

Executive Summary

This dashboard analyzes Tesla's performance in Washington State's electric vehicle market using real-world registration data.

It explores market share, model-level sales, estimated revenue, pricing comparisons, and utility partnerships.

The project demonstrates skills in data wrangling, proactive research of missing MSRP data, and business-focused visualization using R and Flexdashboard.

A major challenge was the absence of MSRP values for 99% of the vehicle records in the source dataset (<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 by make and model.

This step resulted in more realistic revenue estimation and competitive analysis.

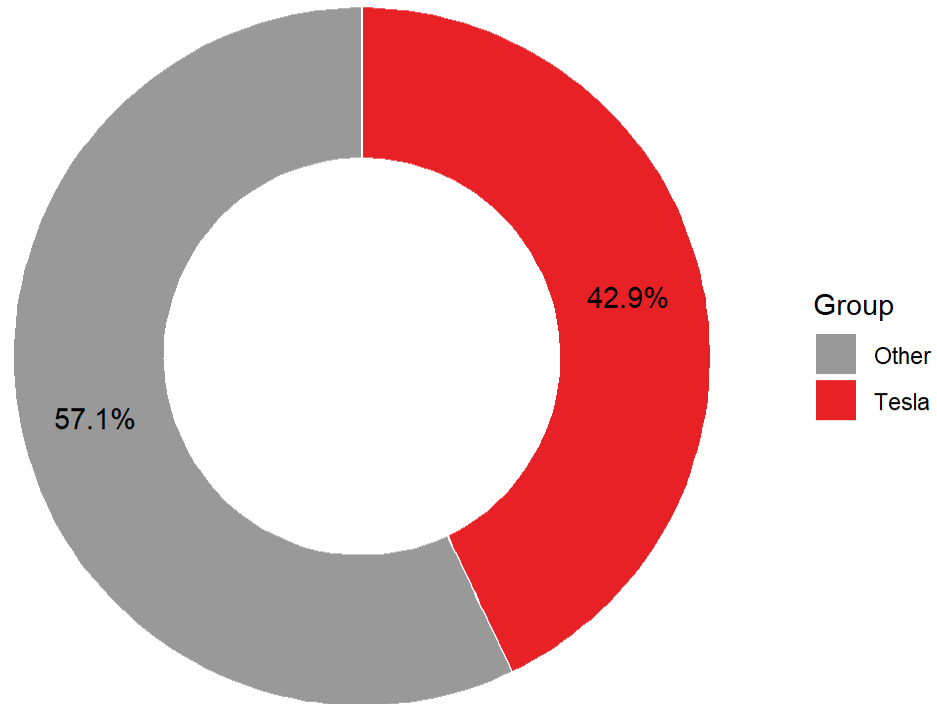
****Key questions addressed:****

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

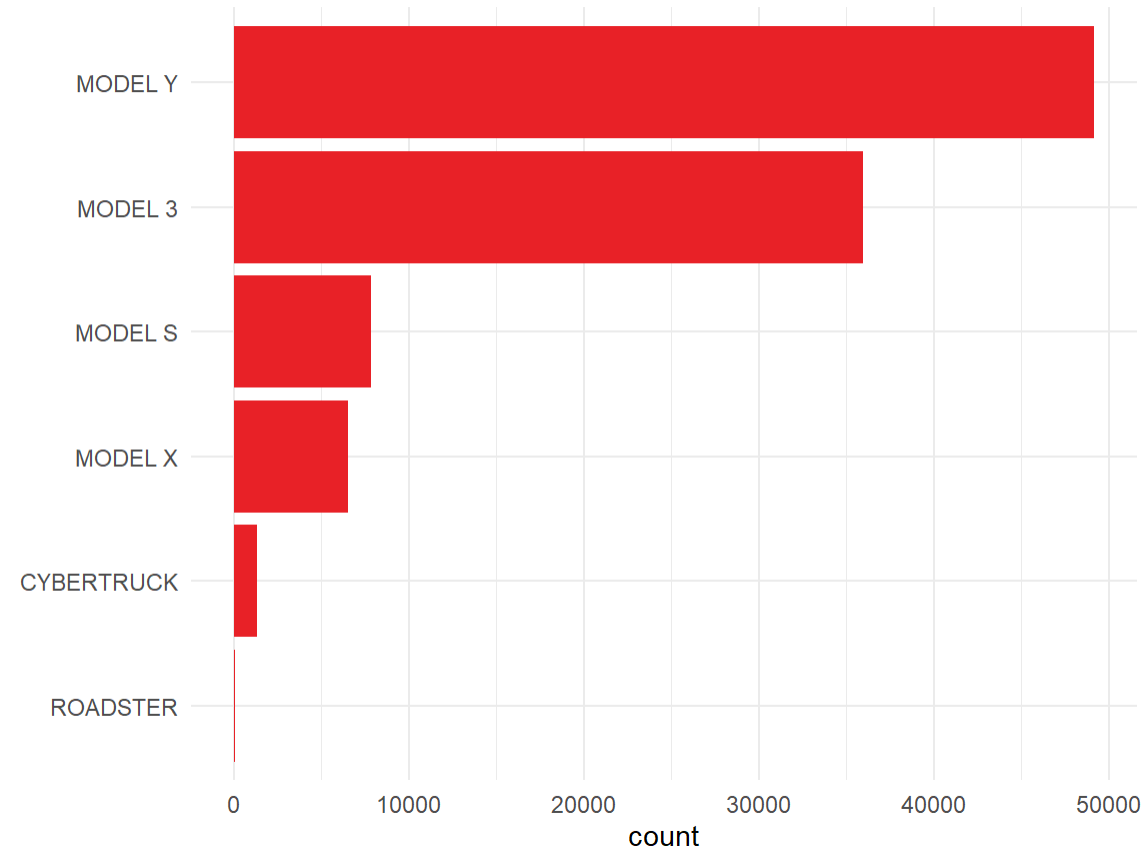
This project showcases reproducible analysis and clear communication of business-relevant metrics—skills essential for data analyst roles.

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

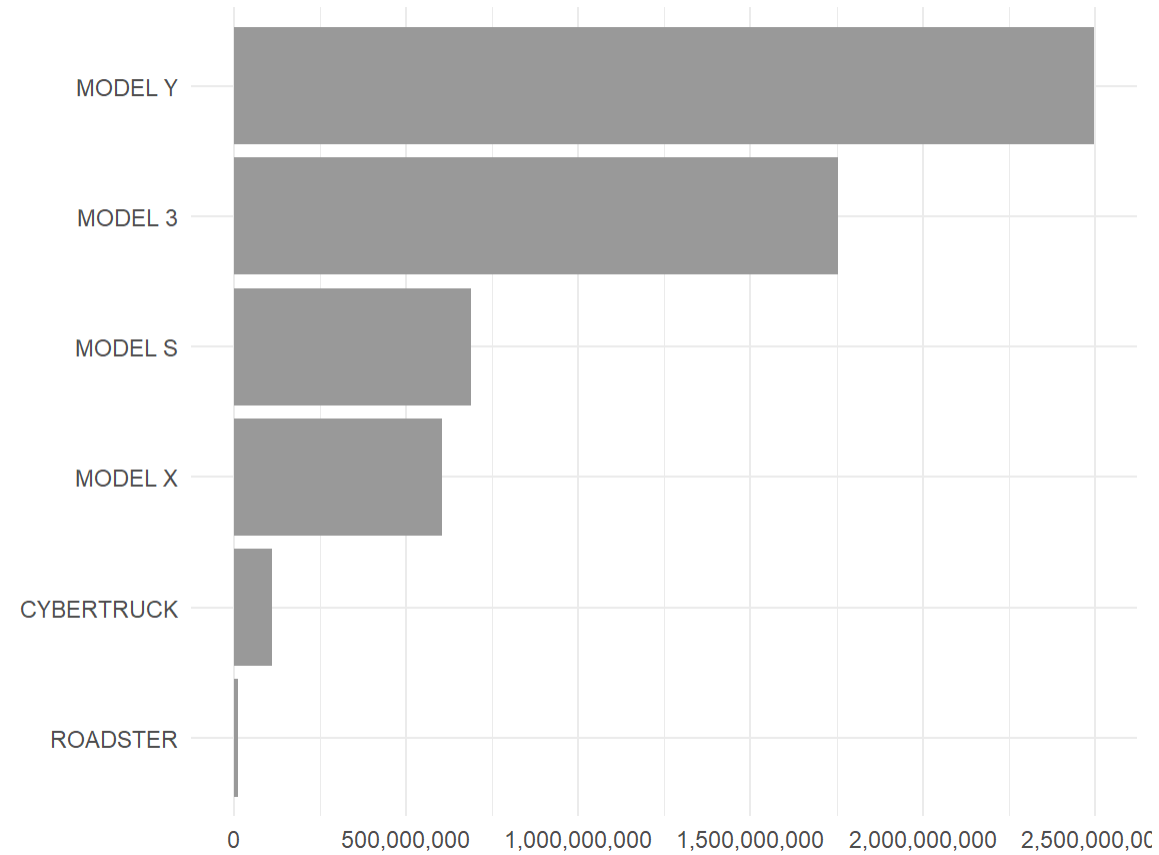
Electric Vehicles All Time Market Share in WA



