



# CAR SALES DASHBOARD

Month

All

Country

All



\$68.89M

Total Sales



\$18.23M

Total Profit



\$74.55K

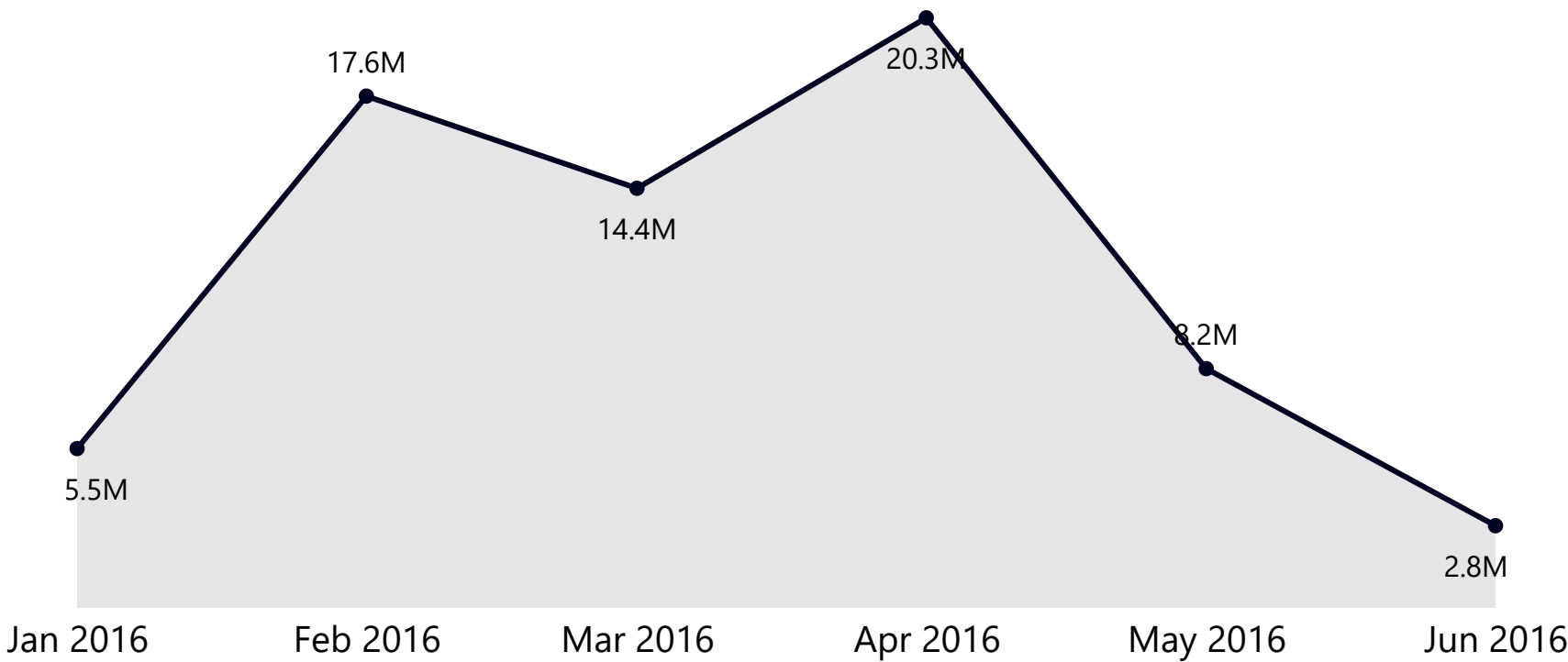
Average Revenue



924

Total Orders

## Generated sales revenue per month



## Car Models' Revenue

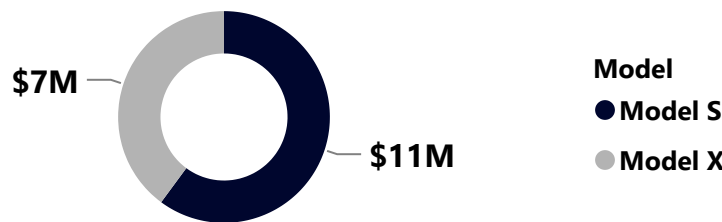


Model S  
\$44.49M



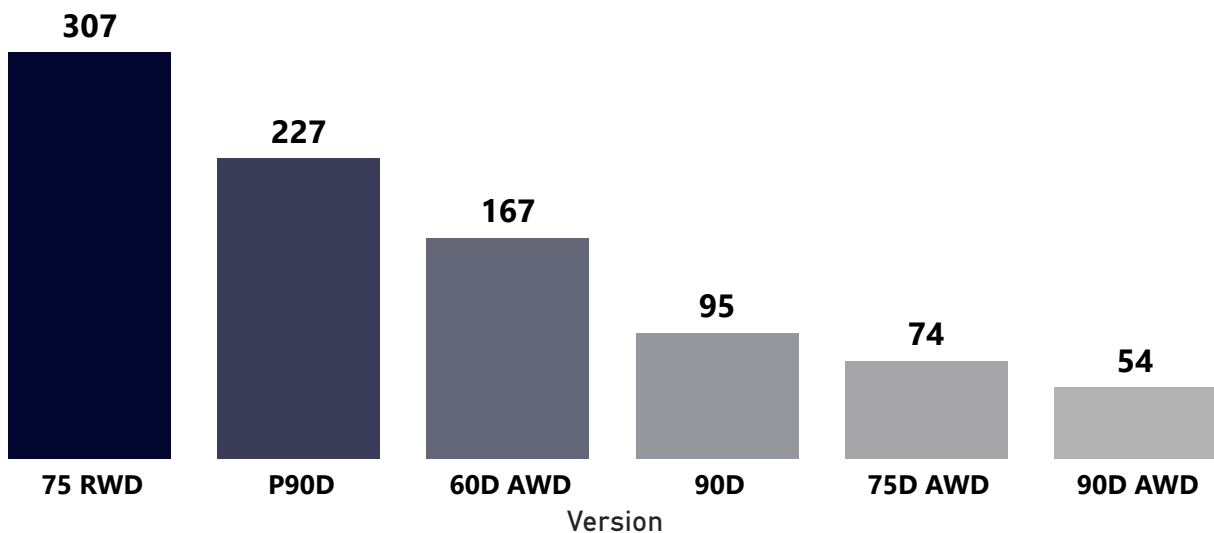
Model X  
\$24.4M

The Model S is more popular and profitable than the Model X, with \$11M in profit

