

Car Sales Analysis

Year-to-date performance across dealers, regions, models, and customer segments





Sales Performance Overview

\$37M · 13.3K

YTD Total Sales

MTD: \$54.28M

\$28K

Cars Sold

MTD: 1.92K units

\$28K

Average Price

MTD: \$28.26K

Key Performance Indicators



Sales Overview

- YTD vs PTYD comparison
- YOY growth tracking
- Monthly trends



Price Analysis

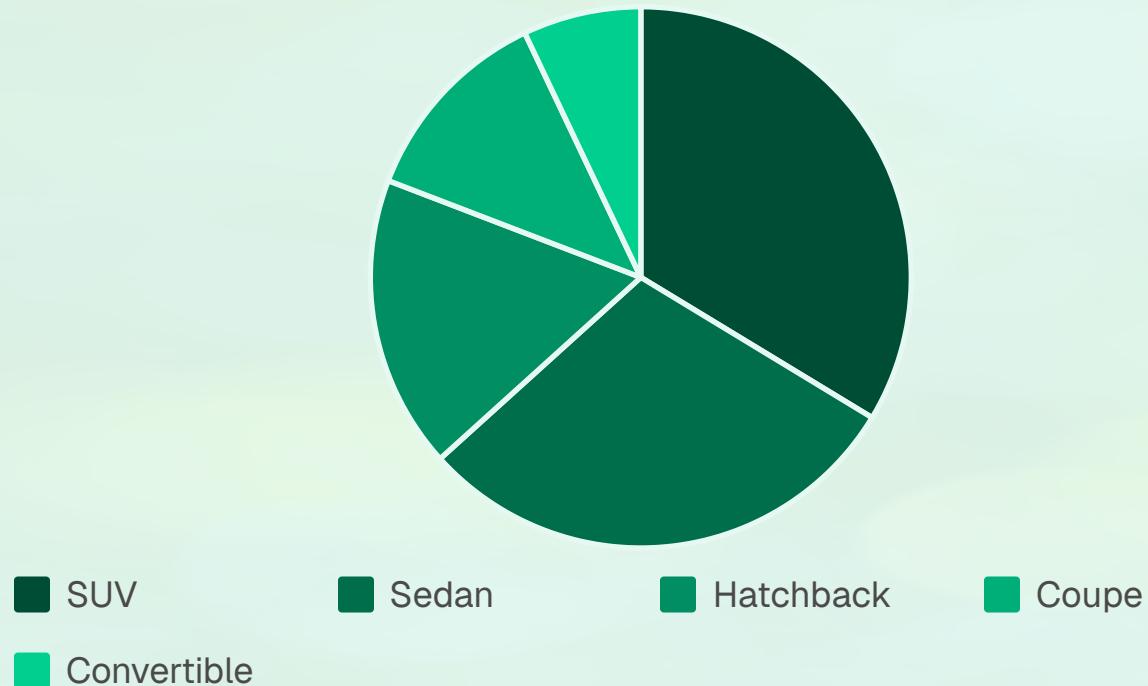
- Average price trends
- YOY price growth
- Period comparisons



