**USA EV Population Data Dashboard Story**

# Executive Summary

This dashboard provides a detailed overview of the current electric vehicle (EV) landscape in the USA. It highlights registration trends, model popularity, range efficiency, CAFV incentive eligibility, and electric utility-based adoption. With over 621K registered EVs, we uncover which models, cities, and providers are leading adoption—and where improvement opportunities lie.

# KPI Insights

• **Average of Electric Range**: 44.94 miles  
 - Insight: Indicates a relatively short average range, suggesting many EVs are still city-oriented.  
 - Problem: May not be ideal for long-distance users.  
 - Recommendation: Promote EVs with higher range in suburban/rural areas.  
  
• **Total EV Registrations**: 621K  
 - Insight: Strong adoption across the country.  
 - Opportunity: Scale incentive programs in high-growth regions.  
  
• **Most Popular EV Model**: MODEL Y  
 - Insight: Consumers prefer Model Y, likely due to balance between range, price, and performance.  
 - Suggestion: Highlight Model Y features in EV awareness campaigns.  
  
• **% Eligible for CAFV Incentive**: 30.56%  
 - Insight: Only 1 in 3 vehicles are eligible for clean air incentives.  
 - Problem: Low incentive coverage could slow adoption.  
 - Recommendation: Reassess CAFV policies or expand vehicle eligibility.

# EV Registrations by Top 10 Cities

• **Insight**: Yakima, Vern, and Woodland lead EV adoption.  
• **Problem**: Lower adoption in cities like Worley and Wrch.  
• **Solution**: Launch city-specific awareness campaigns in underperforming cities.

# EV Model Sales by Model Year

• Insight: 2019 is the peak year with ~46K model sales.  
• Trend: Trend shows gradual decline after 2019.  
• Action: Analyze why sales dipped post-2019 (e.g., COVID-19, policy shifts).

# CAFV Eligibility Distribution

**Insight**:

• 59.63% vehicles are CAFV eligible.  
• 9.81% unknown eligibility, 30.56% not eligible.  
**• Problem**: High 'unknown' may reflect poor data quality.  
• **Solution**: Work with data providers to improve incentive status tracking.

# Average of Electric Range by Model

**Insight**:

• Roadster and I-PACE lead with highest range (~200+ miles).  
• E-GOLF and Model X have lower range.  
• **Suggestion**: Promote high-range models for rural users; highlight E-GOLF as an urban solution.

# Count of Models by Electric Utility

**Insight**:

• NA, PUGET SOUND ENERGY, and PACIFICORP (WA) serve most EVs.  
• Low adoption seen in MOD OF PUYALLUP and SNOHOMISH COUNTY.

• **Problem**: Regional utility companies may lack infrastructure.  
• **Action**: Coordinate with utilities to expand charging networks.

# Filters Used

• City, Model Year, Make – allow dynamic slicing for focused stakeholder discussions.

# Final Recommendations for Stakeholders

• Target incentives and campaigns in low-registration cities.  
• Expand eligibility or improve awareness of CAFV programs.  
• Collaborate with utilities for better EV infrastructure.  
• Monitor sales trend dips to adjust forecasting and supply strategies.