

2022
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2023

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CAR SALES REPORT

Fusion Drive Inc.



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Introduction & Overview

Introduction

The Car Sales Dashboard aims to provide insights into car sales data, focusing on identifying trends, improving sales strategies, and optimizing inventory management. This report details the methodology, analysis, findings, and recommendations based on the sales data.

Objective

The objective of this dashboard is to analyze car sales data to:

- Identify sales trends and patterns.
- Analyze sales performance across different regions.
- Determine top-performing car models.
- Provide actionable recommendations to optimize sales strategies and inventory management.

Data Source

The data used in this dashboard was provided in an Excel file containing sales data for various car models, including details such as sales amount, car model, body style, color, dealer region, and sales date.



Analysis and Findings



Sales Trends

Analysis: Analyzed monthly sales data to identify sales trends locations hotspots.

Findings: SUVs and Hatchback body styles had the highest number of total sales. Jaguar and Hyundai had the lowest YTD sales.

Regional Performance

Analysis: Compared sales performance across different regions.

Findings: The Austin and the Janesville region showed higher sales performance compared to the Pasco and Aurora regions.

Company Sales Trend					
Company	YTD Avg Price	YTD Cars Sold		YTD Total Sales	%GT YTD Total Sales
Jaguar	\$24.5K	<div></div>	102.0	\$2.5M	<div></div> 0.67%
Hyundai	\$19.1K	<div></div>	134.0	\$2.6M	<div></div> 0.69%
Infiniti	\$30.5K	<div></div>	122.0	\$3.7M	<div></div> 1.00%
Saab	\$37.4K	<div></div>	111.0	\$4.2M	<div></div> 1.12%
Jeep	\$20.8K	<div></div>	200.0	\$4.2M	<div></div> 1.12%
Porsche	\$22.6K	<div></div>	203.0	\$4.6M	<div></div> 1.23%
Audi	\$22.2K	<div></div>	259.0	\$5.8M	<div></div> 1.55%
Subaru	\$27.7K	<div></div>	230.0	\$6.4M	<div></div> 1.72%

Analysis and Findings

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Top-Performing Models

Analysis: Identified the best-selling car models based on total sales.

Findings: The Eldorado, RAV4, A6 and S-Class and were the top-performing models.



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Recommendations

Based on the analysis and findings, the following recommendations are proposed:

Inventory Management

- Adjust inventory based on sales trends and high-demand models.
- Increase stock of top-performing models during peak sales periods.

Targeted Marketing

- Implement targeted marketing campaigns in regions with lower sales.
- Focus on promoting top-performing models to increase revenue.

Sales Strategy

- Develop sales strategies that leverage body styles with the most total sales.
- Offer promotions to increase the sales of Car companies with low YTD sales to boost the sales.

Conclusion

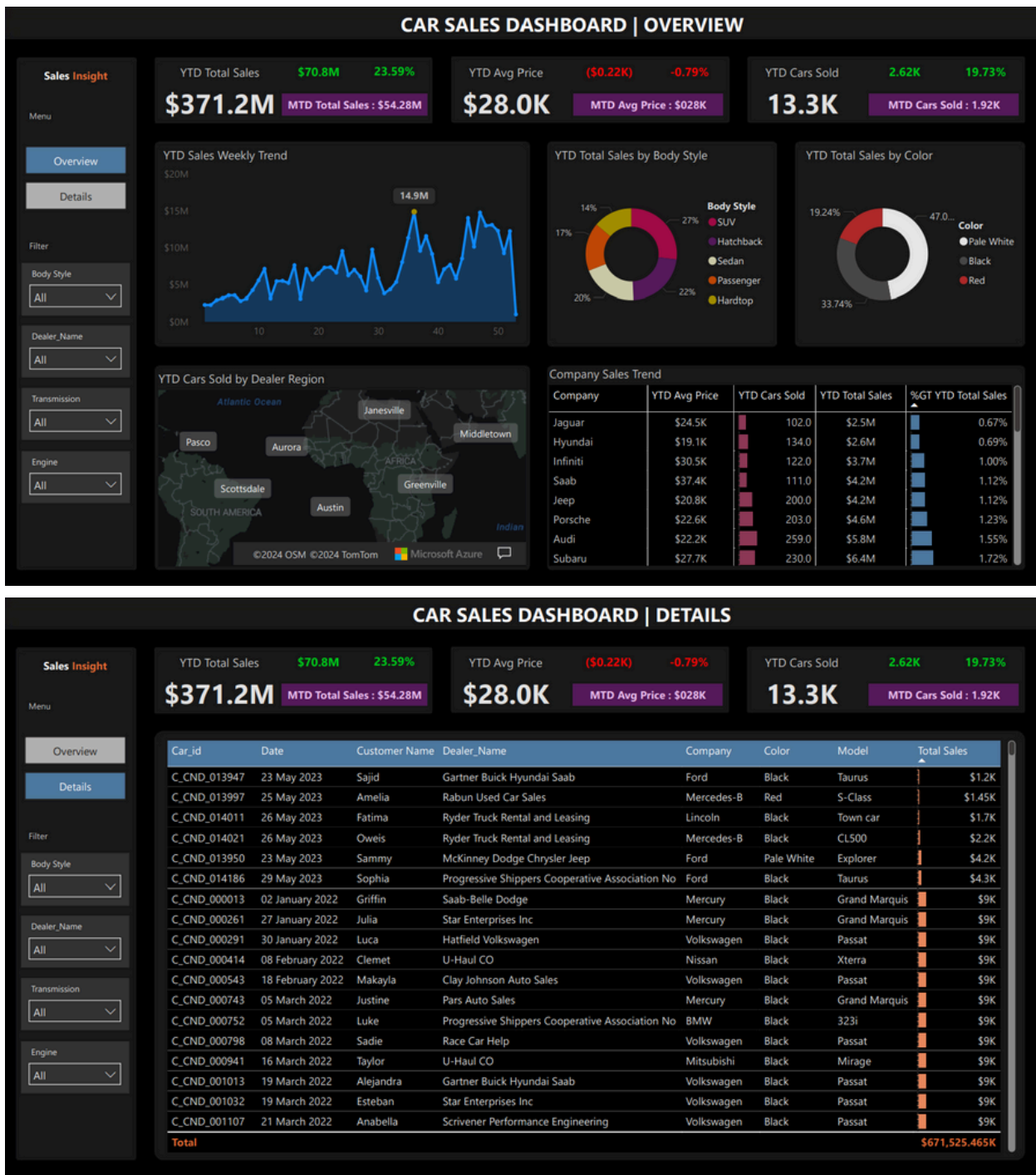
The Car Sales Dashboard successfully provided insights into key sales metrics, helping to identify trends and issues in sales performance. By implementing the proposed recommendations, the company can optimize its sales strategies, enhance inventory management, and improve overall sales performance.



