

CARVANA SALES DASHBOARD

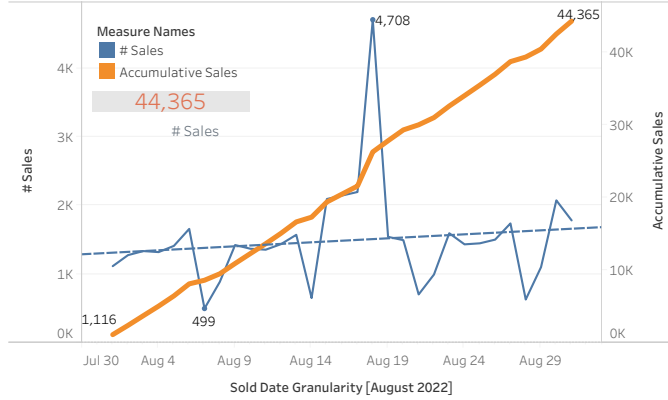
This dashboard aims to see the sales performance in August 2022 in daily basis. This dashboard includes the descriptive information and one specific analysis regarding total sales and total GMV. At the bottom we can also see the sales forecasting

Date Granularity
Day

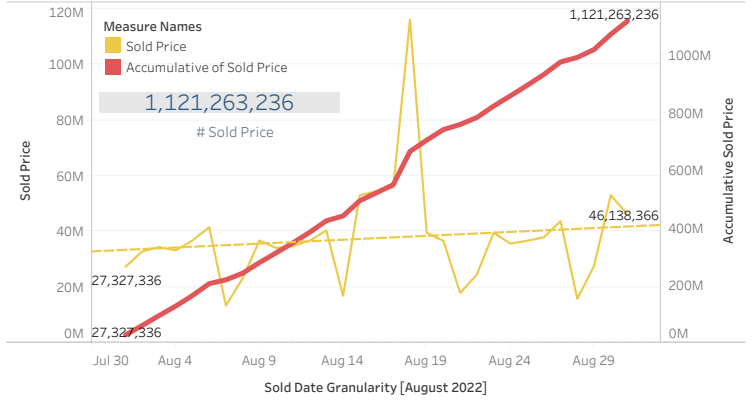
Sold Date
8/1/2022 to 8/31/2022

Sales and Sold Price (or we can also call GMV) are probably two of company metrics that we should focus on

Sales by sold date



Sold Price by sold date

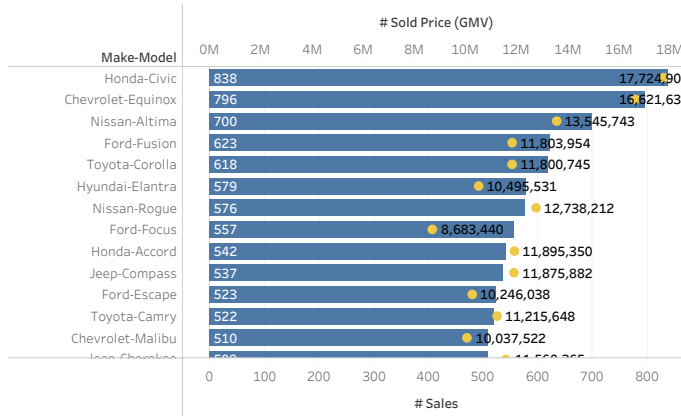


As a stakeholder, the first question come up is the top Make/Model based on its total sales or total sold price. We can see that some models in the top 10 have high total sold price but lower total sales. After exploring, we come up with Make, Model, Year, KM, and Trim can affect the total sales and total sold price

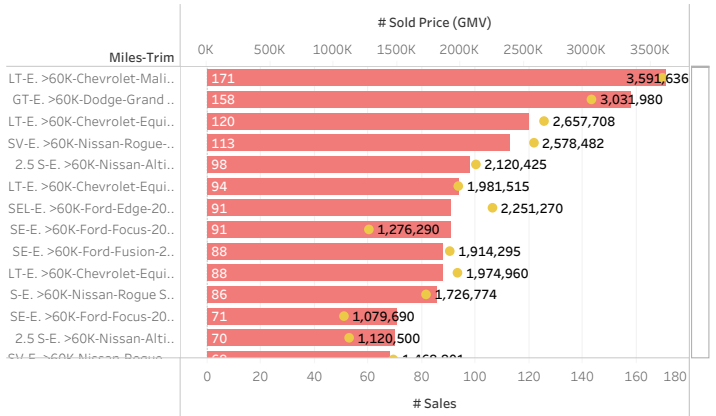
Sales and # Sold Price by Make, Model, Year, and Trim

to see which specific models have the potential total sold price (GMV) but still have low sales. So we can improve the sales in the future