Volume Metrics

- Units sold tracking
- Growth indicators
- Performance gaps

Sales by Body Style

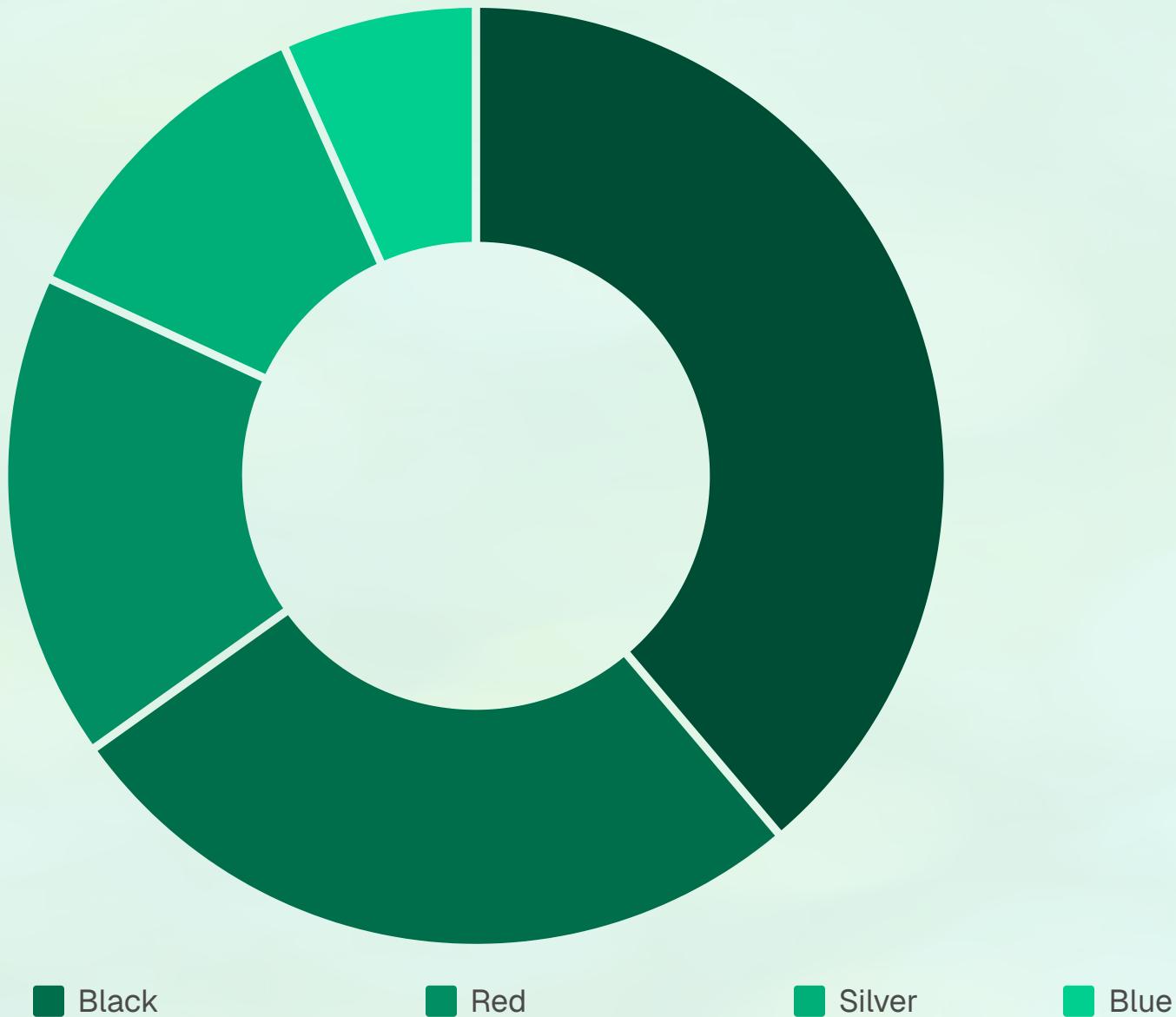


Top Performers

SUVs and Sedans dominate sales, representing over 60% of total revenue.

Recommendation: Boost inventory for high-demand body styles.

