



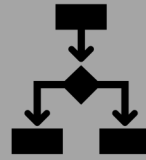
Can Tesla Stay Ahead of the Game?

Mark Sosa

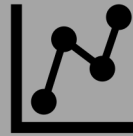
Nabil Arnaoot

Nupur Gupta

Agenda



Introduction by Nupur: Situation, Problem Statement, Model Selection, Solution Process, Research Method



Analysis by Nabil: Research Analysis, Model Results Visualization, Results Interpretation,



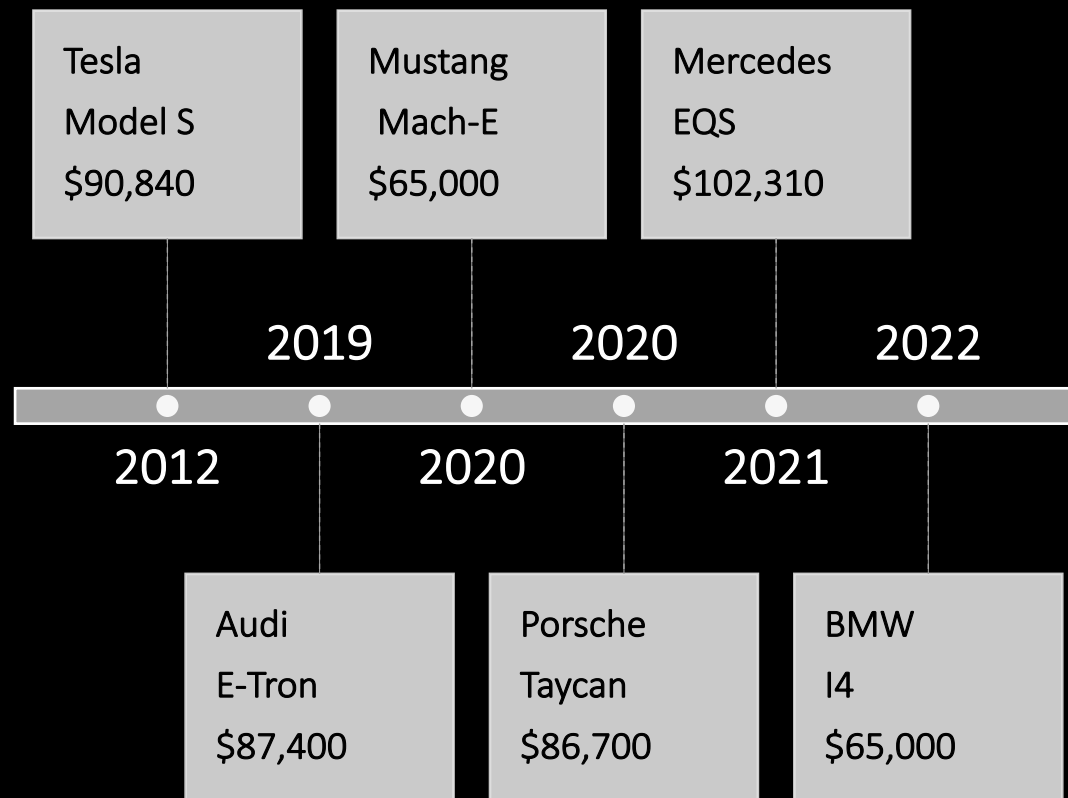
Conclusions by Mark: Situation Comparison, Conclusion, Recommendations



