

Executive Summary

All Time Revenue

\$671,48Jt

Total Unit Sold

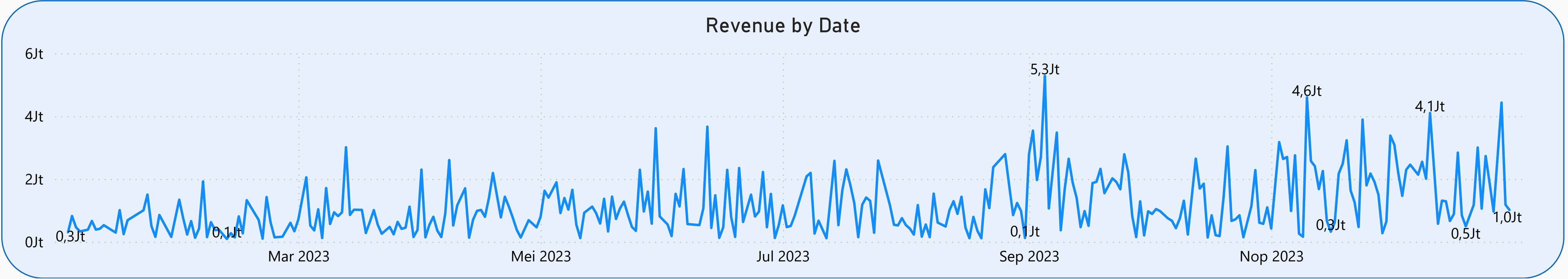
