

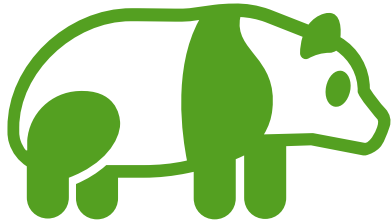


# **Car Brand Metrics**

**Comprehensive Sales Insights:  
Pricing, Volume & Retentions.**

*-Aug 24*

# Analysis Tools



1. Python Pandas



2. Cognos Analytics

viz1

viz2

viz3

+

Total Sales for All Vehicles

# \$8,253,104

Unit Sales

Car Brand Retention Percentage

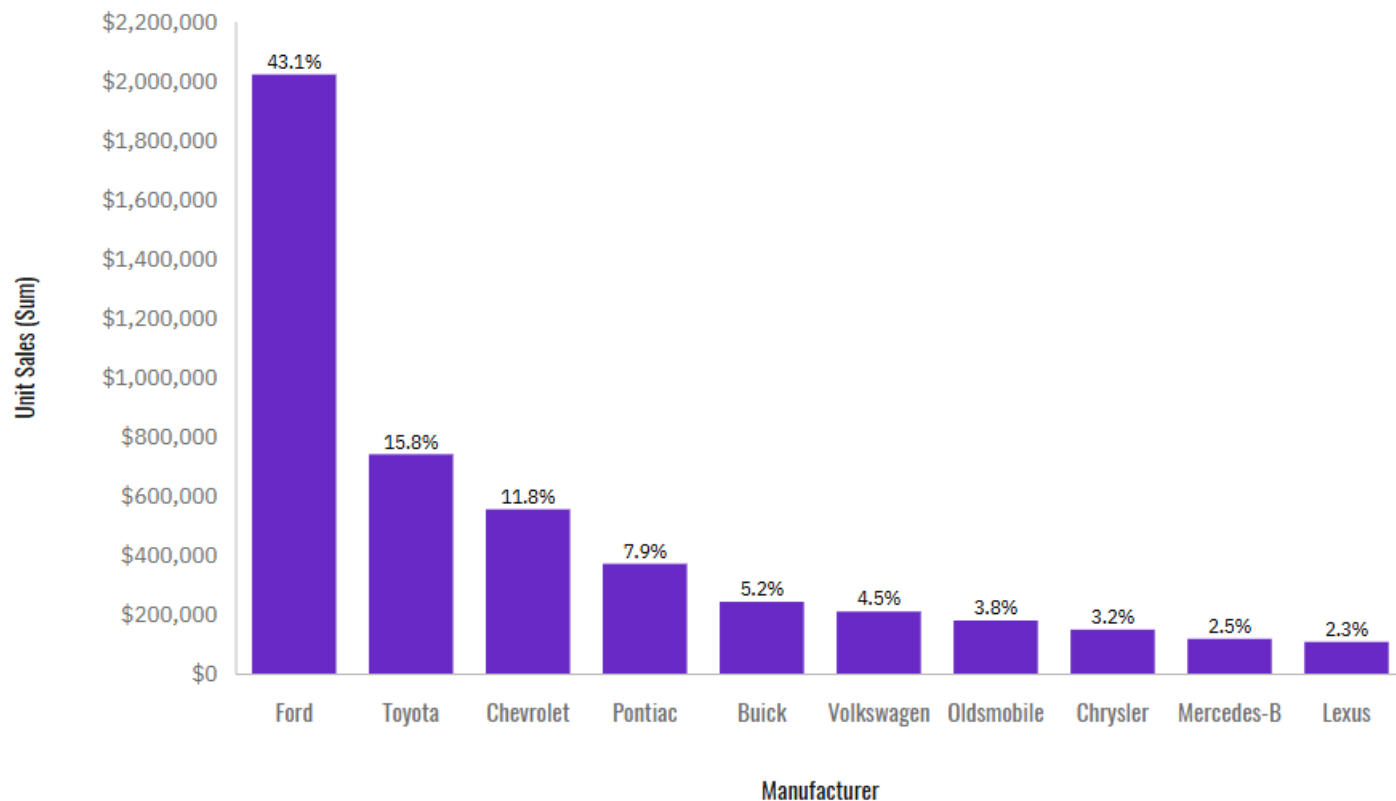
# 69%

Retention %

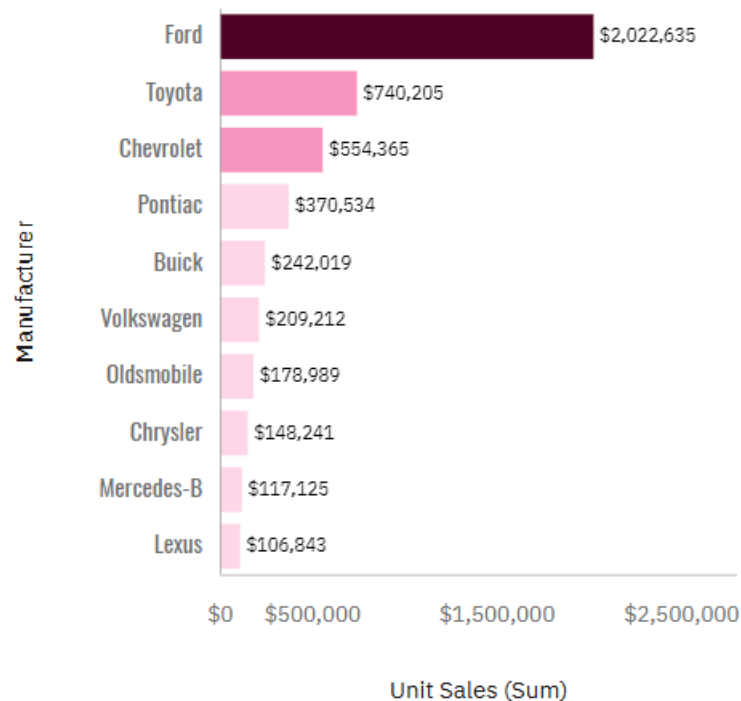
Average Car Price

# \$27,455

Price

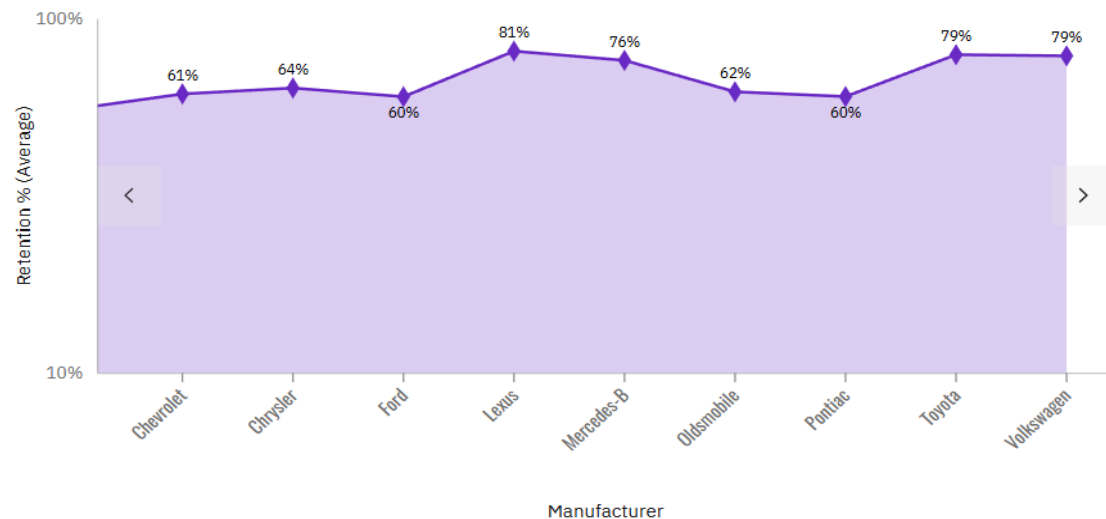
Top 10 Manufacturers by Percentage of Unit SalesTop 10 Manufacturers by Unit Sales

Unit Sales (Sum)