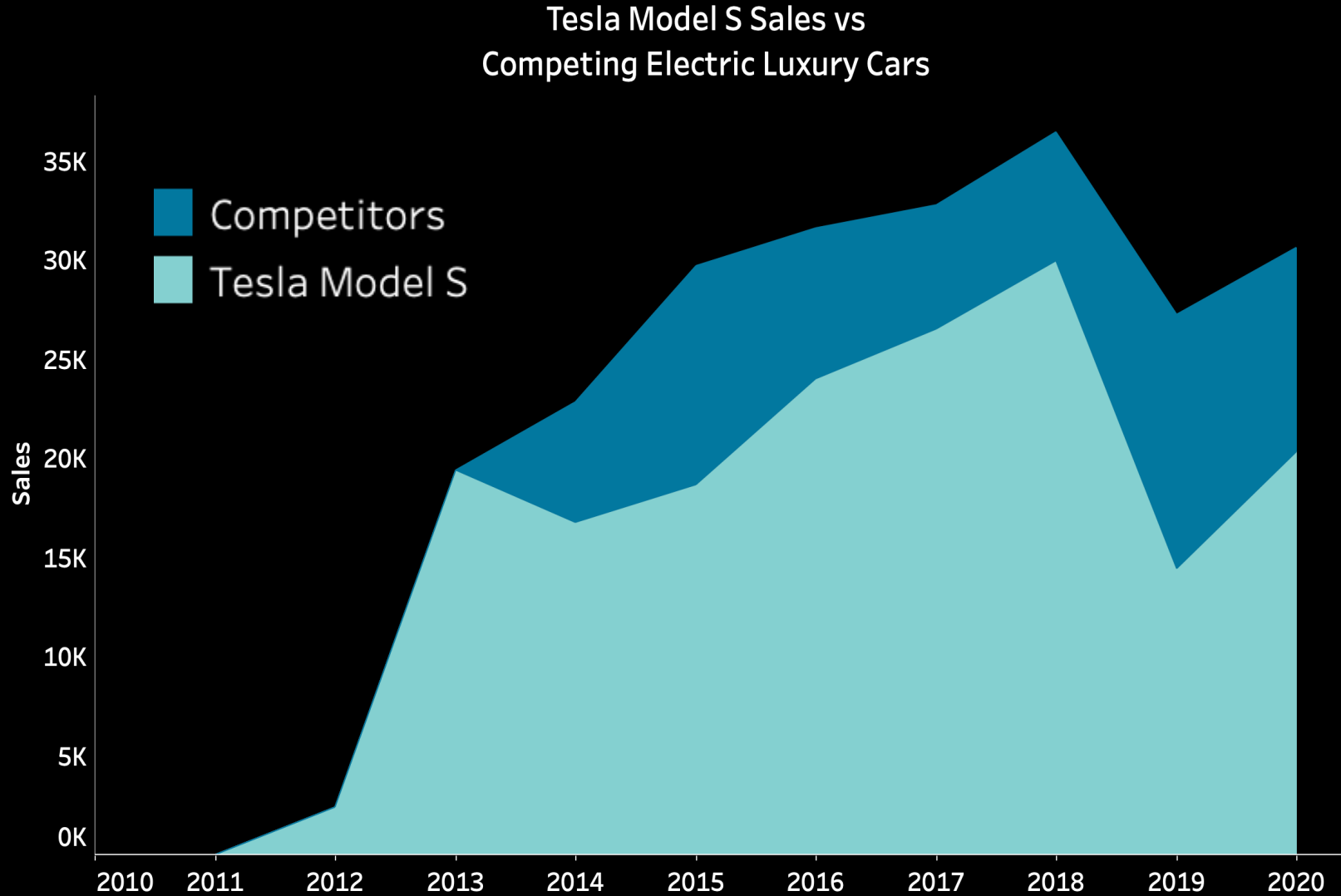
Introduction



Situation: The Competitive Landscape

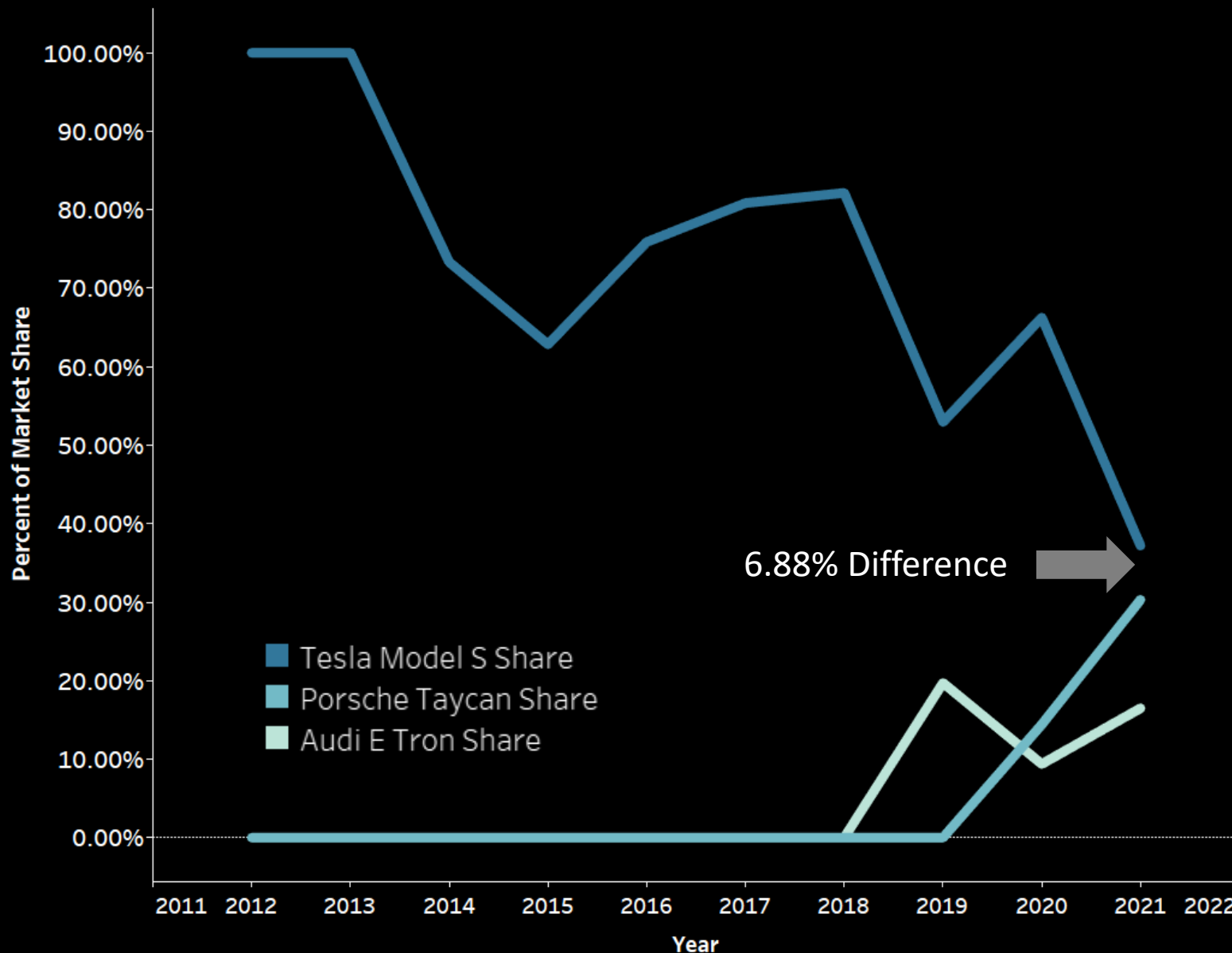


Situation Continued



- Electric luxury competitors are gaining on Model S.
- Overall sales have increased.
- Model S has dropped to about half of market share.

