

Interactive Analysis of Sales, Pricing & Market Trends

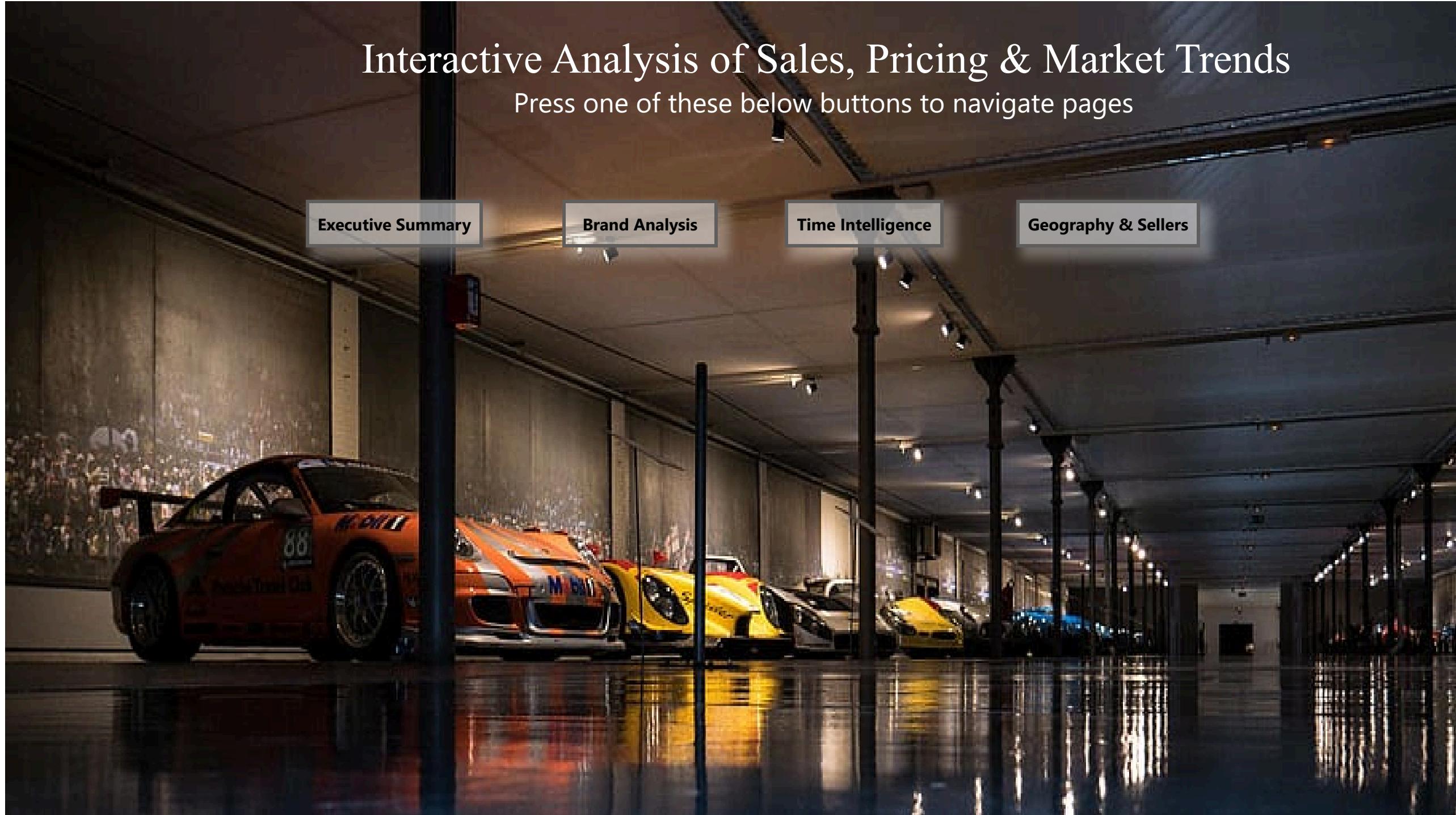
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Executive Summary