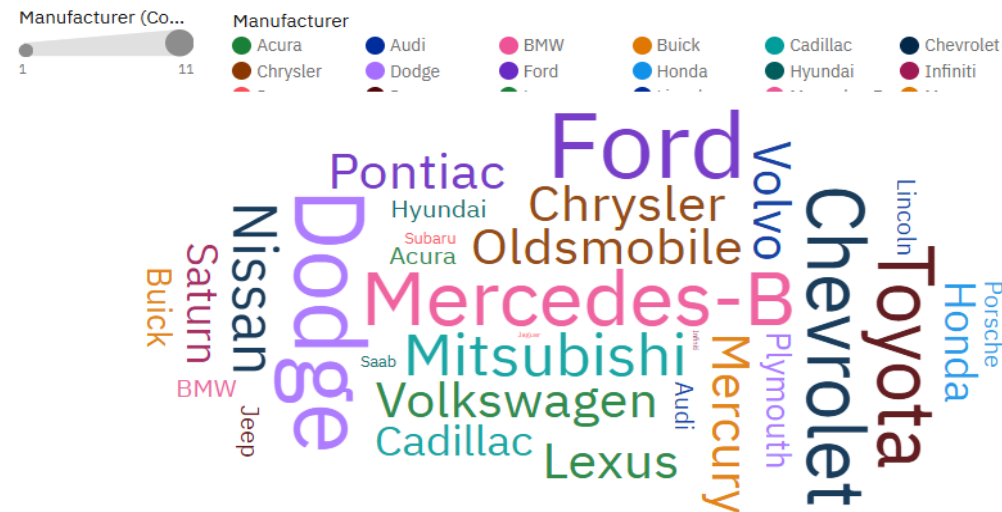


viz1 viz2 viz3 +

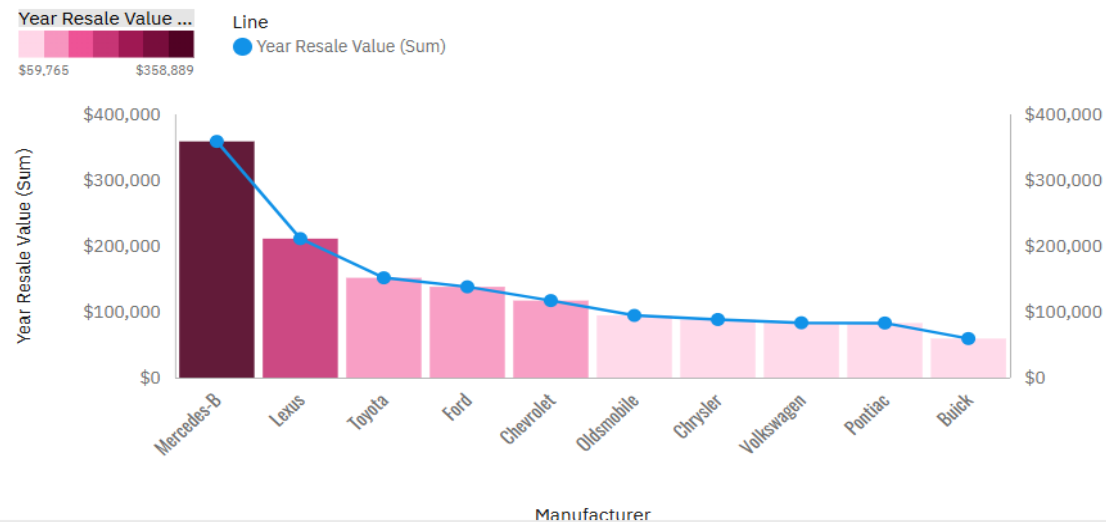
**Retention % by Manufacturer**



**Car Brands Word Cloud Analysis**



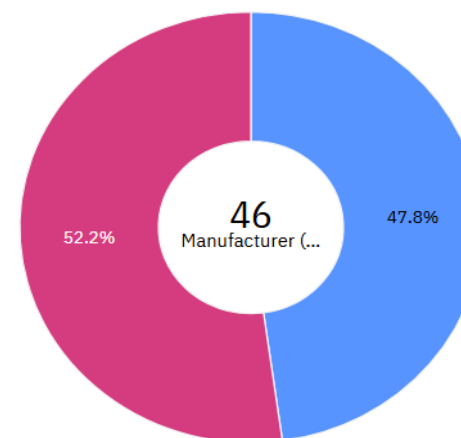
**Resale Value of Top 10 Car Brands: Line and Column Chart**