Electric Luxury Car Market

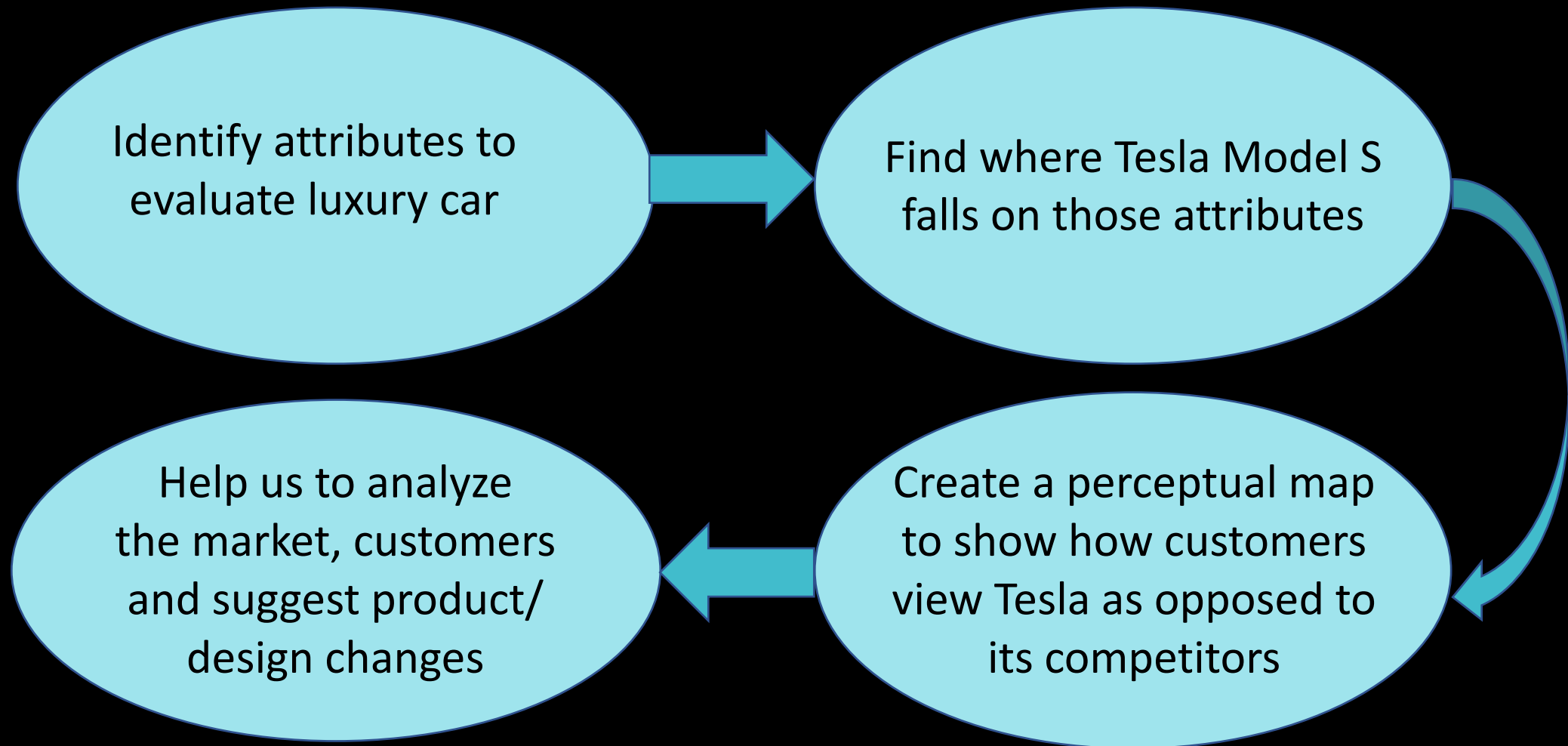


- Top 3 in market share in the luxury electric car category from 2011-2021.
- Based off our data, Model S has dropped from 100% market share to 37.19% over span of 10 years.

Problem Statement

- We will increase the market dominance of Tesla Model S over its nearest luxury competitor from 6.88% to 15% or more.
- We will grow total revenue number by 25% from \$62.9 billion to \$78.6 billion.

Model section: Perceptual Map



Solution Process

Secondary
Research

Survey 1

Evaluation
and
Revision

Survey 2

Data
Analysis

Conclusion
and
Evaluation



Research Method

Initial secondary online research.

Surveys through Google forms.

Convenience sampling: friends, classmates, reddit forums.

Analysis with Excel and Tableau:
scatter plot perceptual
maps, histograms.



Analysis

Initial Plan

- First survey to identify most valued attributes for luxury electric cars.



- Second survey to place Tesla and competitor luxury electric cars perception based on attributes.



Use perceptual maps to draw conclusions and make recommendations.



- Analyze results to identify attributes that most differentiate Tesla from competitors.