\$6.47bn

Total sales revenue

472,357

Total cars sold

\$13,690

Average selling price

30.77

Avg car condition

66.70K

Avg Odometer read

-1.06%

Selling Price vs MMR

47.09%

% Above MMR

Filter panel

YearMonth

All

make, model

All

state

All

Brand Analysis

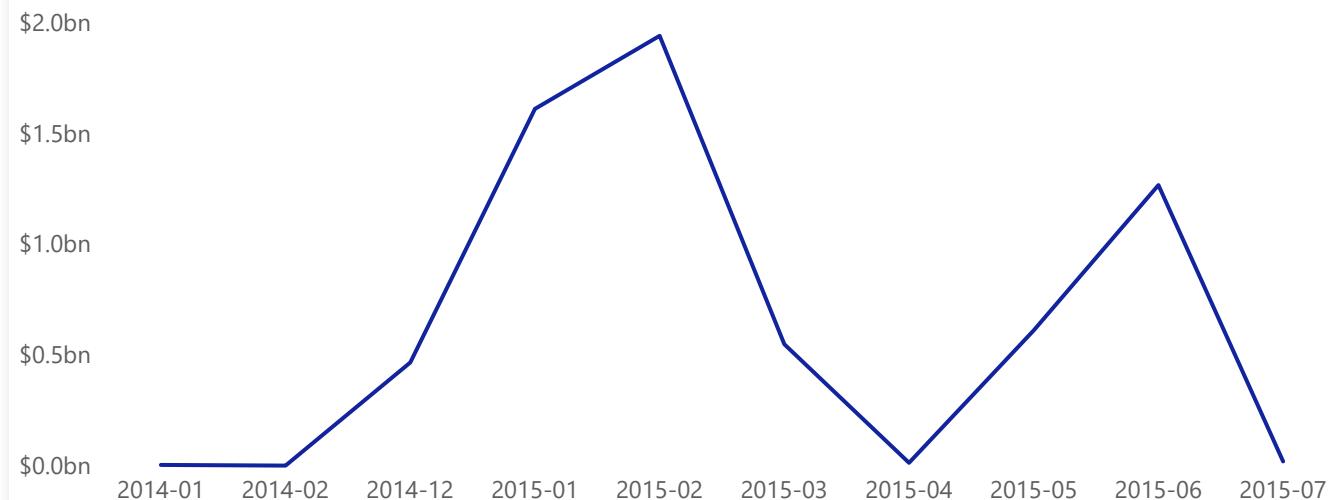
Time Intelligence

Geography & Sellers

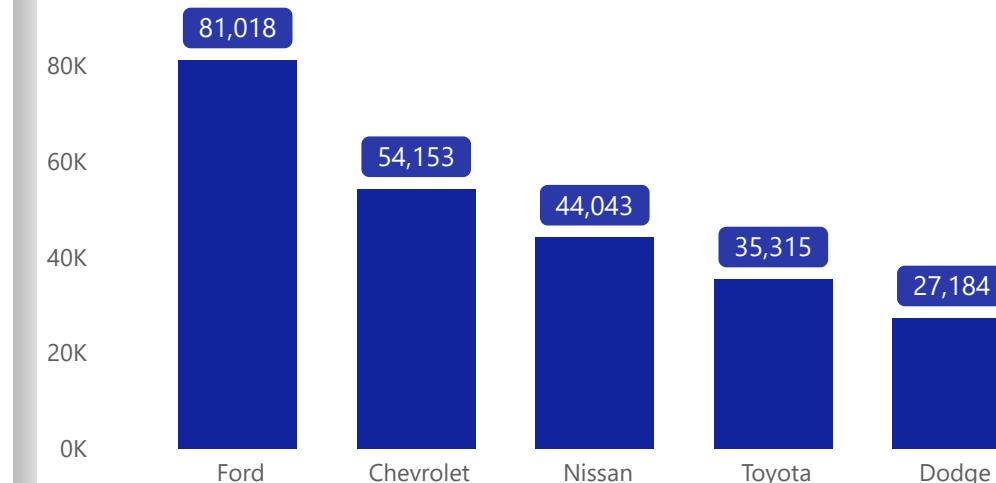
Drill through



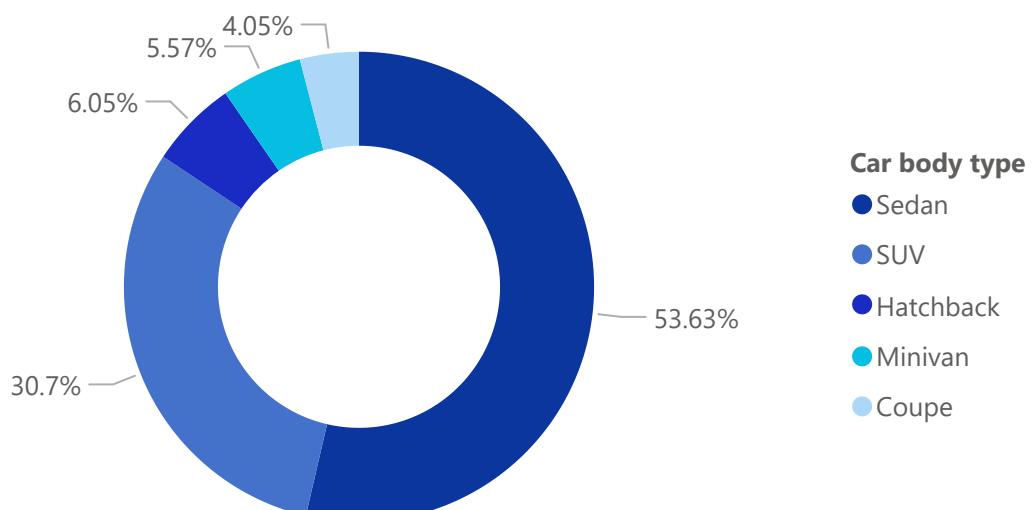
Total sales revenue by period



Sales volume by top 5 car brands

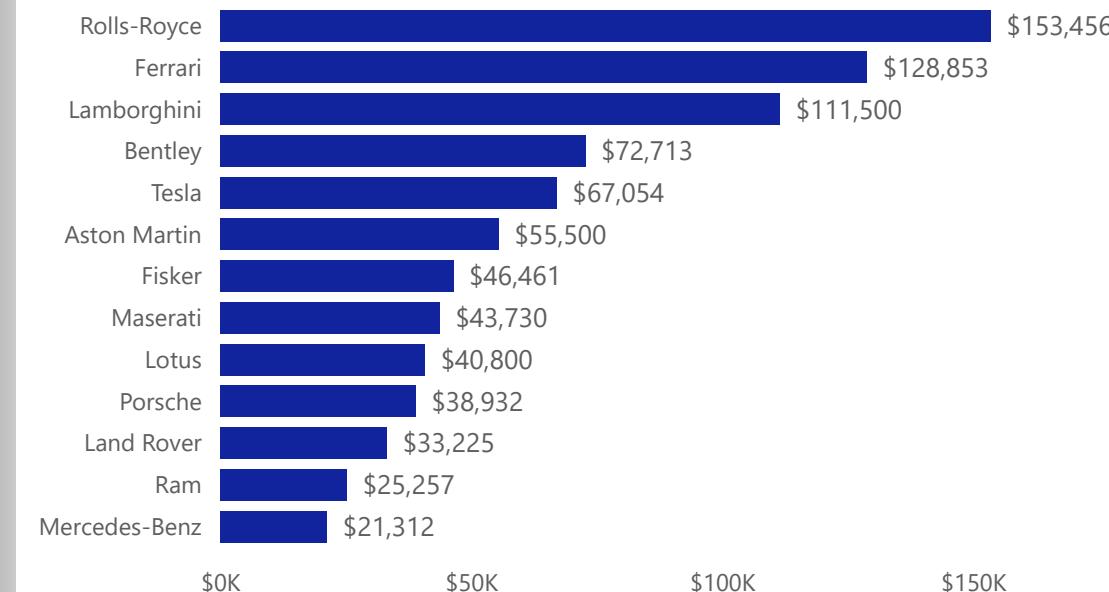