Sales and Sold Price by Model



Sales and Sold Price by Model-Year-KM-Trim

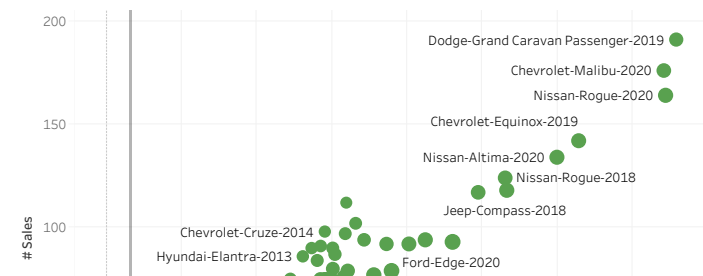


The Grouping of Specific Model Based on Its Area

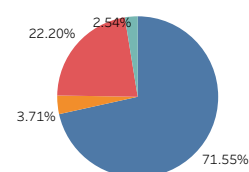
Next, we divide the specific models into 4 groups or area

- A. Maintain (priority) = this area has cars with good sales and good total of sold price. We need to maintain this area since this area is the main driver of our company
- B. Potential to improve = this area has cars with low sales but give good GMV, we will focus on this area
- C. Least priority = this area has cars with low sales and GMV, we need to dig deeper to come up with good solution
- D. Maintain = this area has cars with high sales even though it contributes not so high GMV, we still need to maintain this area

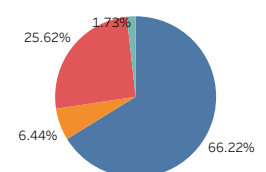
Sales x GMV x Year x Milesby Model

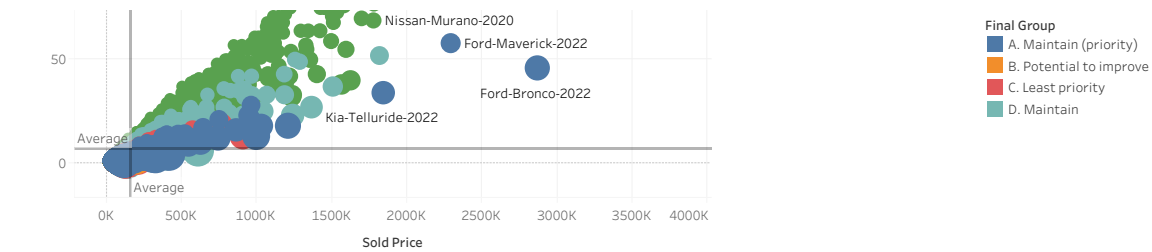


Summary of Group (Sales)



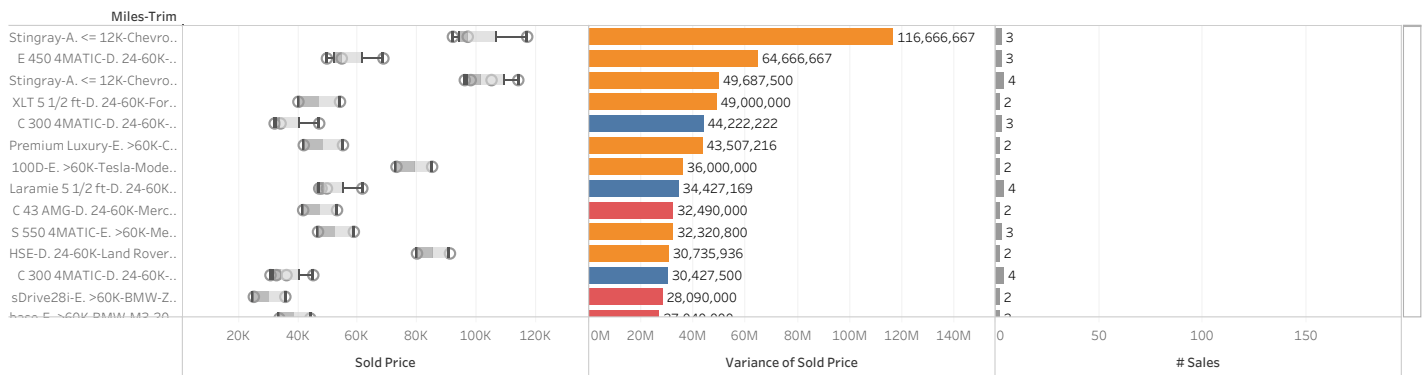
Summary of Group (GMV)





This section we want to see the variation of car sold price. We want to see how disperse the price is within one specific model with its KM, year, and trim combination. The top 10 of car with high variance of price is dominated by Group B (group that we want to focus on)

Final Group by All Model



Sales Forecasting

in this section we want to see the sales forecasting result using a model

Sales Forecasting Result