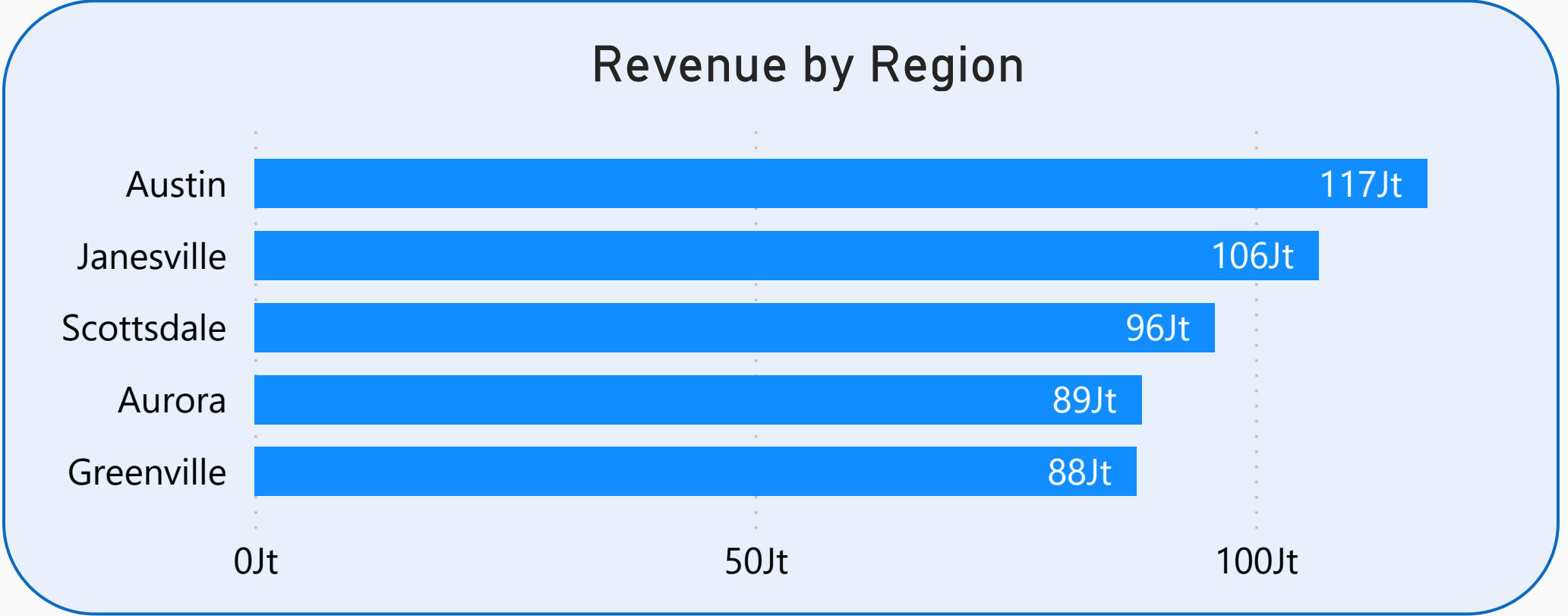
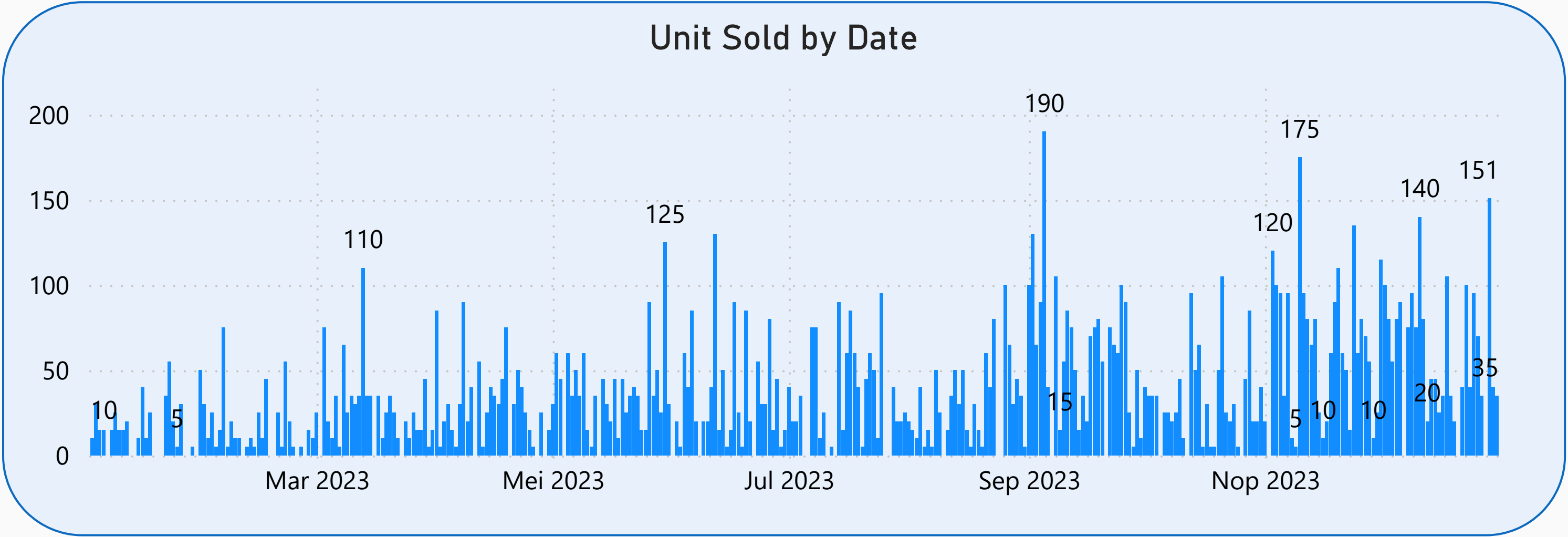
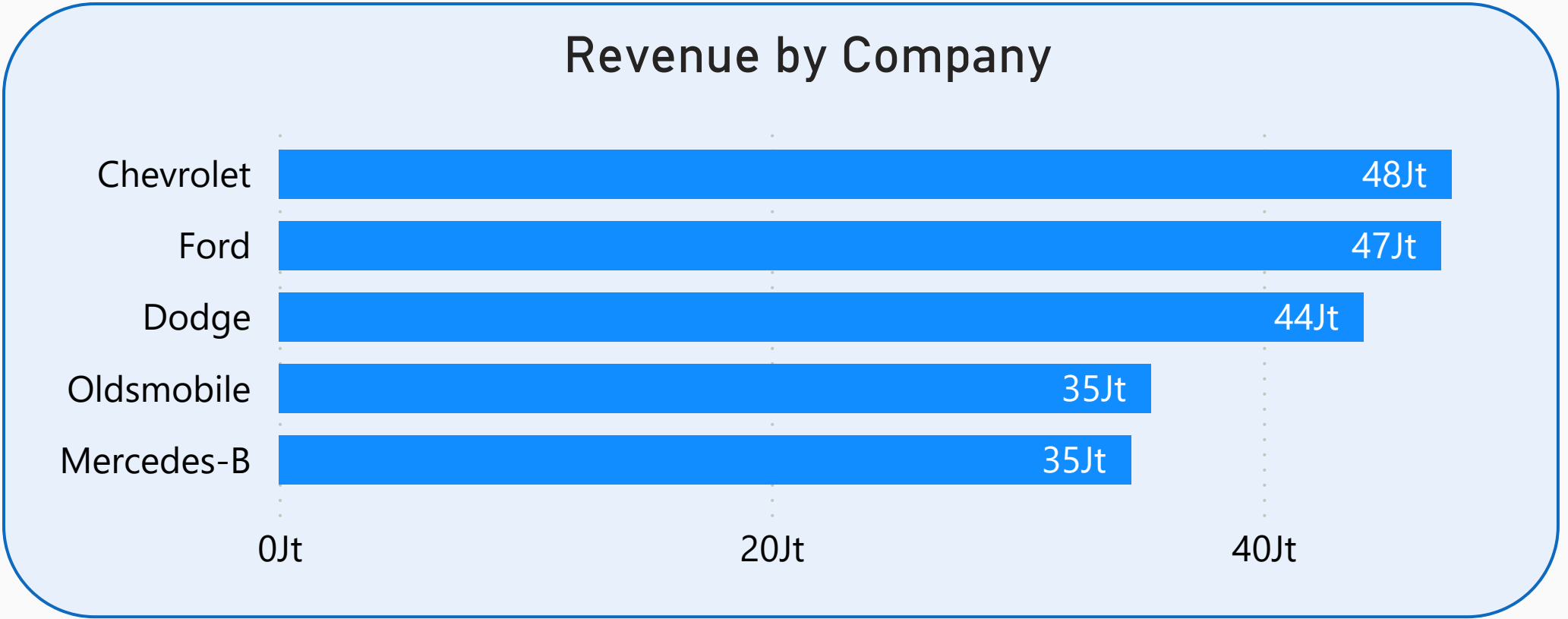
23,9Rb