Sales by vehicle body type



- Sedan
- SUV
- Hatchback
- Minivan
- Coupe

Average selling price by brand





Brand Analysis

Filter panel

2015

automatic

manual

brand

All

model

All

body type

All

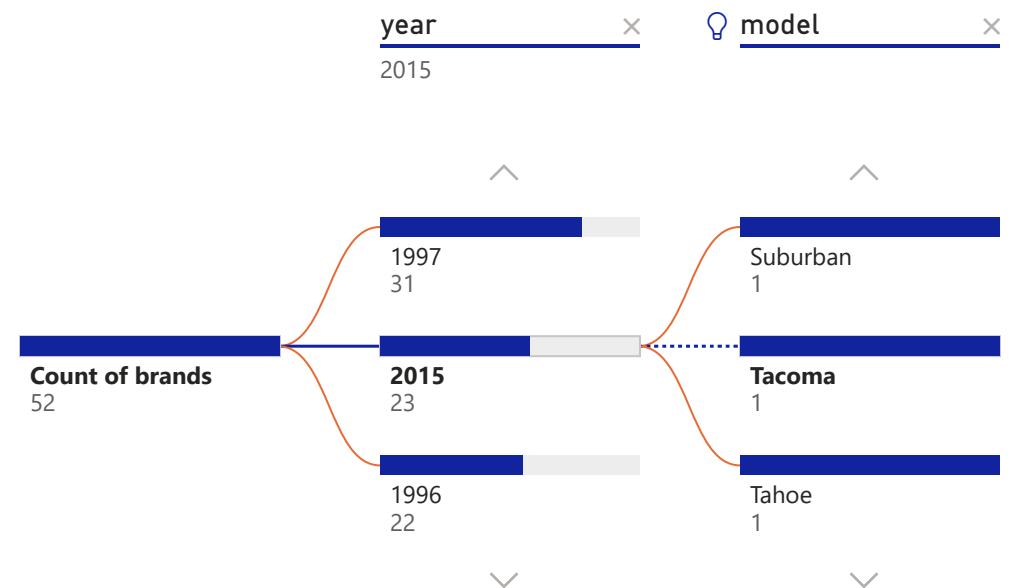
Executive Summary

Time Intelligence

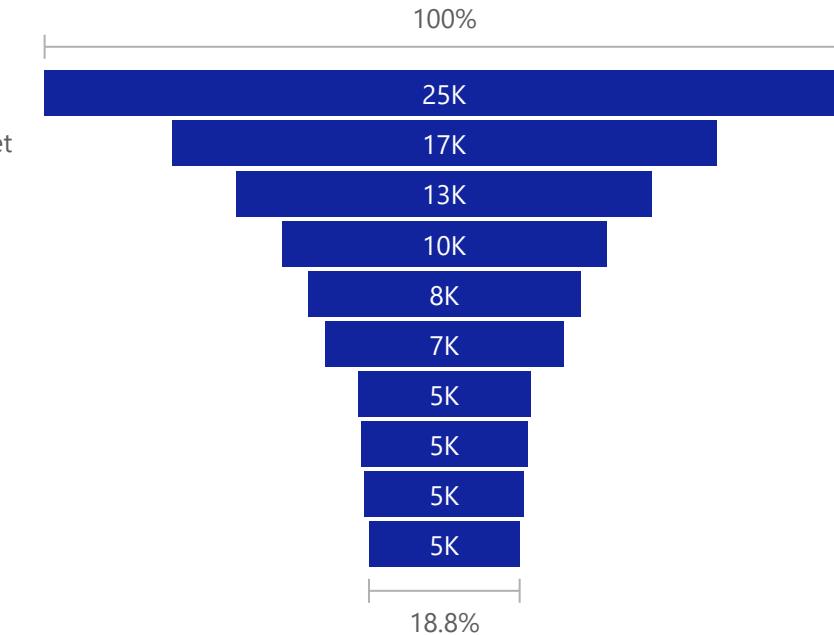
Geography & Sellers



brand & model	First body	Revenue	Cars sold	Avg price	Avg odometer read	Avg car condition	Selling Price v MMR
Ford	Convertible	\$367,658,562	24,829	\$14,808	61,304.01	33.65	-0.90%