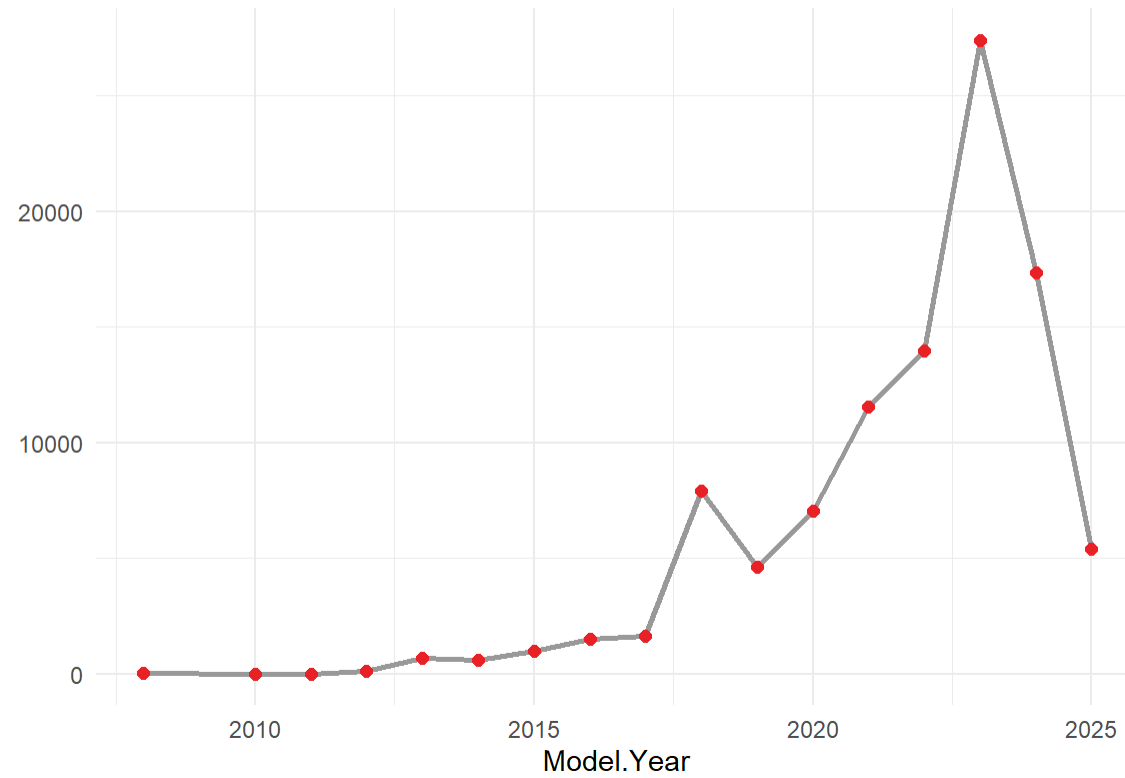
Tesla Models Sold - All Time



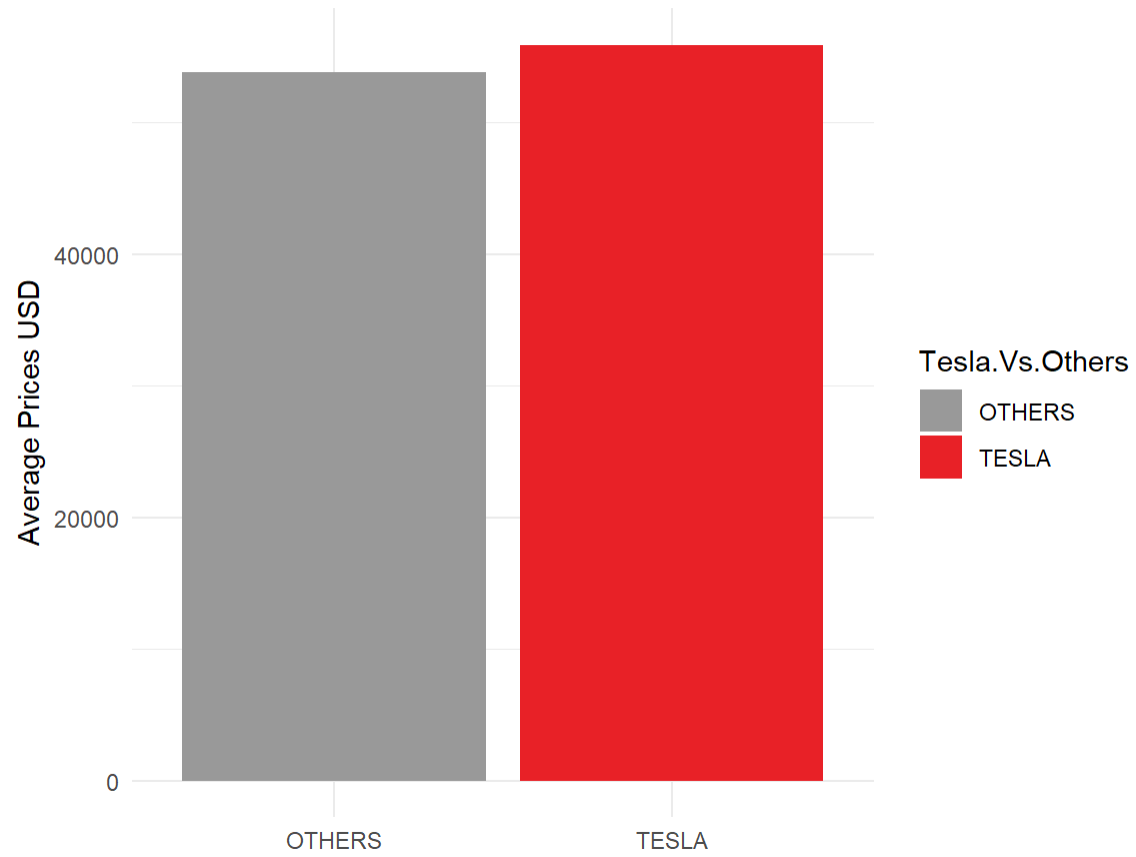
Top Tesla Models Estimated Revenues - All Time



