**Tableau Exercise 1 Part 2**

*Cars Sales Data Analysis report*

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## Addressing the Data Owners

## Section 1: Insights on Average Cost and Sales Prices

The chart provided illustrates the average total cost (including all fees) for different car makes across various countries. The data is divided into two main groups: "True" and "False," which likely represent whether a condition or criterion is met. The countries are labeled along the top axis, and each country has several car makes listed under it, though the names are abbreviated

In my recent analysis, I evaluated the average cost and sales prices for each car make across various countries to identify opportunities for improvement and assess overall profitability.

A graph with numbers and lines

Description automatically generated with medium confidence

- The orange bars represent the average sales prices, reflecting the revenue generated.

- The blue bars depict the average cost prices, which include both Cost and Labor.

Based on the criteria set by the data owners, a $500 threshold is used to determine the minimum acceptable margin between average cost and sales prices. According to this criterion, MGB and Triumph should discontinue operations in France, as their margins fall below the $500 threshold, indicating insufficient profitability.

## Section 2: Labor Cost Analysis and Outsourcing Potential

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Section 2: Labor Cost Analysis and Outsourcing Opportunities

To address the data owner's concerns about labor costs, I conducted an analysis that focused on the average labor costs by vehicle make and country. I developed a calculated field to identify potential outsourcing opportunities based on a labor cost threshold of $350.

- The blue bars represent the average labor costs across all makes and countries. My analysis reveals that only Aston Martin in Switzerland has successfully maintained its average labor costs below the $350 threshold, indicating a potential outsourcing advantage.

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## Section 3: Dashboard Analysis – Proportion of Total Sales and Count by Color

The Dashboard highlights the sales performance of different car colors, focusing on the total sales price and the number of units sold.

Upon reviewing the data, I identified three countries—Switzerland (CH), Germany (D), and Spain (ES)—where both car sales by value and sales by unit account for less than 5% of the total.

A close-up of a graph

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# Justification for Visualizations Used

## Section 4: Question 1 – Insights on Average Cost and Sales Prices

## I employed a side-by-side bar chart to visually compare the average sales and cost prices across different countries. This method was selected for its ability to effectively compare multiple countries, with each country showcasing a distinct set of car models. The column chart format presents the data clearly, allowing for quick identification of the countries and car models with the highest average sales and cost prices, based on the height of the vertical bars. This approach ensures clarity and facilitates easy comparison across the categories.

## Section 5: Question 2 – Labor Costs by Make and Country

## The visualization compares average labor costs across countries to identify potential outsourcing opportunities. I chose a side-by-side (clustered) bar chart for its simplicity and ease of understanding. This chart effectively highlights the differences between companies that may benefit from outsourcing and those that may not. It facilitates straightforward comparisons, enabling quick identification of where outsourcing might be advantageous based on labor costs. Additionally, I incorporated a $350 threshold line, which helped pinpoint the relevant country.

## Section 6: Question 3 – Sales Proportion by Color

I selected pie charts for my dashboard due to their effectiveness in illustrating proportional data, making it easy to compare different categories at a glance. These charts visually break down the components of a whole, with each slice representing a specific category's contribution to the total. For example, when analyzing the sales proportion of each car model, the pie chart clearly shows the percentage of total sales attributed to each model, helping to quickly identify the most and least popular models. Additionally, pie charts are intuitive and visually appealing, which enhances the overall user experience when interpreting the data.