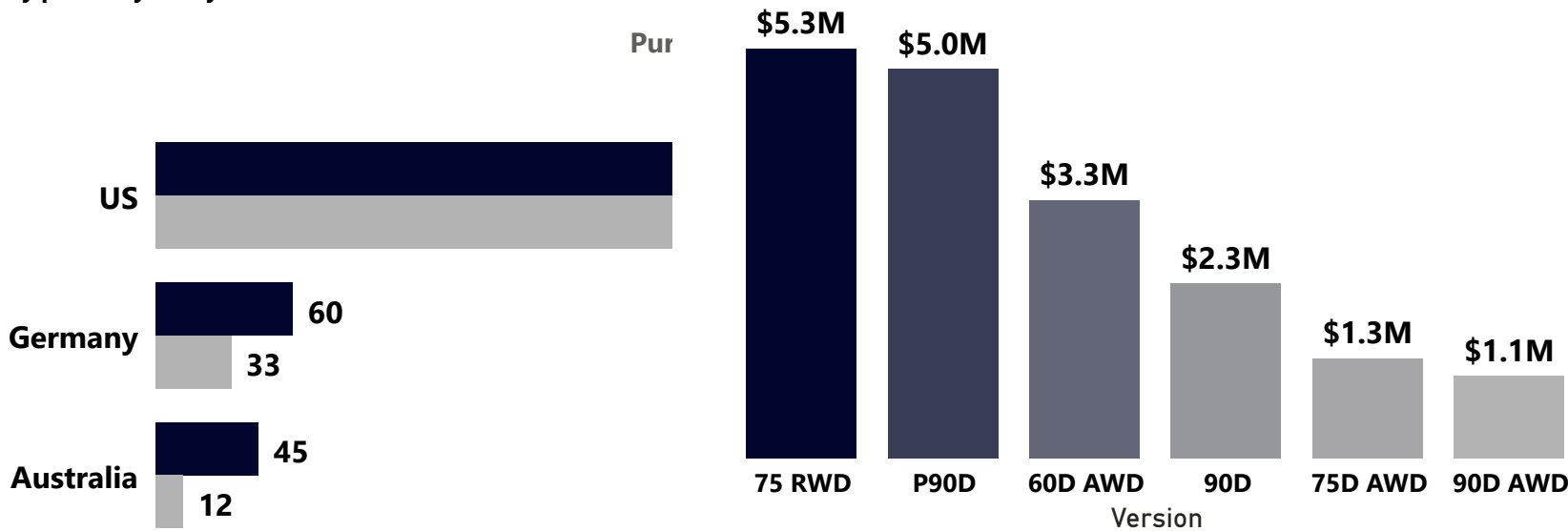


Version	Total Revenue	Total Profit
75 RWD	\$21,704,900	\$5,285,335.6
P90D	\$16,798,000	\$5,018,704.5
60D AWD	\$12,391,400	\$3,328,143
90D	\$7,600,000	\$2,255,075.5
75D AWD	\$5,601,800	\$1,288,479
90D AWD	\$4,789,800	\$1,059,042.5
Total	\$68,885,900	\$18,234,780.1

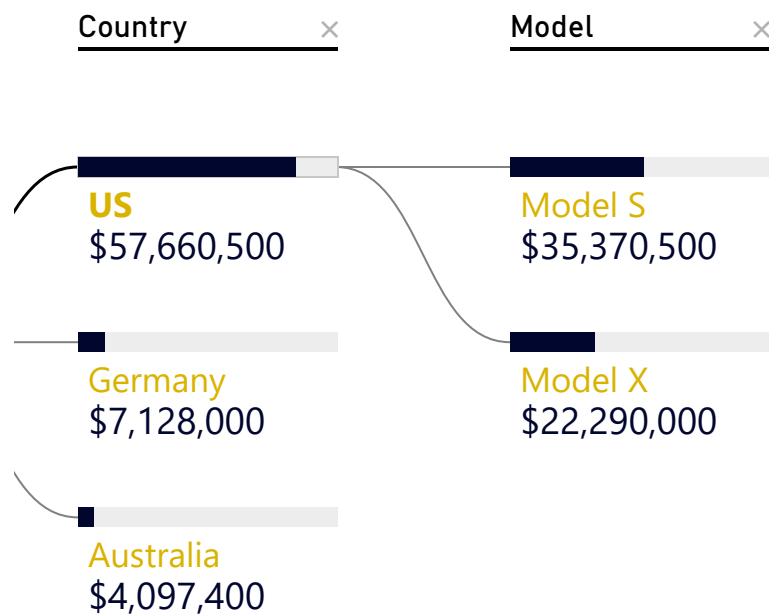