Changes to Plan

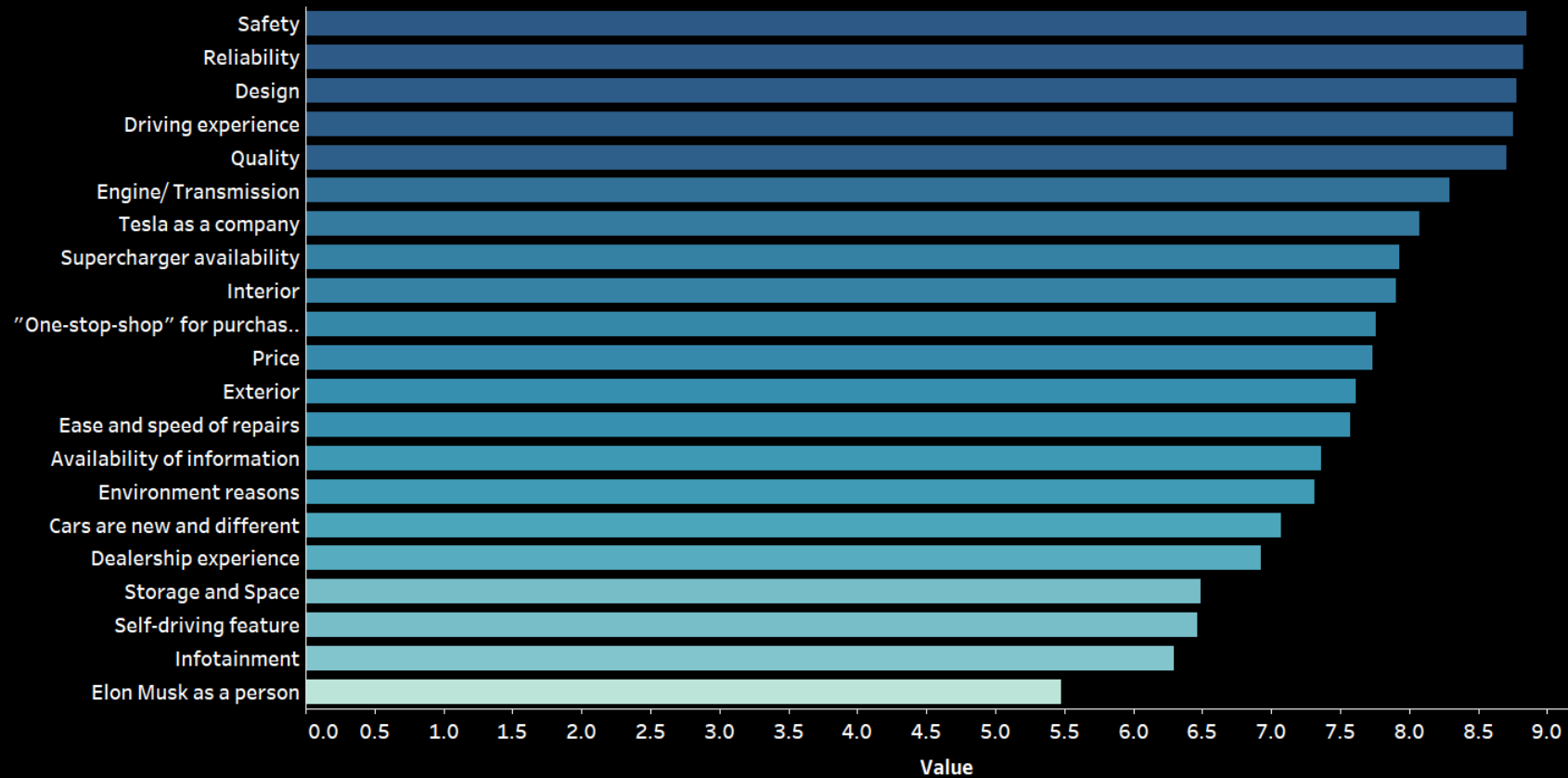
After first survey, determined that initial attributes were inappropriate for luxury cars.

Created new attributes more appropriate to luxury cars for second survey.

All perceptual maps showed Tesla and competitors as almost indistinguishable on critical attributes.