Average Price

28,09Rb

Total Dealers

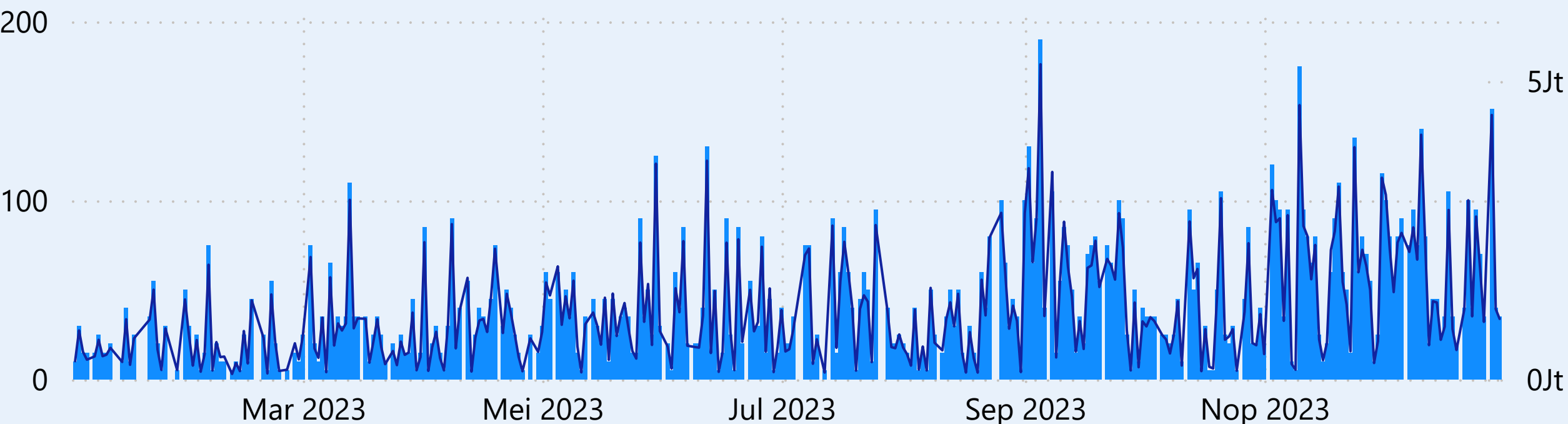
28



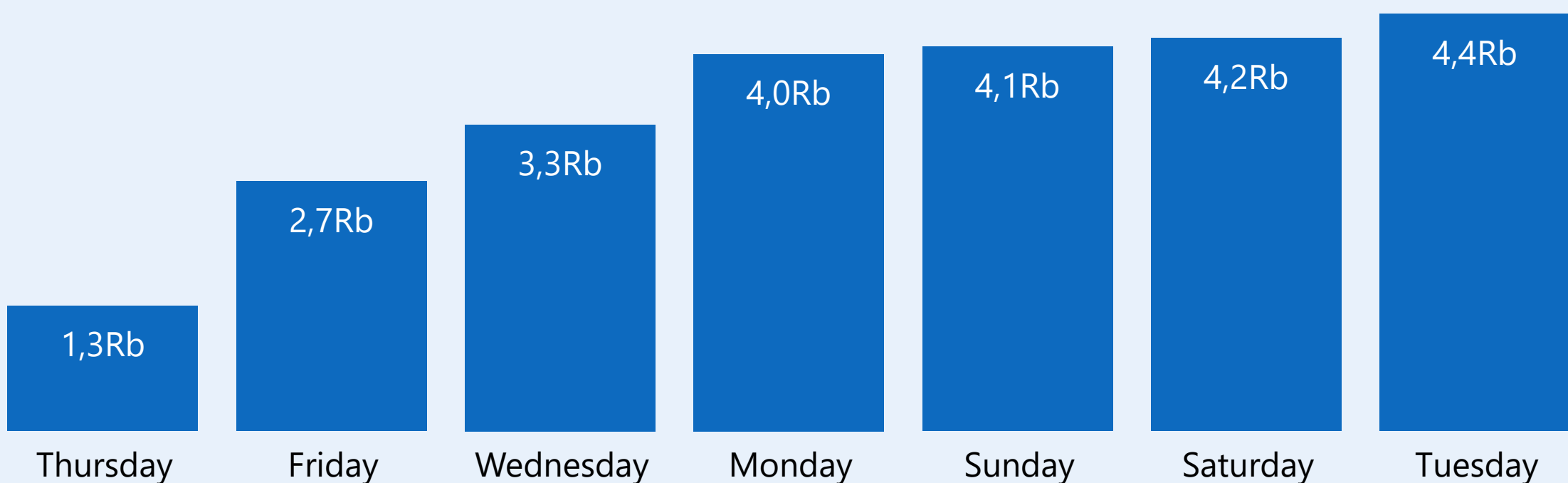
# Sales Performance

## Total Unit Sold and Revenue by Date

● Total Unit Sold ● Total Revenue



## Total Unit Sold by Day



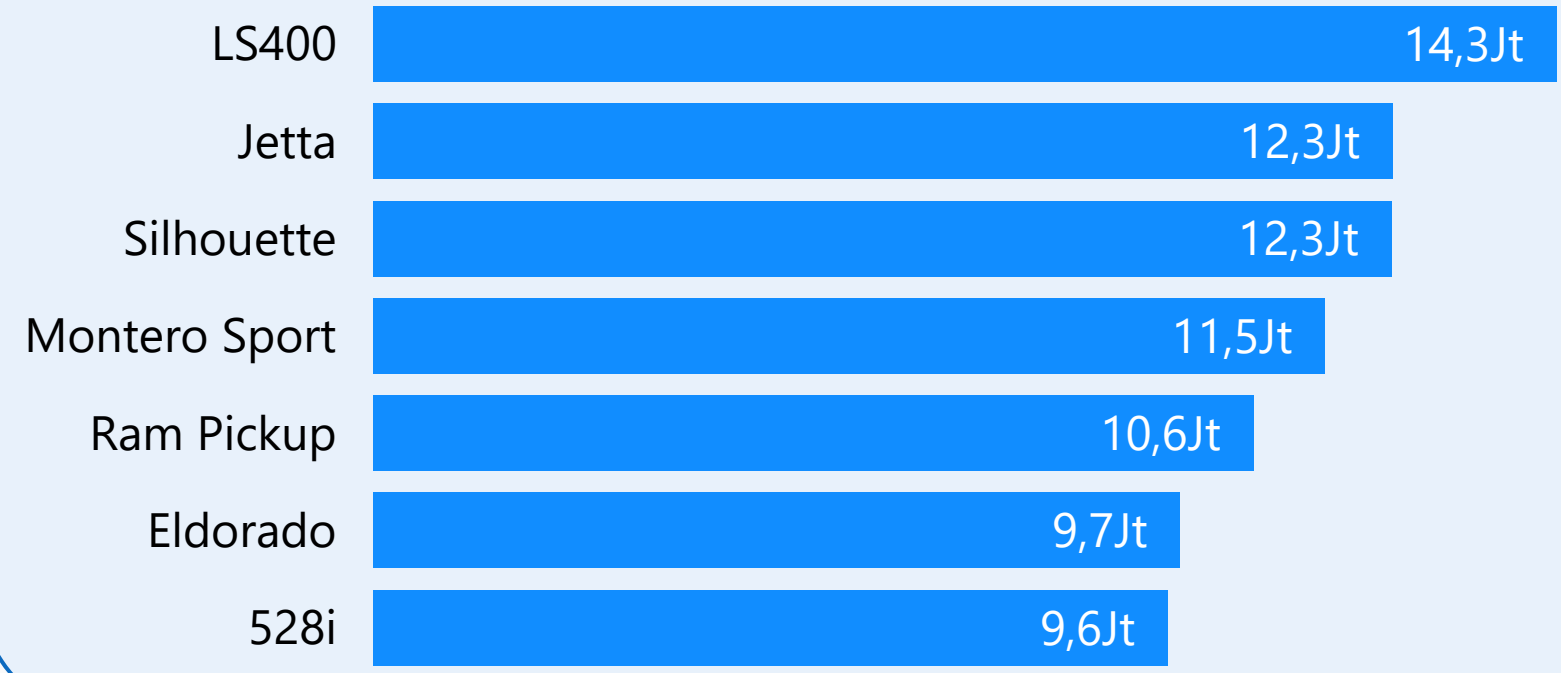
## Moving Average per Month



QuarterName	Q1		Q2		Q3		Q4		Total	
▲ Year	Total Revenue	Total Unit Sold	Total Revenue	Total Unit Sold	Total Revenue	Total Unit Sold	Total Revenue	Total Unit Sold	Total Revenue	Total Unit Sold
2022	\$37Jt	1.340	\$63Jt	2.240	\$86Jt	2.985	\$114Jt	4.079	\$300Jt	10.644
2023	\$47Jt	1.720	\$86Jt	3.025	\$105Jt	3.750	\$134Jt	4.766	\$371Jt	13.261
Total	\$84Jt	3.060	\$149Jt	5.265	\$191Jt	6.735	\$248Jt	8.845	\$671Jt	23.905