Color Preferences



■ Pale White

■ Black

■ Red

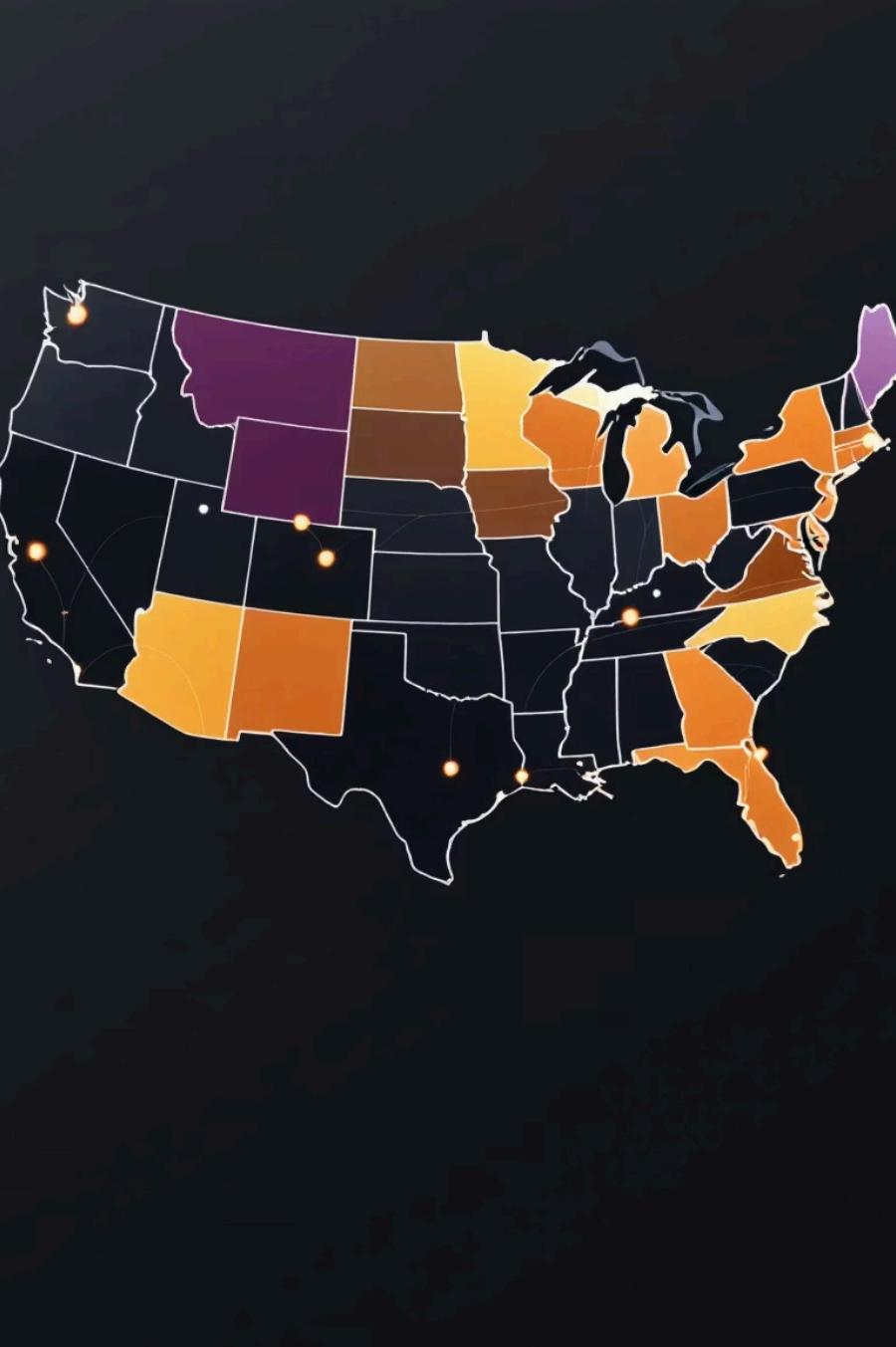
■ Silver

■ Blue

Pale White leads customer preferences, followed by Black and Red. Align inventory with color demand patterns.

Top Companies Performance

Company	Cars Sold	Avg Price	YTD Sales
Chrysler	1,043	\$26.0K	\$27.1M
Dodge	940	\$26.4K	\$25.0M
Chrysler (Alt)	618	\$25.9K	\$16.0M
BMW	445	\$25.7K	\$11.8M
Acura	376	\$24.9K	\$9.3M
Cadillac	363	\$42.2K	\$15.3M