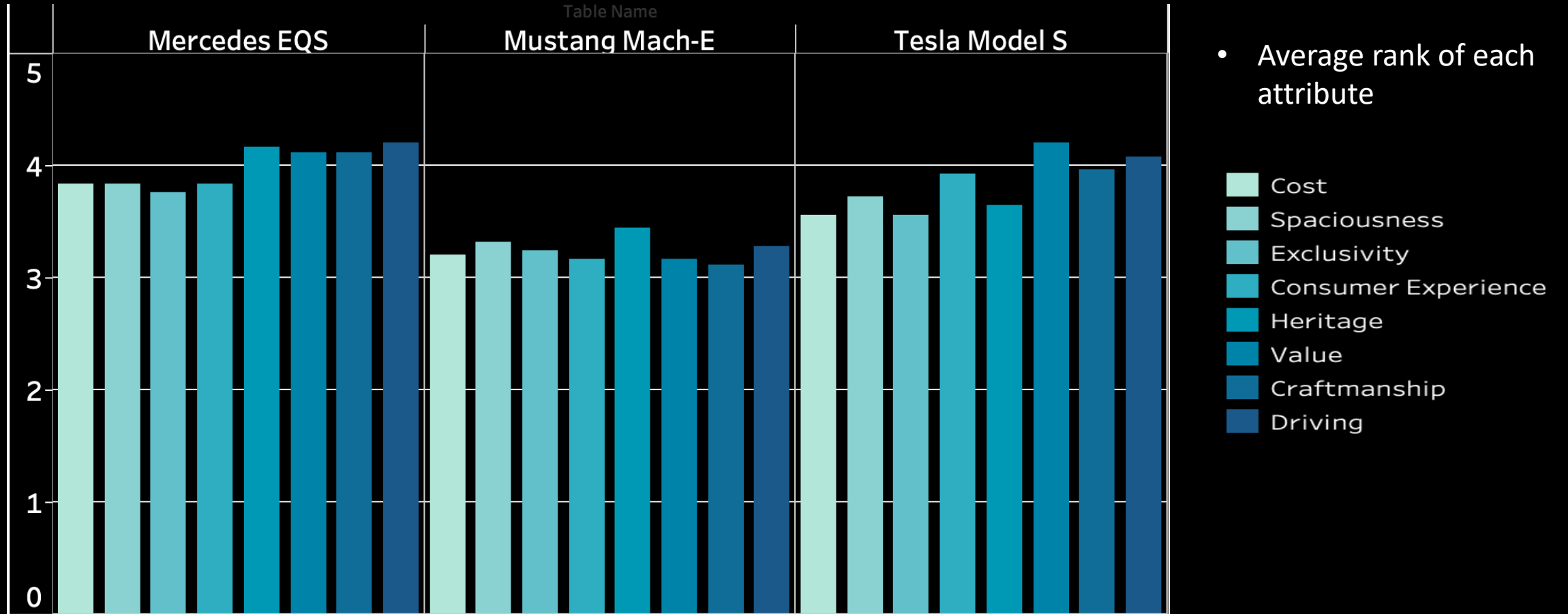
Survey 1 Results

Average Rank of Attributes

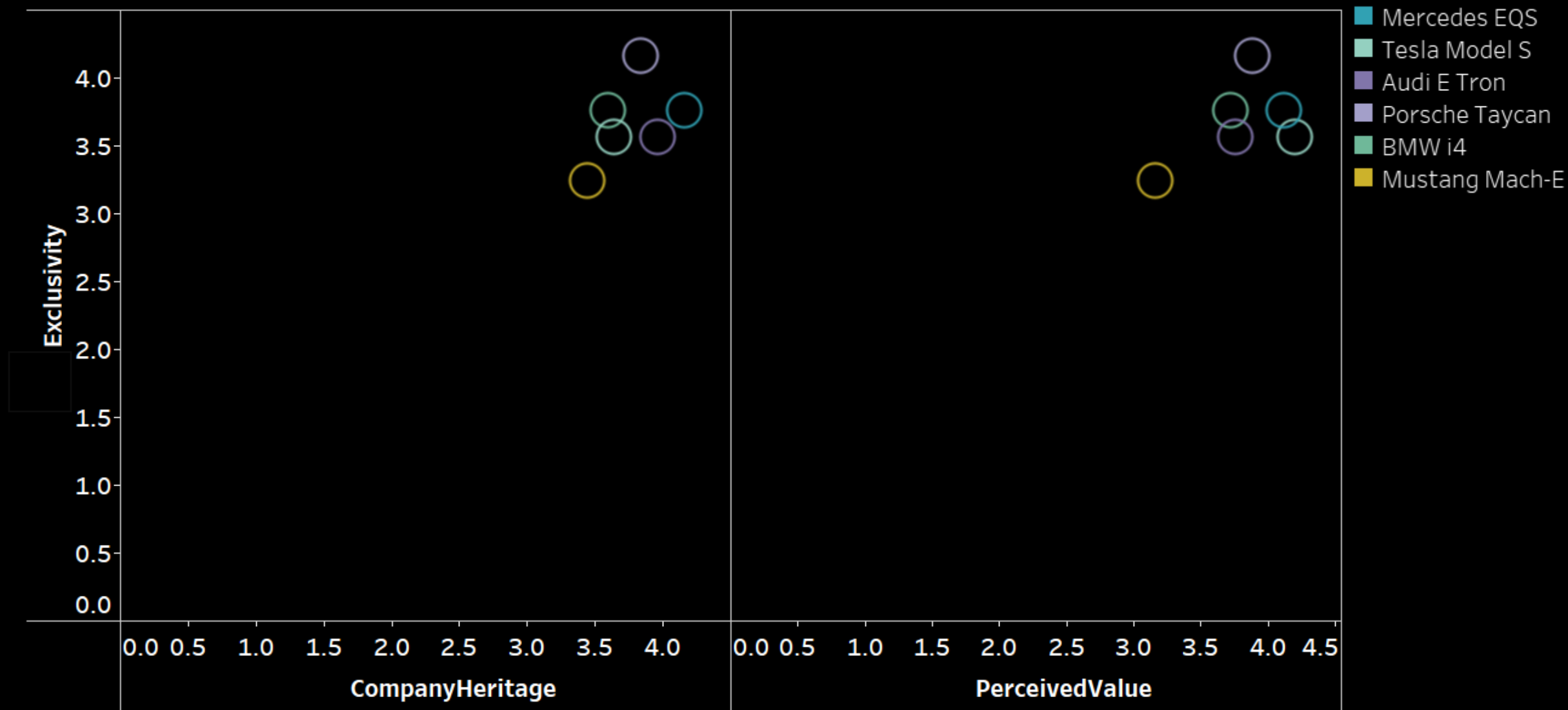


- The graph represents the results of each attribute
- We took the average rank of each attribute and chose top 8

