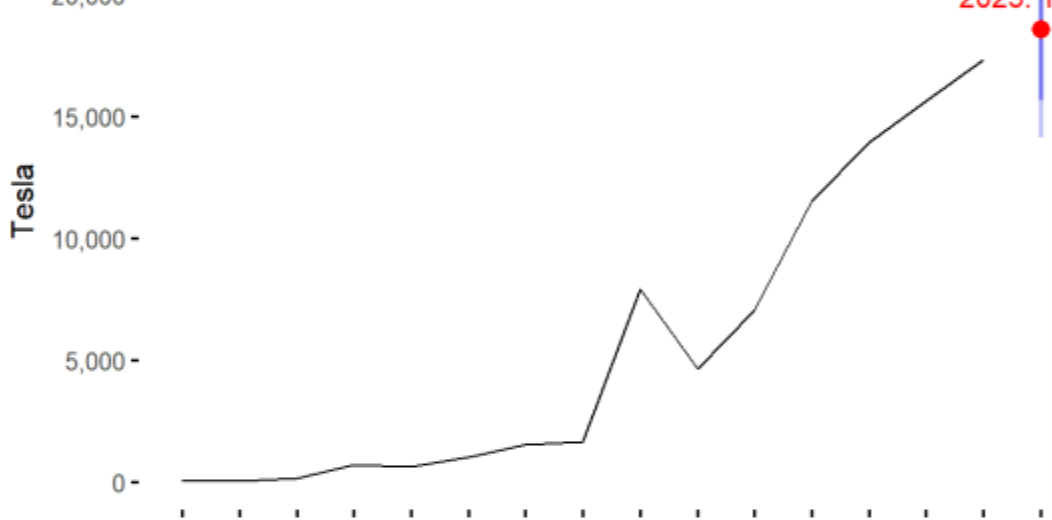
Due to New Tax credits in 2023



Tesla Vehicle Forecast for 2025 (As of midJuly 2025)

Tesla Forecast For 2025 is 18k+ vs. 17k+ in 2024

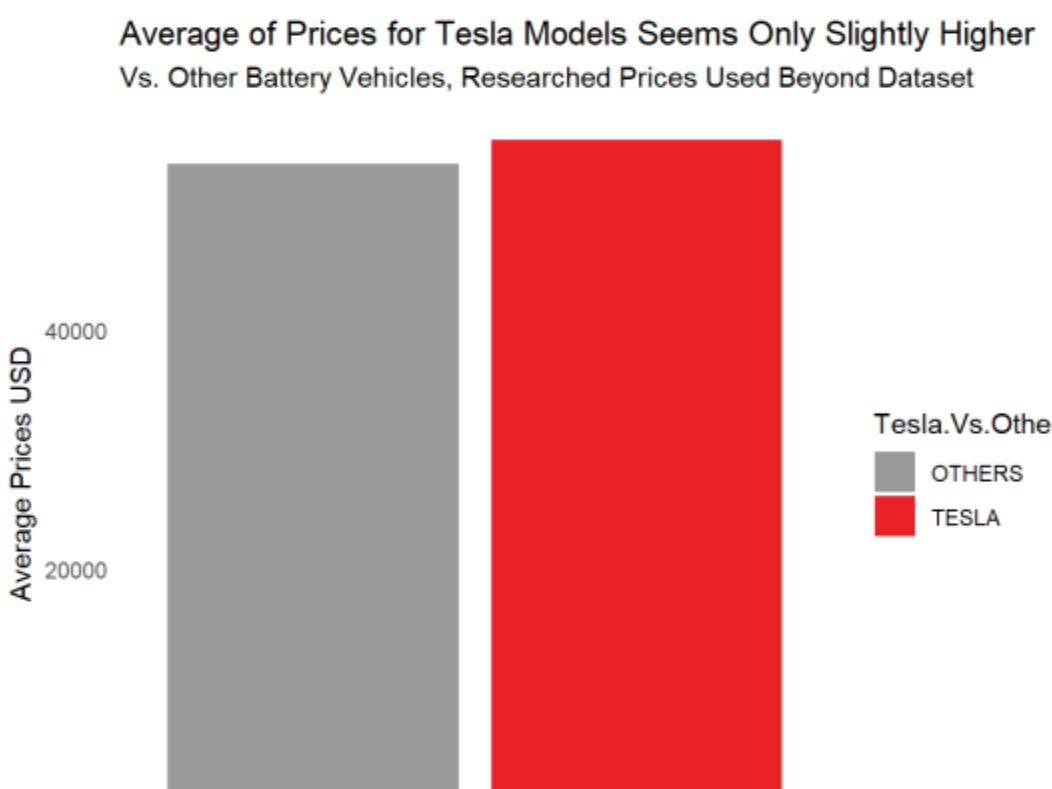
2023 Spike Is Tempered. Based On Yearly Trends Assuming No Surge After June Or Major Policy Changes



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



Under \$100K Segment - Prices By Manufacturer

Deep Dive Shows Tesla Models Have Higher Average Prices Beyond Dataset

Based On Researched Prices Beyond Dataset Within the Under \$100k Segment