**Manufacturer Retention Value Ratings**

Retention Value

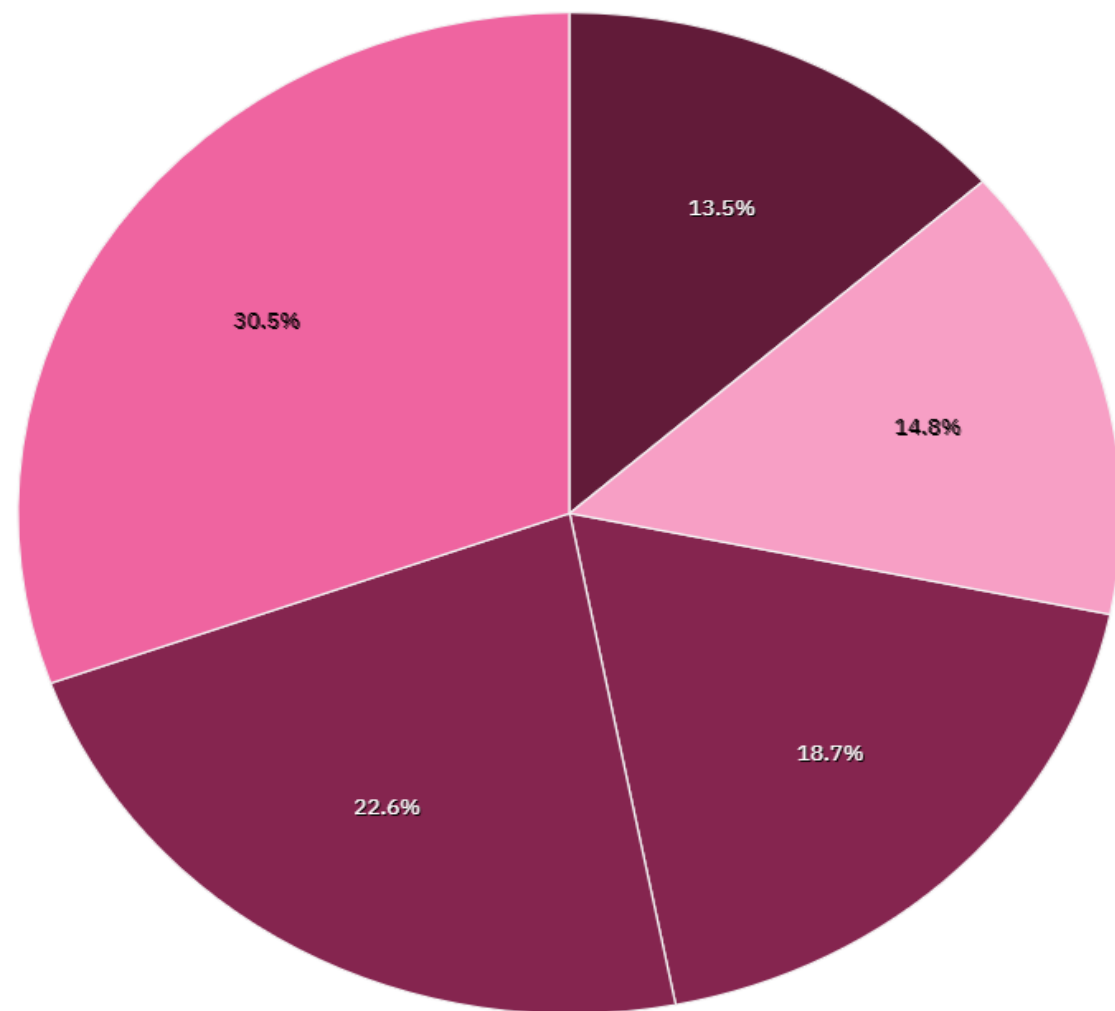
- POOR
- GOOD



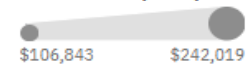
Top 5 Car Brands: Unit Sales Percentages

Manufacturer

Lexus Mercedes-B Chrysler Oldsmobile Buick

Top 5 Car Sales: Tree Map Visualization

Unit Sales (Sum)



Manufacturer

Buick Chrysler Lexus Mercedes-B  
Oldsmobile