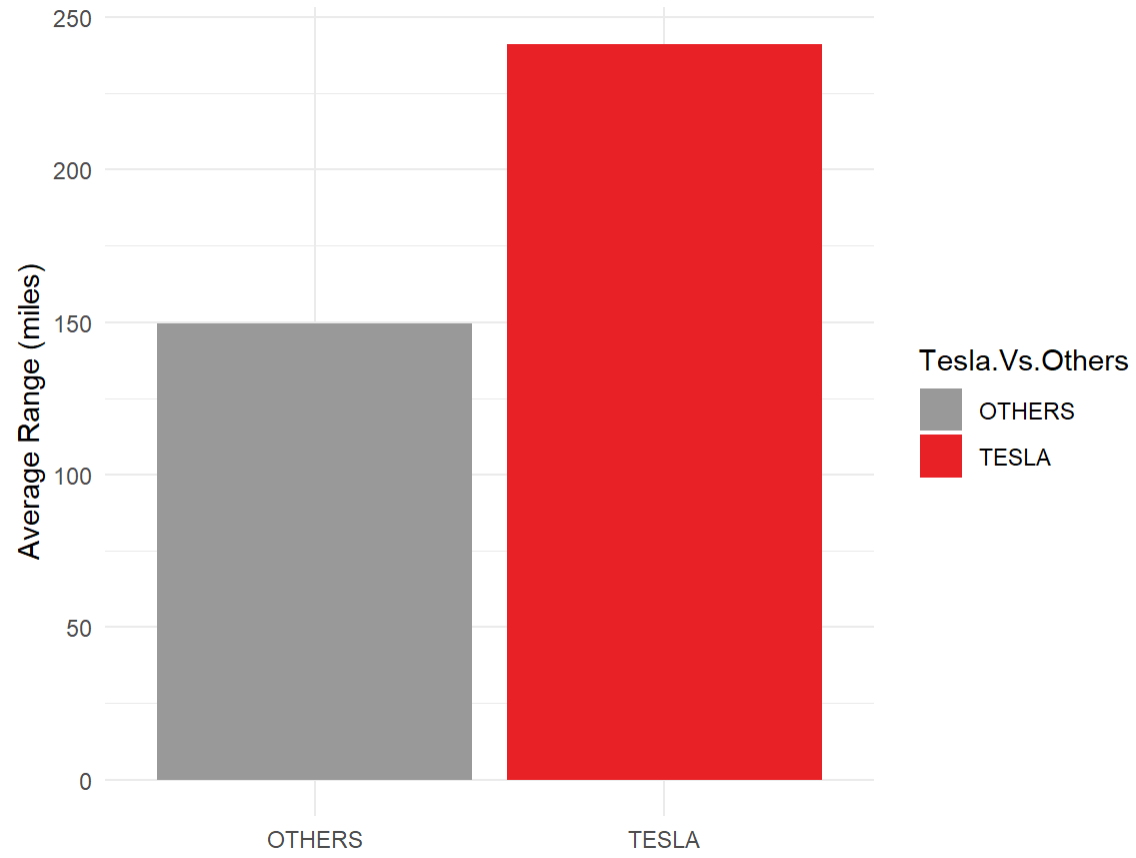
Tesla Electric Vehicles Sold By Year
As of mid July 2025
2023 spike due to new tax credits in Jan 2023