# Product Analysis

## Total Revenue by Model



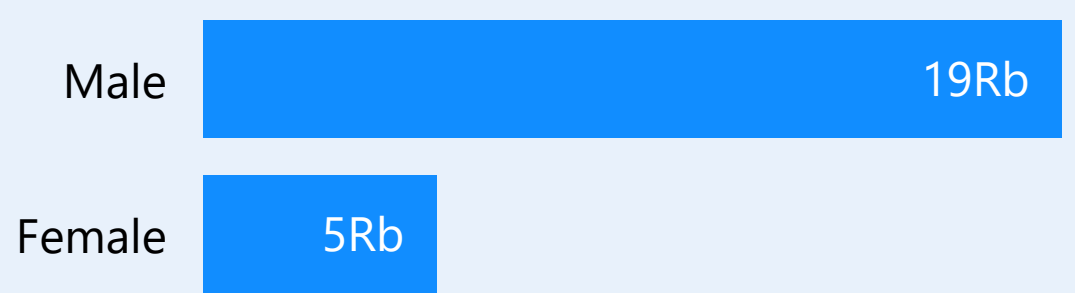
**Insight:**

- Model premium (LS400) menghasilkan revenue tertinggi meski bukan mass market.
- Model mid-range (Jetta, Silhouette) memberikan revenue stabil dari volume.

**Strategy:**

- Pertahankan LS400 sebagai **high-margin product**.
- Optimalkan Jetta & Silhouette untuk

## Total Unit Sold by Gender



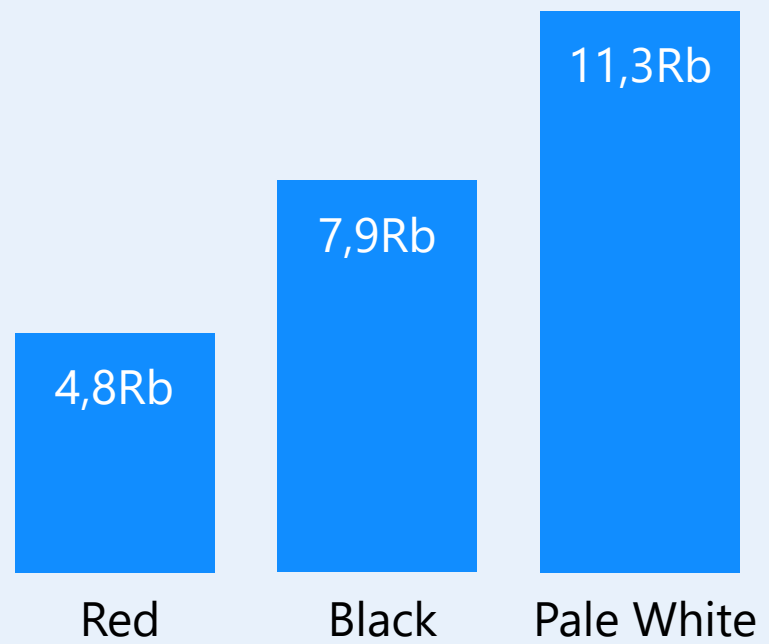
**Insight:**

- Penjualan didominasi pelanggan pria.
- Segmen perempuan masih under-penetrated.

**Strategy:**

- Kembangkan fitur & campaign yang lebih **gender-inclusive**.
- Targetkan growth dari segmen female buyer.