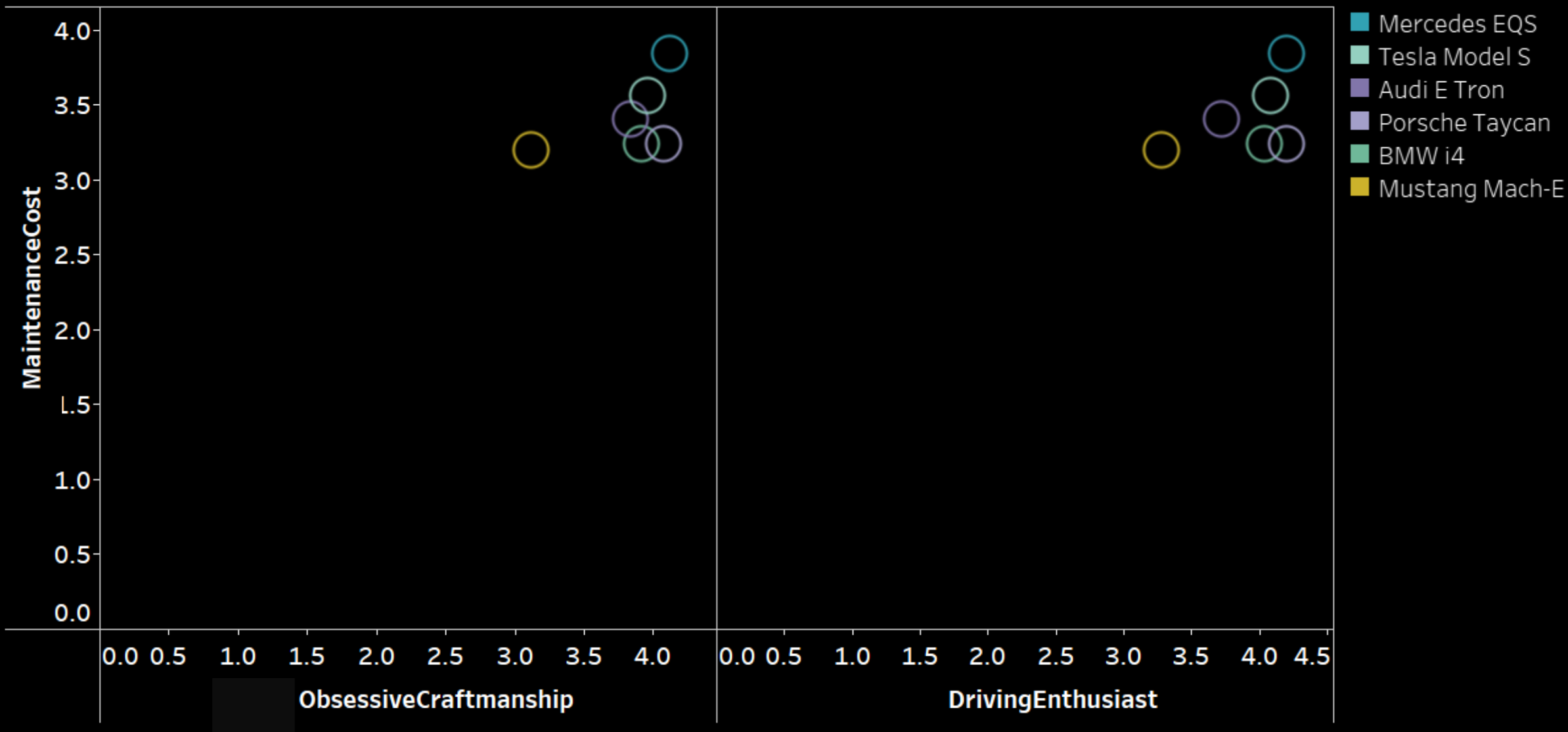
Sample of Survey 2 Results



Perceptual Map



Perceptual Map





Results Interpretation

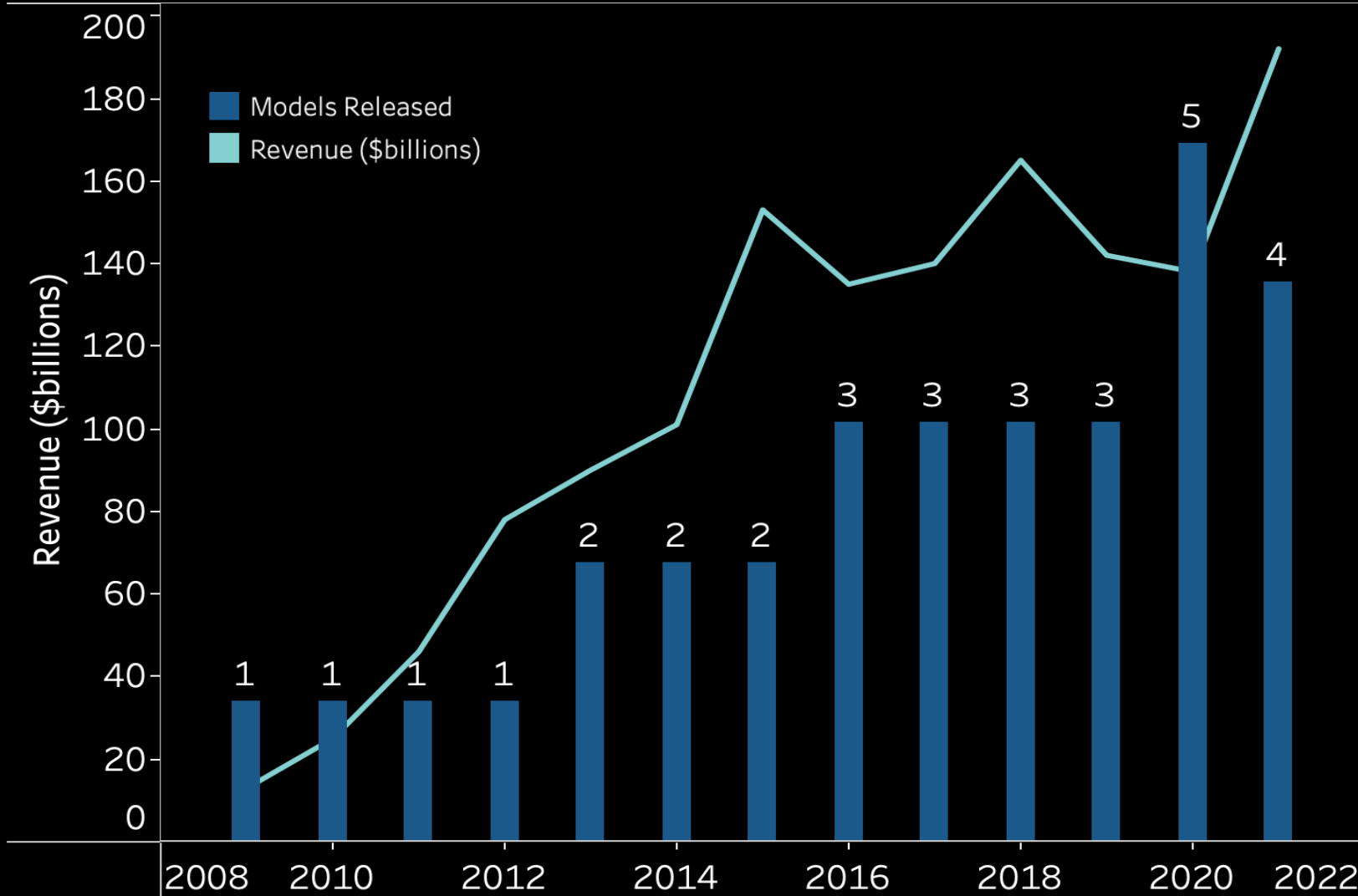
- Tesla Model S is undifferentiated from other luxury electric cars—creating risk to sales and reputation.