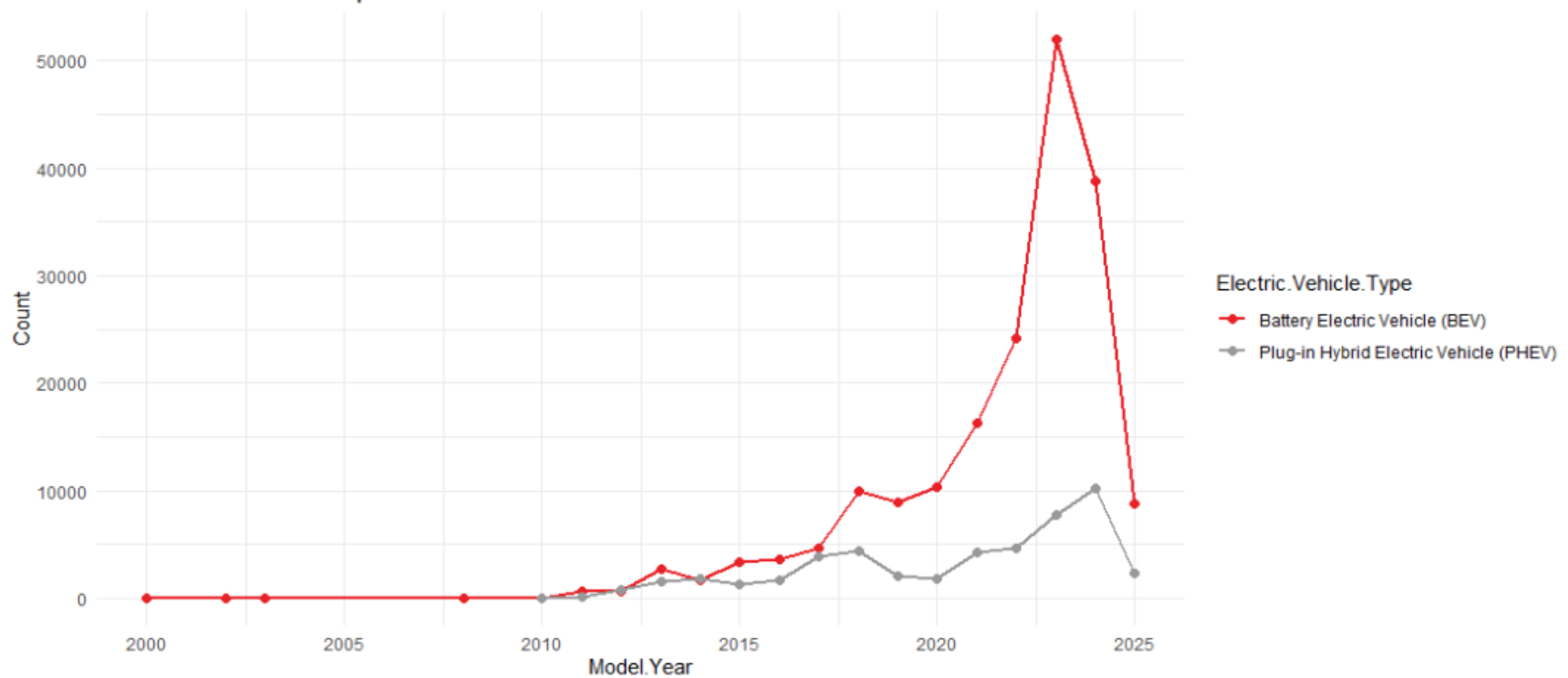
Average Prices for Battery Electric Vehicles