## Total Unit Sold by Color



**Insight:**

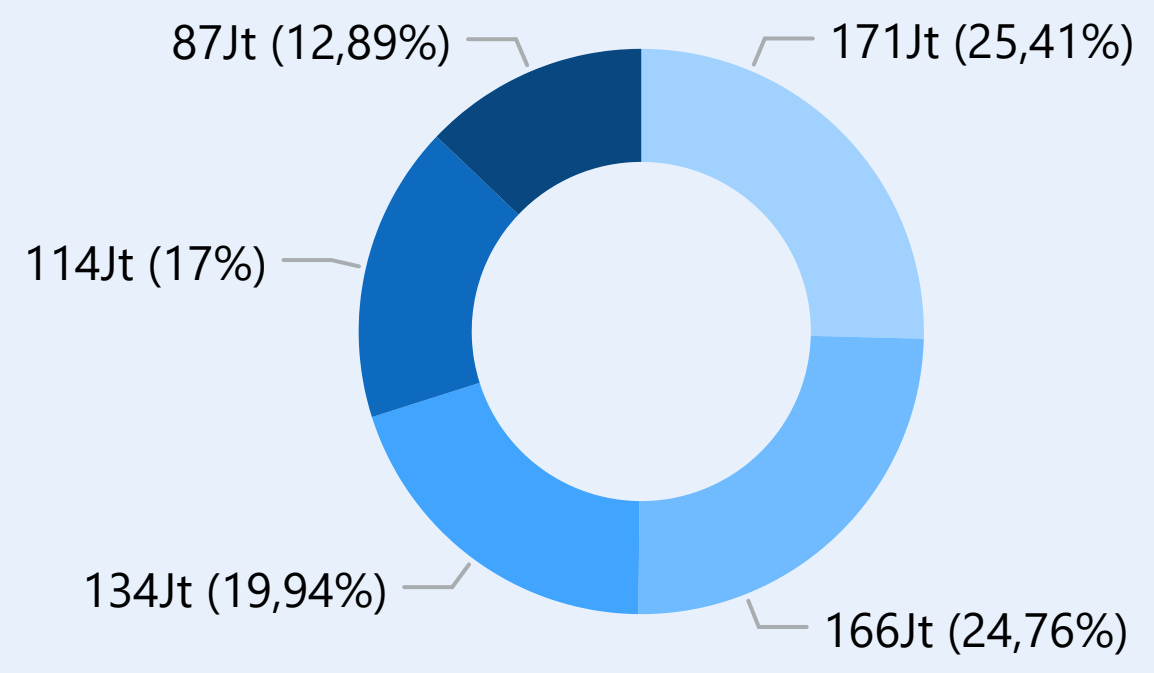
- Warna netral (Pale White, Black) mendominasi penjualan.
- Warna mencolok bersifat niche.

**Strategy:**

- Tingkatkan stok warna netral.
- Warna non-netral sebagai **optional offering**, bukan stok utama.

## Total Revenue by Body Style

- Body Style**
- SUV
  - Hatchback
  - Sedan
  - Passenger
  - Hardtop



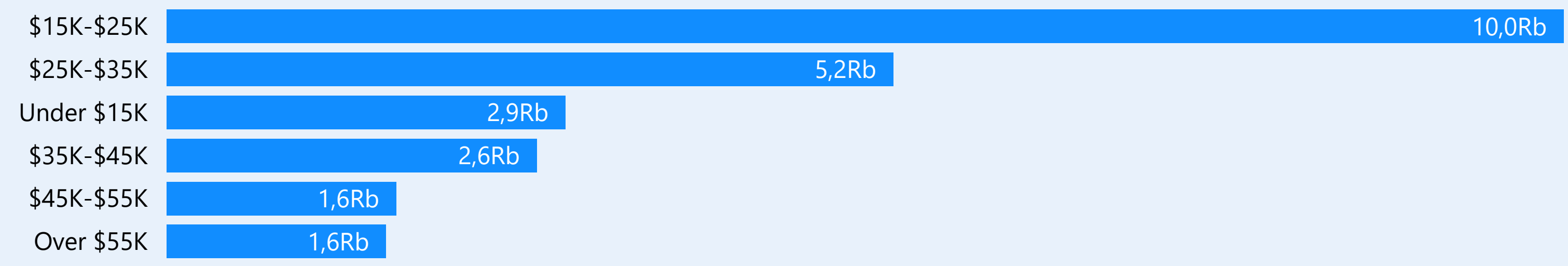
**Insight:**

- SUV dan Hatchback menjadi kontributor revenue terbesar.
- Distribusi revenue relatif seimbang → pasar terdiversifikasi.

**Strategy:**

- Prioritaskan pengembangan **SUV & Hatchback**.
- Pertahankan variasi body style untuk stabilitas revenue.