Out of 924 car orders, the 75 RWD version had the highest order with 307 orders, which was a whopping 468.52% higher than the least popular version, the 90D AWD, which only had 54 orders.



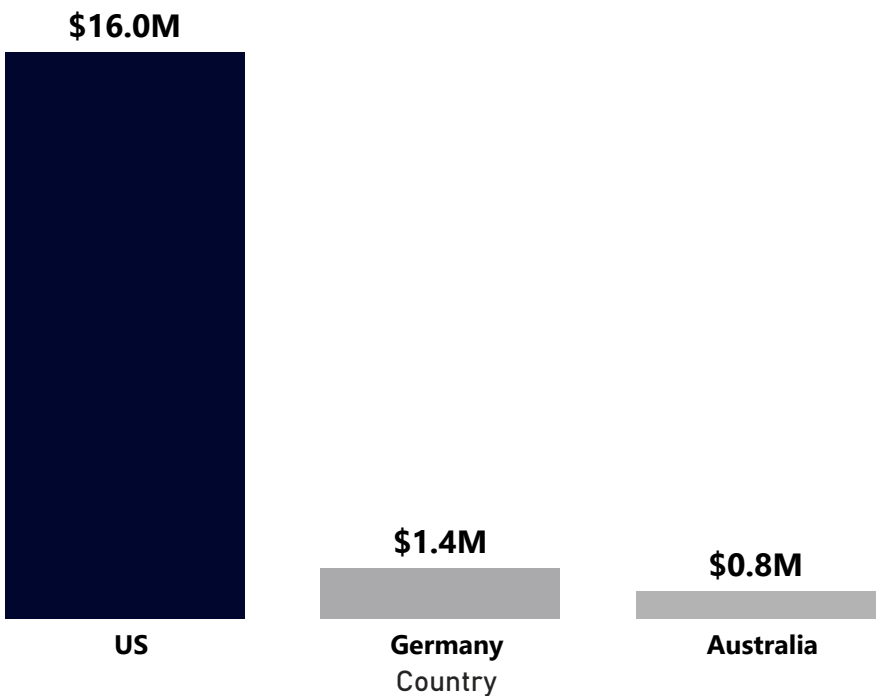
Cash purchases account for most of the sales transactions, which may indicate that the Model S is a luxury car. Typically, people buy in cash.