Regional Sales Distribution

1

High-Volume Regions

Strong dealer networks driving consistent sales performance

2

Growth Opportunities

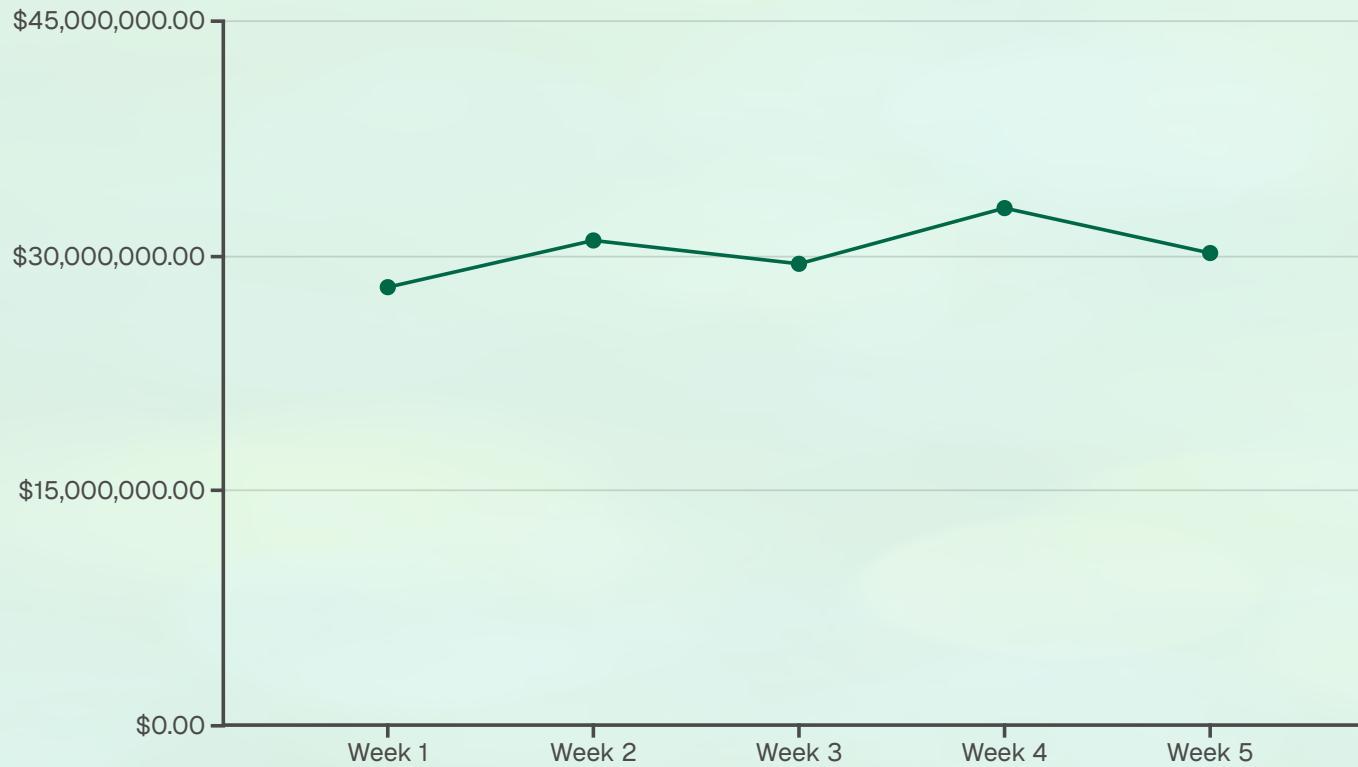
Low-volume regions need targeted promotions and support

3

Geographic Insights

Map visualization reveals clear regional patterns and gaps

Weekly Sales Trends



Consistent Performance

Weekly trends show stable sales patterns with predictable peaks.

Use insights to optimize promotional timing and staffing.

Strategic Recommendations



Inventory Optimization

Boost stock for SUVs, Sedans, and top-selling colors



Regional Focus

Strengthen low-volume regions with targeted campaigns



Pricing Strategy

Review models with high prices but lower volume



Timing Alignment

Match staffing and promotions to weekly demand patterns

Dashboard Benefits

Real-Time Insights

Interactive KPIs for informed decision-making

Detailed Tracking

Drill into individual records and trends

Easy Navigation

Smooth movement between overview and details

- ☐ **Next Steps:** Refresh dashboard monthly to track performance and adapt strategies across sales, operations, and marketing.