## Total Unit Sold oleh Price Range



**Insight:**

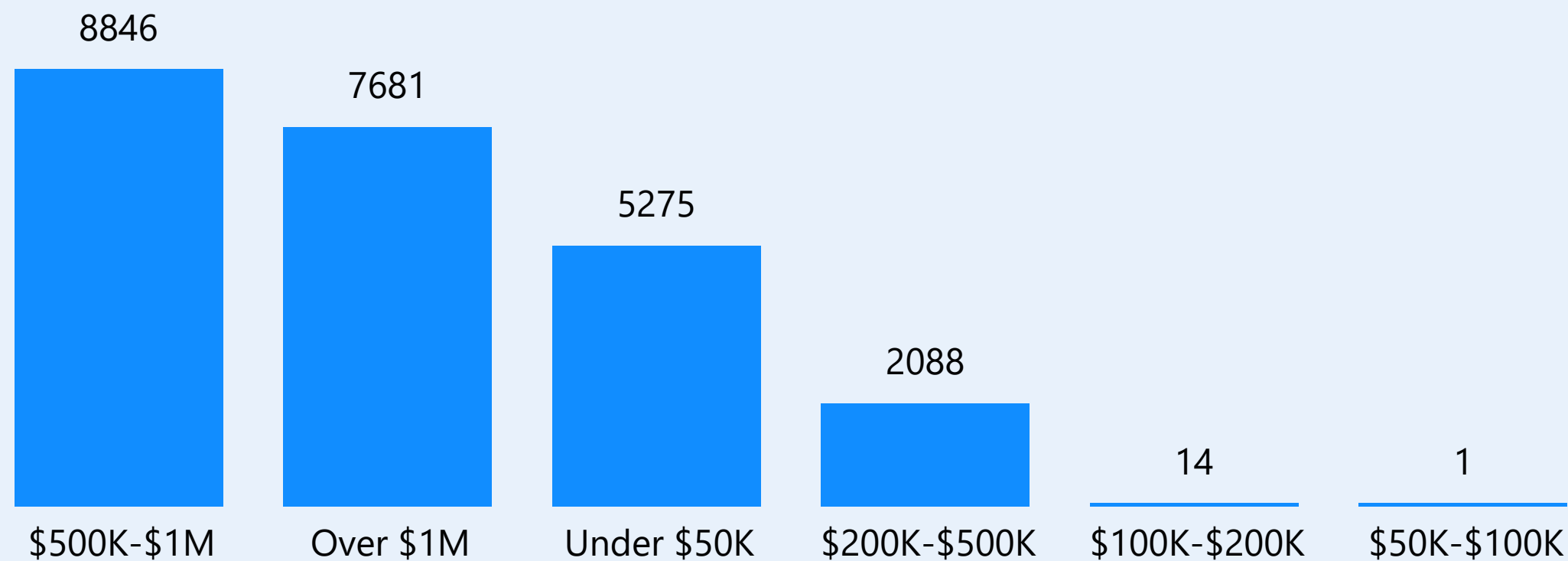
- Mayoritas penjualan ada di rentang **\$15K-\$35K**.
- Harga di atas \$45K memiliki demand rendah (price-sensitive market).

**Strategy:**

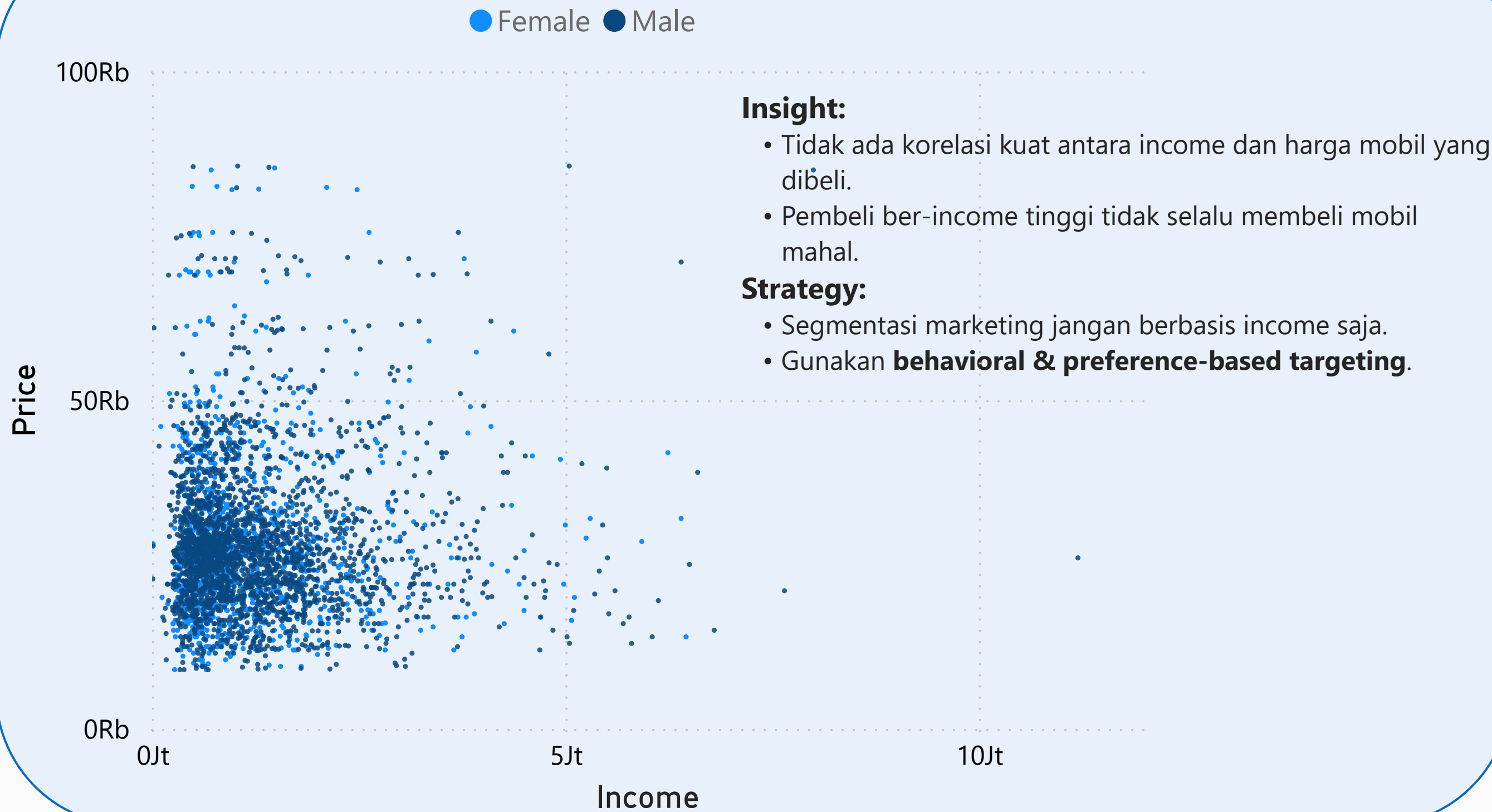
- Fokus inventory & promo di **mid-price segment**.
- Produk premium gunakan **targeted marketing**, bukan mass campaign.