F-150	Extended Cab	\$72,937,580	3,725	\$19,581	66,724.37	33.17	-0.81%
Fusion	Sedan	\$48,000,461	3,807	\$12,608	47,914.59	35.44	-1.20%
Escape	SUV	\$46,875,972	3,293	\$14,235	54,631.94	36.10	-0.74%
Explorer	SUV	\$37,126,881	1,907	\$19,469	66,456.44	33.39	-1.37%
Focus	Coupe	\$28,893,206	2,987	\$9,673	47,092.75	34.59	-0.93%
Edge	SUV	\$28,469,853	1,482	\$19,210	44,987.70	36.57	-0.91%
Mustang	Convertible	\$18,714,738	1,347	\$13,894	57,534.45	31.76	0.39%
F-250 Super Duty	Crew Cab	\$15,246,326	708	\$21,534	99,661.73	29.84	0.22%
Taurus	Sedan	\$12,844,727	1,224	\$10,494	79,021.52	30.18	-0.85%
Expedition	SUV	\$12,162,250	683	\$17,807	89,866.33	29.39	-0.39%
F-350 Super Duty	Crew Cab	\$6,852,250	307	\$22,320	109,993.13	29.36	-1.42%
Total	Access Cab	\$1,937,674,122	142,342	\$13,613	67,709.03	30.78	-0.45%



Total cars sold by brand



Time Intelligence

Filter panel

YearMonth

All

brand

All

price category

All

Executive Summary

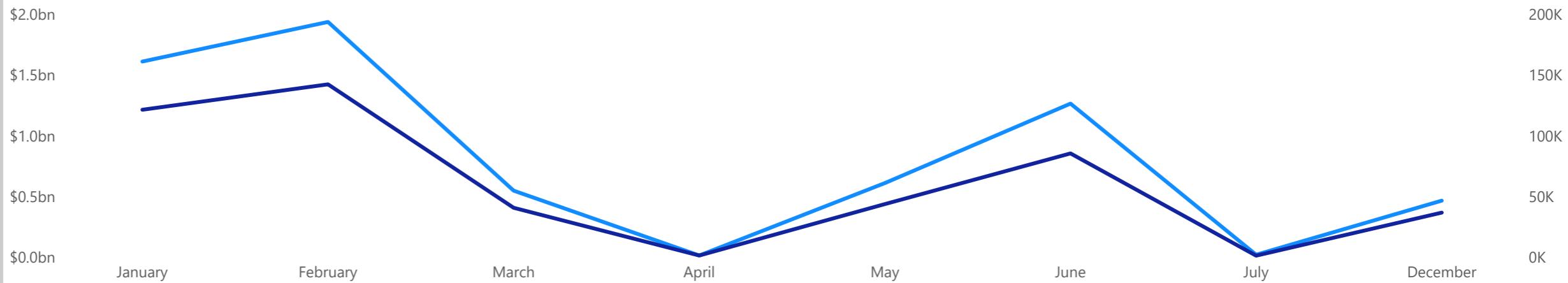
Brand Analysis

Geography & Sellers



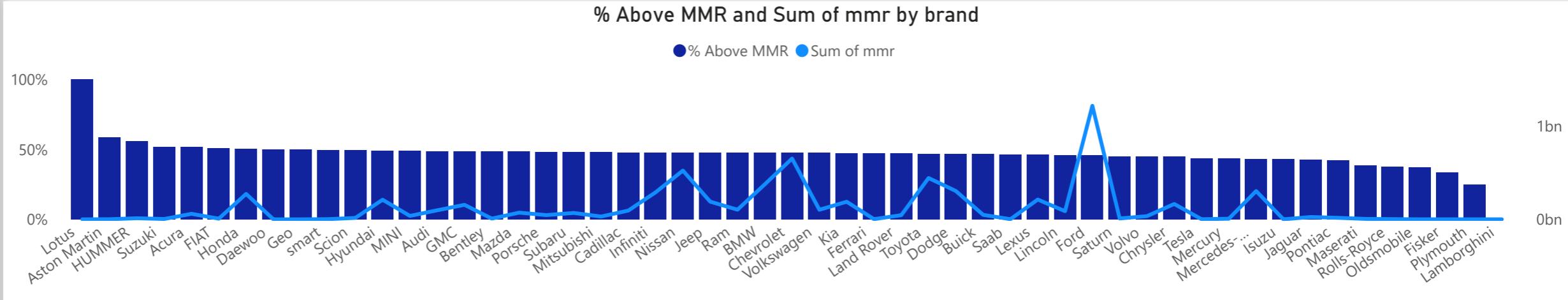
Total sales revenue and total cars sold by Month