Appendix: Visualizations

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Direct Link: <https://app.powerbi.com/reportEmbed?reportId=2a728846-bb64-4a69-b150-5d495231a932&autoAuth=true&ctid=c9c31096-0c85-4235-b1b6-a7c85ede6676>



Sales Insight

Menu

Overview

Details

Filter

Body Style

All

Dealer Name

All

Transmission

All

Engine

All

YTD Total Sales

\$70.8M

23.59%

\$371.2M

MTD Total Sales : \$54.28M

YTD Avg Price

(\$0.22K)

-0.79%

\$28.0K

MTD Avg Price : \$028K

YTD Cars Sold

2.62K

19.73%

13.3K

MTD Cars Sold : 1.92K

Car_id	Date	Customer Name	Dealer Name	Company	Color	Model	Total Sales
C_CND_013947	23 May 2023	Sajid	Gartner Buick Hyundai Saab	Ford	Black	Taurus	\$1.2K
C_CND_013997	25 May 2023	Amelia	Rabun Used Car Sales	Mercedes-B	Red	S-Class	\$1.45K
C_CND_014011	26 May 2023	Fatima	Ryder Truck Rental and Leasing	Lincoln	Black	Town car	\$1.7K
C_CND_014021	26 May 2023	Oweis	Ryder Truck Rental and Leasing	Mercedes-B	Black	CLS500	\$2.2K
C_CND_013950	23 May 2023	Sammy	McKinney Dodge Chrysler Jeep	Ford	Pale White	Explorer	\$4.2K
C_CND_014186	29 May 2023	Sophia	Progressive Shippers Cooperative Association No	Ford	Black	Taurus	\$4.3K
C_CND_000013	02 January 2022	Griffin	Saab-Belle Dodge	Mercury	Black	Grand Marquis	\$9K
C_CND_000261	27 January 2022	Julia	Star Enterprises Inc	Mercury	Black	Grand Marquis	\$9K
C_CND_000291	30 January 2022	Luca	Hatfield Volkswagen	Volkswagen	Black	Passat	\$9K
C_CND_000414	08 February 2022	Clemet	U-Haul CO	Nissan	Black	Xterra	\$9K
C_CND_000543	18 February 2022	Makayla	Clay Johnson Auto Sales	Volkswagen	Black	Passat	\$9K
C_CND_000743	05 March 2022	Justine	Pars Auto Sales	Mercury	Black	Grand Marquis	\$9K
C_CND_000752	05 March 2022	Luke	Progressive Shippers Cooperative Association No	BMW	Black	323i	\$9K
C_CND_000798	08 March 2022	Sadie	Race Car Help	Volkswagen	Black	Passat	\$9K
C_CND_000941	16 March 2022	Taylor	U-Haul CO	Mitsubishi	Black	Mirage	\$9K
C_CND_001013	19 March 2022	Alejandra	Gartner Buick Hyundai Saab	Volkswagen	Black	Passat	\$9K
C_CND_001032	19 March 2022	Esteban	Star Enterprises Inc	Volkswagen	Black	Passat	\$9K
C_CND_001107	21 March 2022	Anabella	Scrivener Performance Engineering	Volkswagen	Black	Passat	\$9K
Total							\$671,525.465K