The US market generated the highest revenue, with a total of \$58 million, accounting for 79% of the overall revenue.



## Total Profit by Country

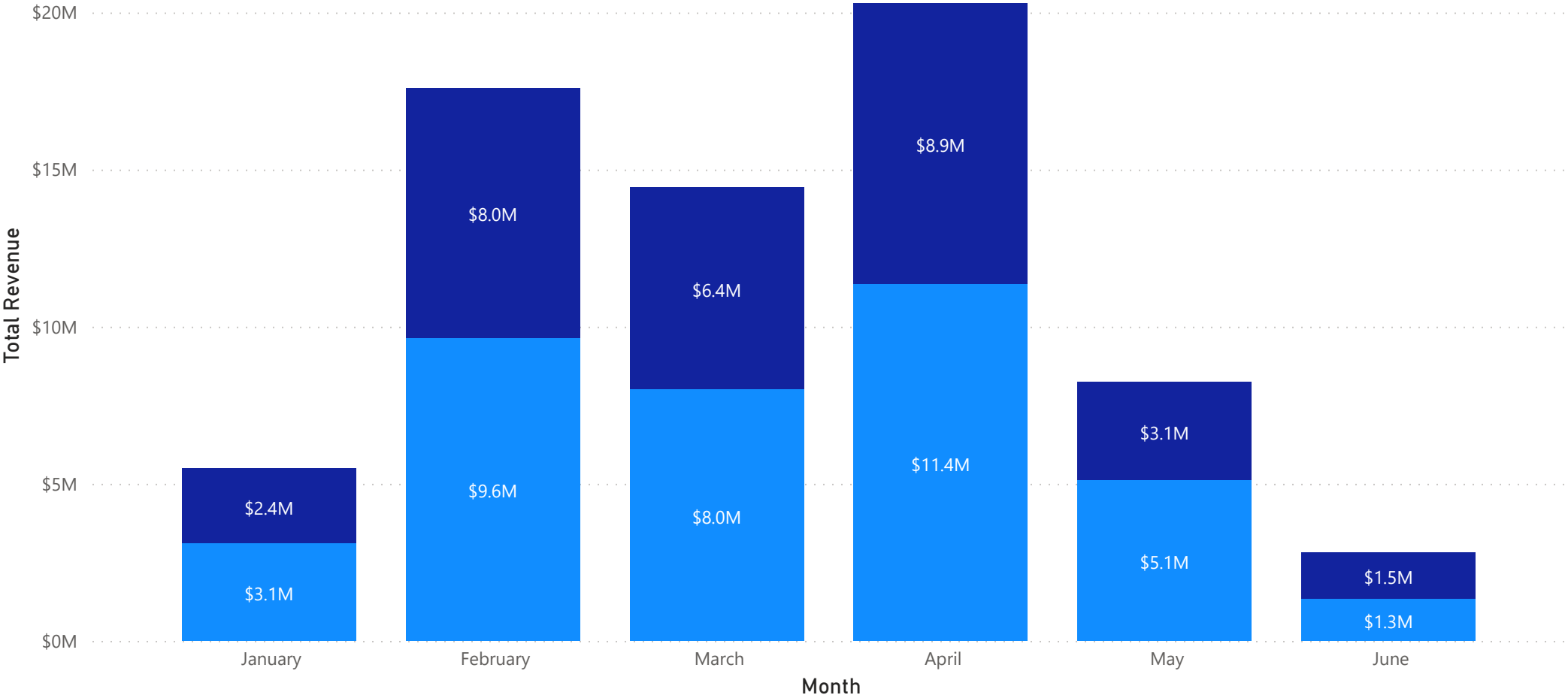


## Total Revenue by Country

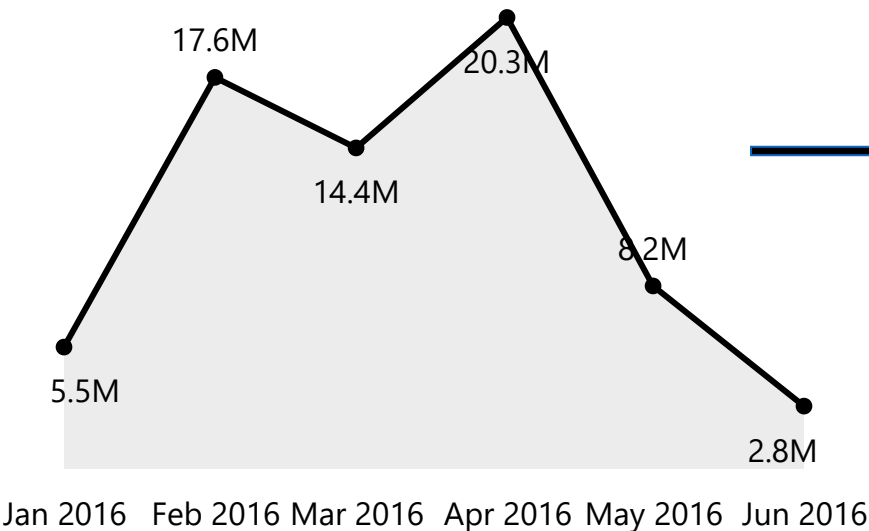


Total Revenue by Month and Purchase type

Purchase type ● Cash purchase ● Deposit

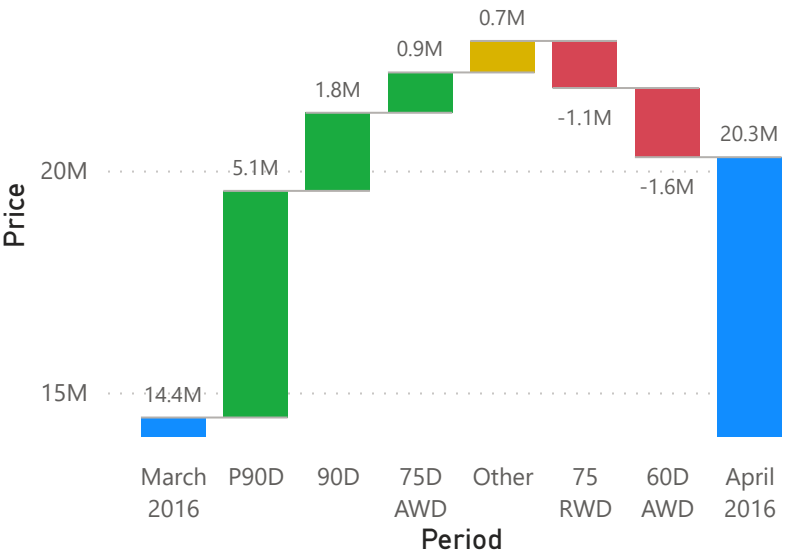


# Generated sales revenue per month



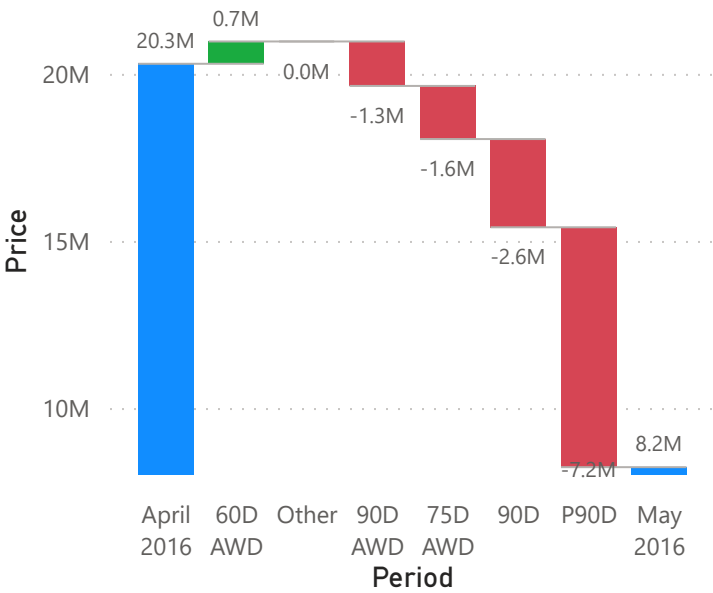
Price by Period and Version

● Increase ● Decrease ● Total ● Other



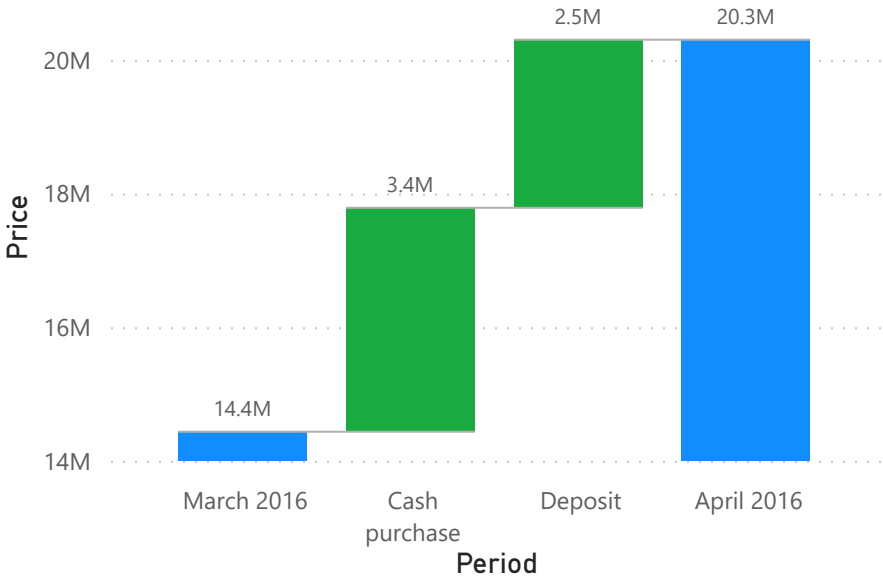
Price by Period and Version

● Increase ● Decrease ● Total ● Other



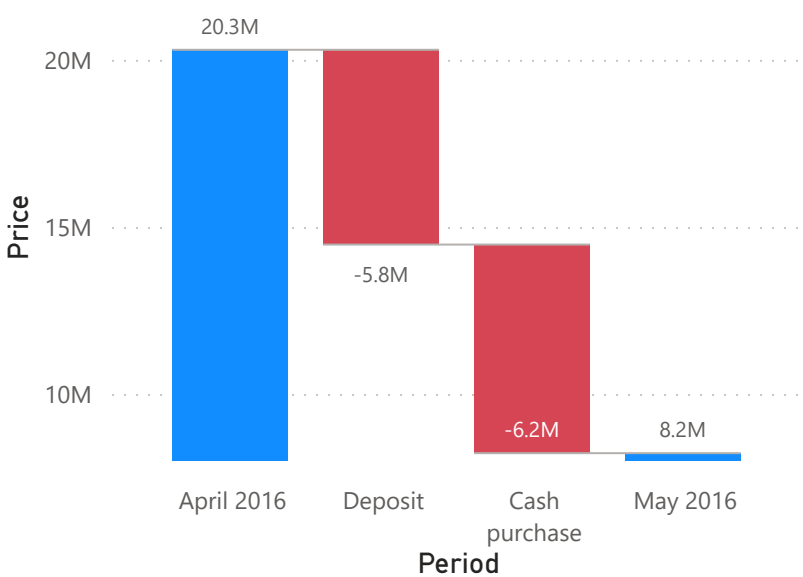
Price by Period and Purchase type

● Increase ● Decrease ● Total ● Other



Price by Period and Purchase type

● Increase ● Decrease ● Total ● Other



## RECOMMENDATIONS

- 1) Conduct market research to identify the reasons why product is not selling well in Germany and Australia. This will help you to understand the local market dynamics, customer preferences, and competition. Then, customize your product to meet the specific needs and preferences of the customers in the other two countries.
- 2) Develop a localized marketing strategy that is tailored to the cultural, linguistic, and social norms of Germany and Australia. This may involve using local influencers, translating your content into local languages, or creating localized campaigns that resonate with the local audience.
- 3) Offer incentives such as discounts, free trials, or promotions to encourage customers in the other Germany and Australia to try your product. This will help you overcome any initial reluctance or skepticism and establish your car brand in the local market.
- 4) To boost sales and profits, focus on the the manufacturing of high revenue-generating version like the 75 RWD, P90D and 600 AWD.
- 5) Focus on enhancing the overall customer experience, such as providing excellent customer service, offering test drives, and providing a comfortable showroom environment.
- 6) Conduct further analysis of the market trends, demand and competition during the months of May and June, and compare them to April. This analysis will provide insights into why sales were low in May and June, and help develop an appropriate marketing strategy.