# Customer & Regional Analysis

## Total Unit Sold oleh Income Bracket



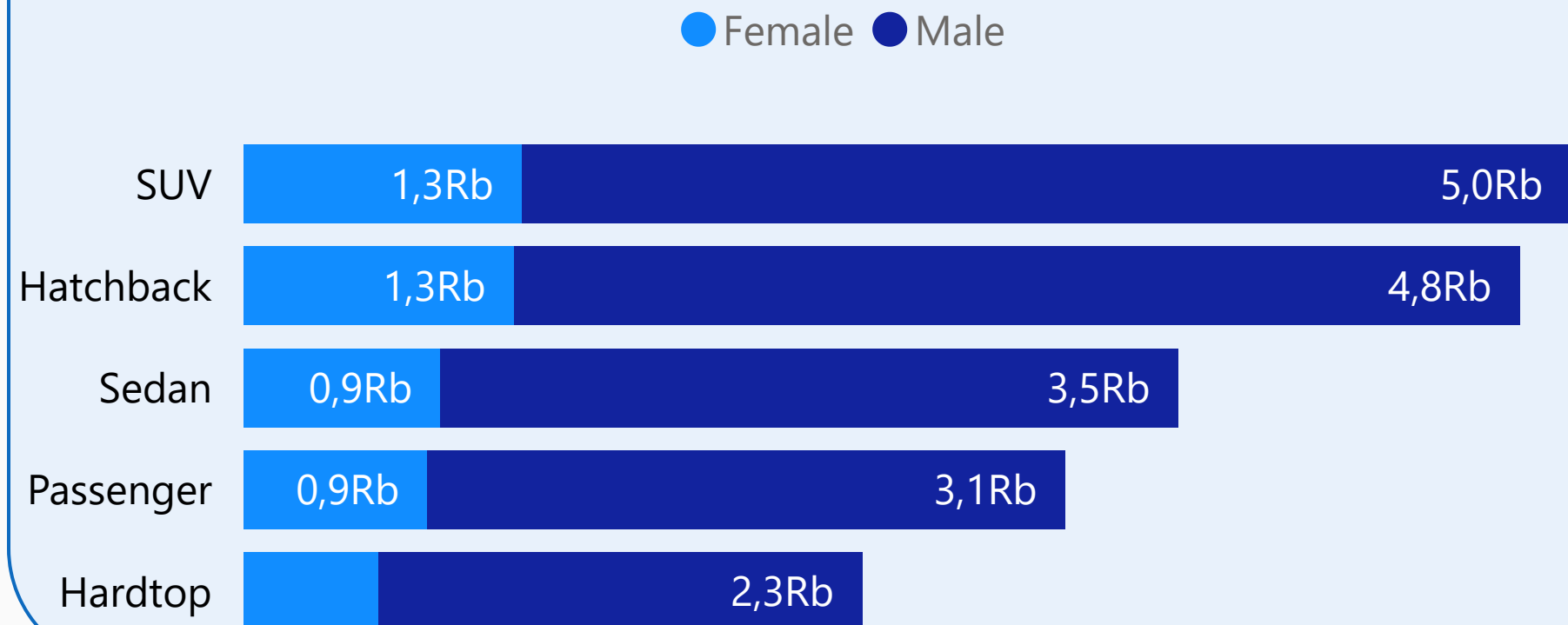
## Price Distribution by Income and Gender



## Revenue by Dealer



## Unit Sold by Body Style and Gender



### Insight:

- Pria mendominasi pembelian di semua body style, terutama SUV & Hatchback.
- Minat perempuan relatif konsisten namun jauh lebih kecil di setiap kategori.

### Strategy:

- Pertahankan SUV & Hatchback sebagai core product.
- Kembangkan varian/fitur SUV & Hatchback yang lebih **female-oriented** untuk ekspansi demand.

dealer_region	Total Revenue	Total Unit Sold	Avg Price
Aurora	88642382	3129	28.329,30
Austin	117192531	4135	28.341,60
Greenville	88149602	3128	28.180,82
Janesville	106351234	3821	27.833,35
Middletown	87134628	3128	27.856,34
Pasco	88040714	3131	28.119,04
Total	671480465	23905	28.089,54