Total sales revenue ● total cars sold



% Above MMR and Sum of mmr by brand

% Above MMR ● Sum of mmr



-0.10

MMR Margin % Value

MMR Margin %

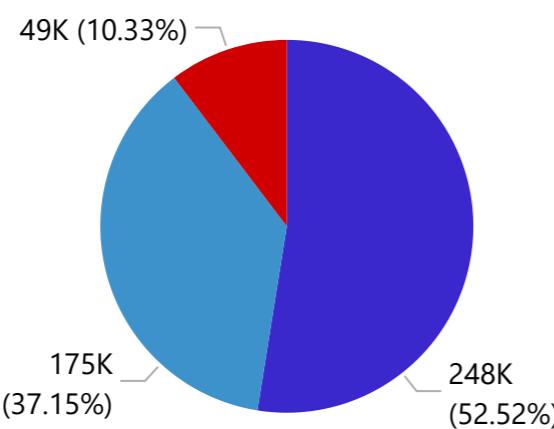
-10.0%



Brand Avg selling price Adjusted MMR Price vs Adjusted MMR Price Status

Rolls-Royce	\$153,456	\$139,331	\$14,125	Overpriced
Ferrari	\$128,853	\$117,741	\$11,112	Overpriced
Lamborghini	\$111,500	\$102,300	\$9,200	Overpriced
Bentley	\$72,713	\$66,669	\$6,044	Overpriced
Tesla	\$67,054	\$61,032	\$6,023	Overpriced
Aston Martin	\$55,500	\$48,668	\$6,833	Overpriced
Fisker	\$46,461	\$44,190	\$2,271	Overpriced
Maserati	\$43,730	\$40,238	\$3,492	Overpriced
Lotus	\$40,800	\$36,270	\$4,530	Overpriced
Porsche	\$38,932	\$35,229	\$3,703	Overpriced
Land Rover	\$33,225	\$30,213	\$3,012	Overpriced
Ram	\$25,257	\$22,946	\$2,311	Overpriced
Mercedes-Benz	\$21,312	\$19,466	\$1,846	Overpriced
BMW	\$21,290	\$19,267	\$2,023	Overpriced
Infiniti	\$20,563	\$18,585	\$1,978	Overpriced
Lexus	\$20,284	\$18,334	\$1,950	Overpriced
Audi	\$20,010	\$18,165	\$1,845	Overpriced