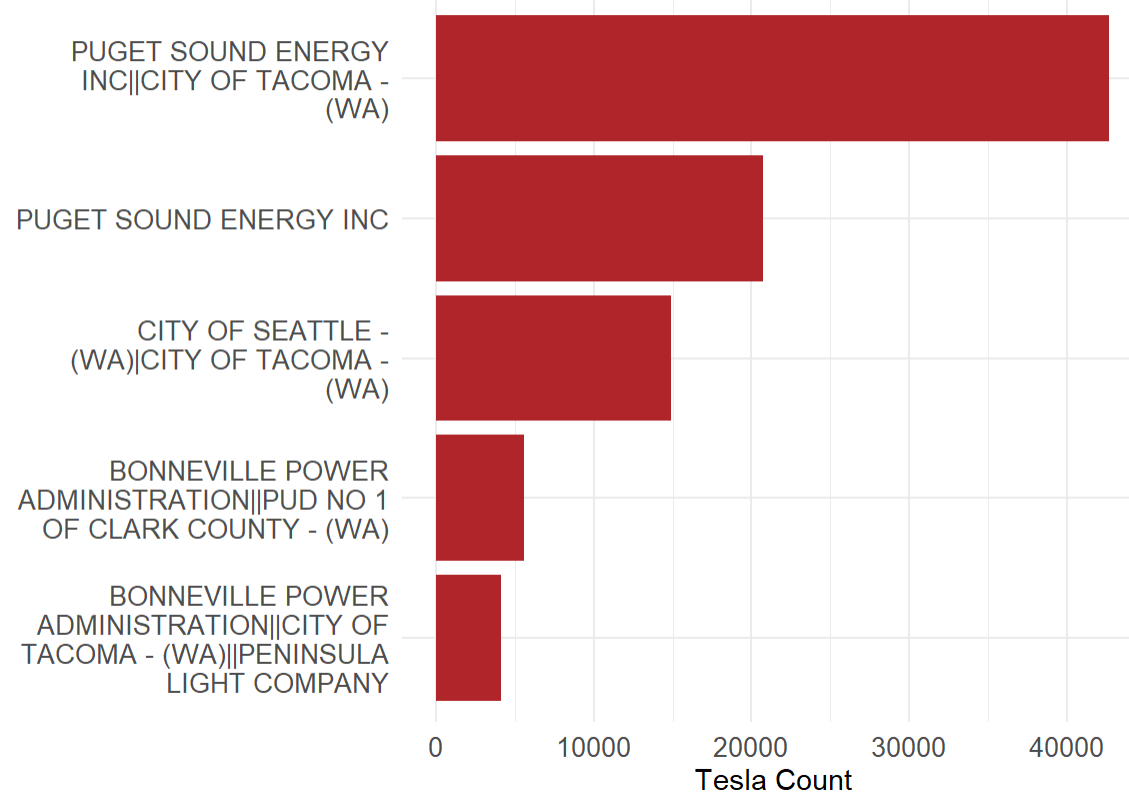
Tesla Higher Average Range vs. Others for Battery Electric Vehicles



PHEV vs. BEV Trends By Year
BEV Boost Widens Gap vs. PHEV



Top 5 Utilities for Tesla Puget and Tesla Partnership Evident



About This Project

Built using R and Flexdashboard, this project demonstrates data wrangling, enrichment with MSRP reference data, and business-focused visualization. All code and data sources are documented for reproducibility.