Conclusion

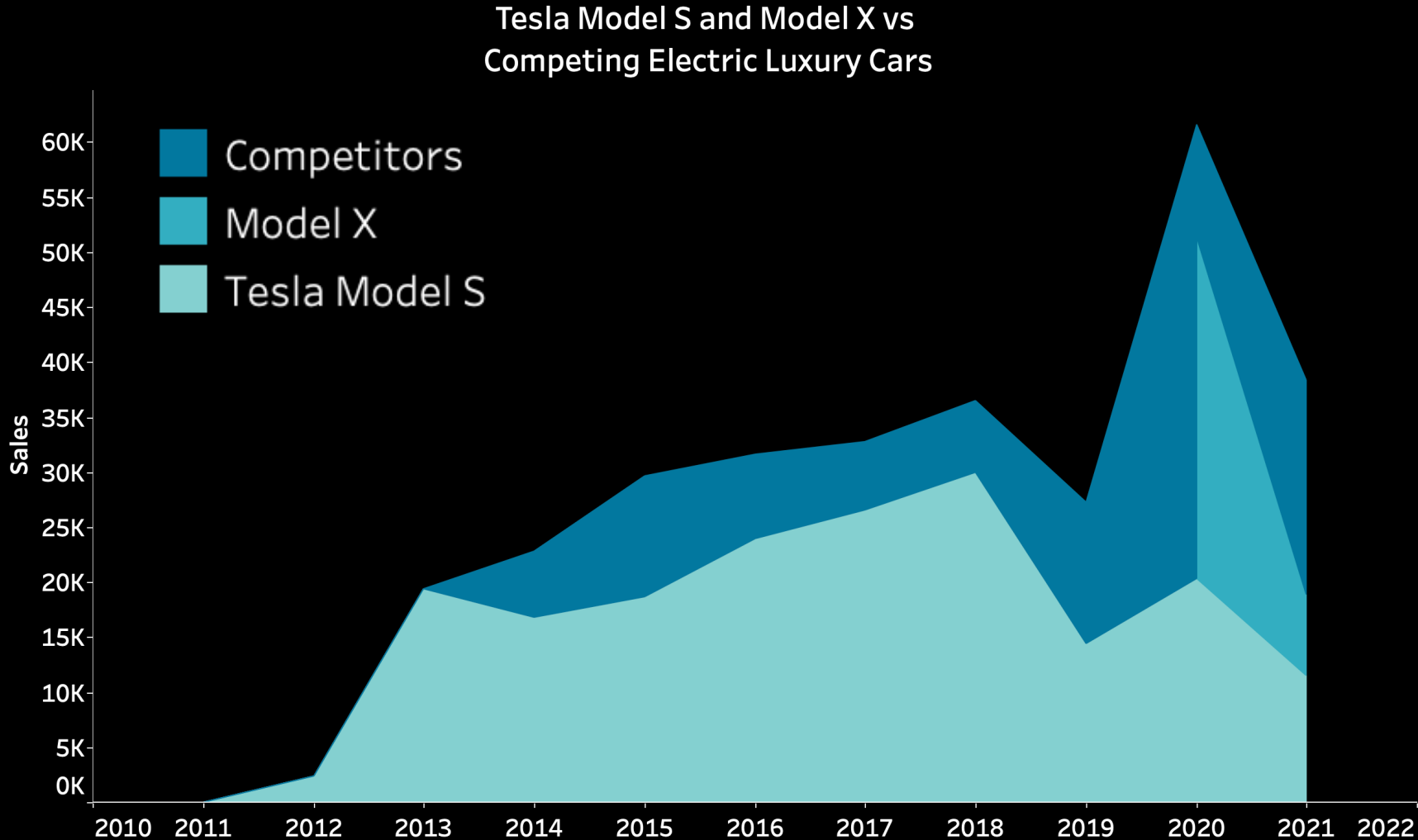
Situation Comparison

Sheet 2



- Apple releases more iPhone models every few years, to ever-increasing revenue.
- In 2013 released an affordable model.

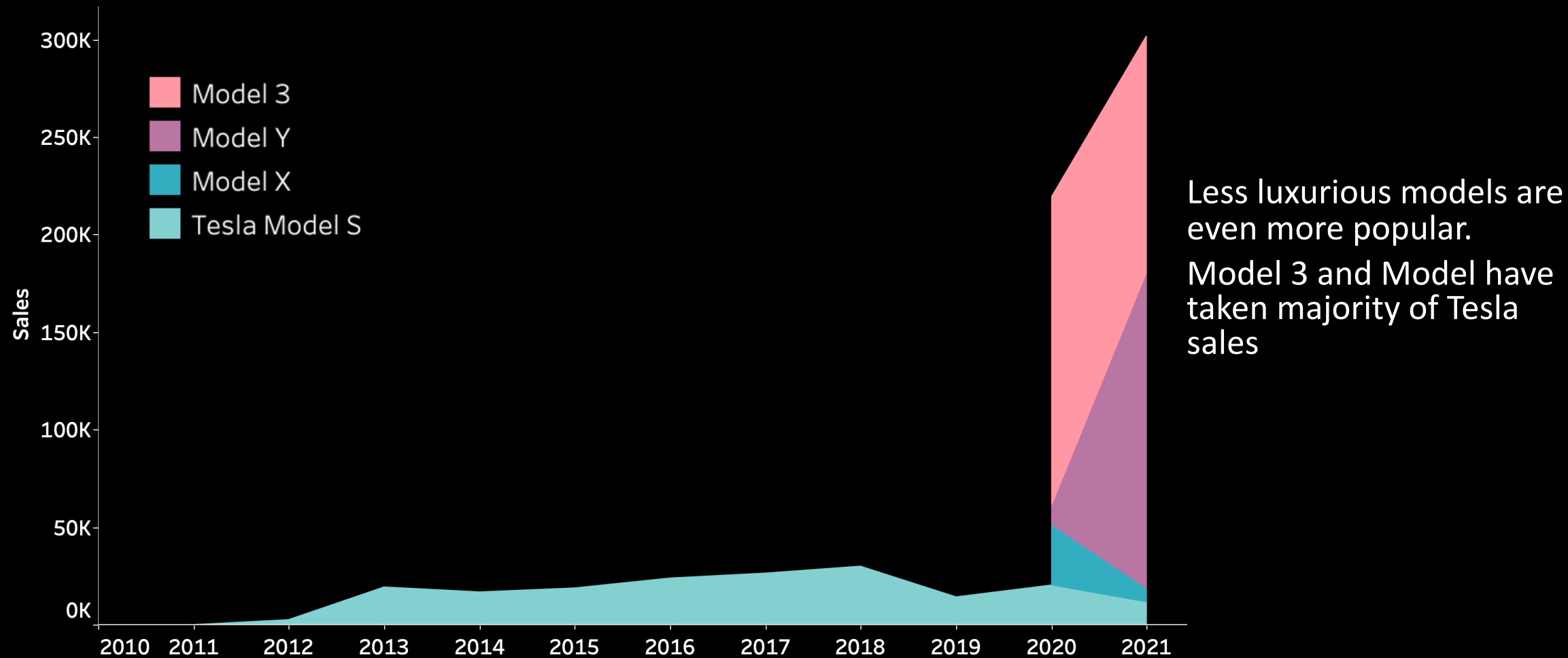
Recent Developments in Tesla Luxury



- Tesla's Model X is doing very well against competing electric luxury vehicles.
- Adds to Tesla market share in the luxury electric SUV category

Recent Developments in Tesla's Product Line

Tesla Luxury Cars vs
Tesla Non-Luxury Cars



Conclusions

- Tesla Model S is losing distinctiveness compared to its competitors.
- Tesla's new models are having great success.
- Product differentiation is critical to keeping a sense of freshness and excitement for customers.

Recommendations for Model S

- Update design every 2 years.
- Emphasize Standard, Performance and Technology packages.
- More customization to appearance (bumper, spoiler, headlights, etc.)

Recommendations for Tesla Company

- Release Tesla Truck (\$60-80k range.)
- Release sports coupe/super car (\$200k+.)
- Release additional affordable model.



Thank you!

References

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