Total cars sold by price status



price category

- Fair
- Underpriced
- Overpriced

Geography & Sellers

Filter panel

state

All

color

All

seller

All

body type

All

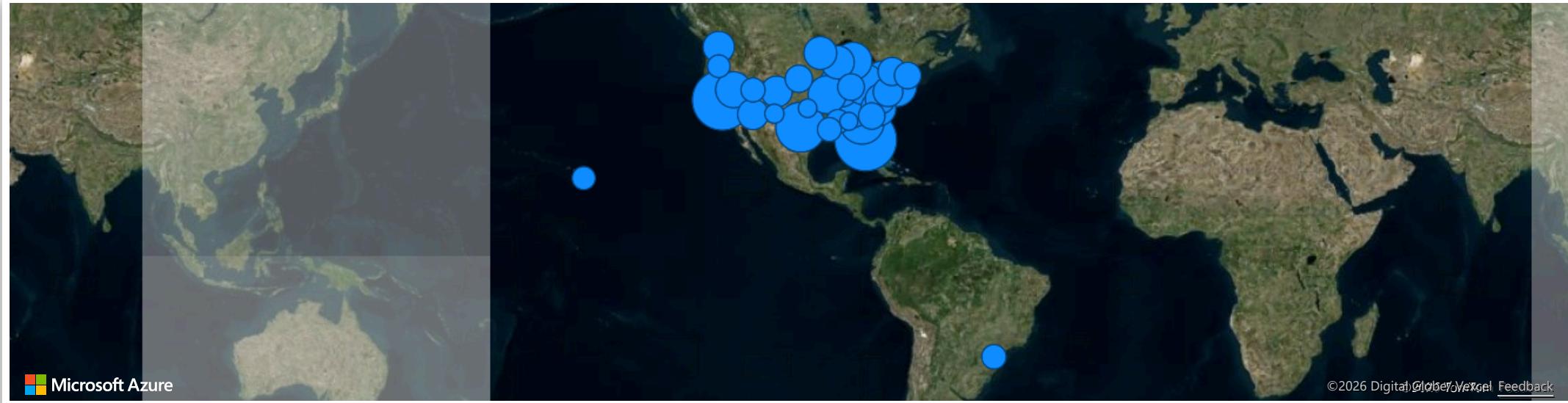
brand

All

Executive Summary

Brand Analysis

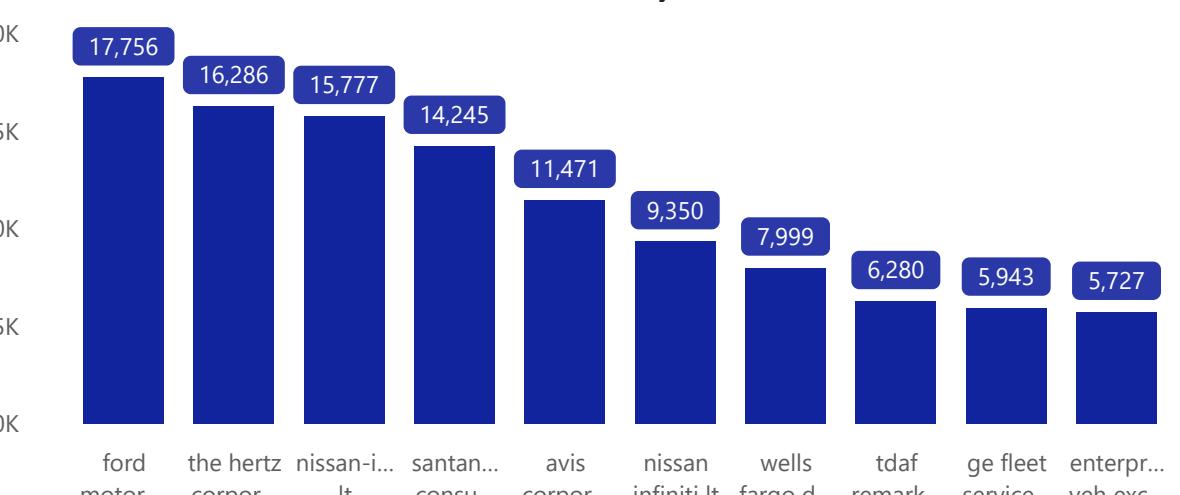
Time Intelligence



Total sales revenue by seller

Itself/servicer Chase Jpmorgan Wells Fargo Dealer Bank
Exchange/rental Jpmorgan Wells Fargo Dealer Bank
Trust/hvt Avis Ford Credit (Lease) Llc Financial
Ahfc/honda Budget Lt Veh The
Fleet Mercedes-benz Tdaf Santander Eat
Gm Ge Corporation Inc. Pd Motor Group
Finance Infiniti Remarketing Nissan Chrysler Hertz
Hyundai

Total cars sold by seller



seller	Total sales revenue	Average selling price	Total cars sold
ford motor credit company llc	\$314,344,025	\$17,704	17,756
the hertz corporation	\$225,025,865	\$13,817	16,286
nissan-infiniti lt	\$216,864,210	\$13,746	15,777
nissan infiniti lt	\$202,998,571	\$21,711	9,350
avis corporation	\$185,486,480	\$16,170	11,471
financial services remarketing (lease)	\$140,256,800	\$28,346	4,948
Total	\$6,466,529,158	\$13,690	472,357