



CAR SALES DASHBOARD

02-01-2022 31-12-2023

Sales Insight

Dashboard

Details

Insights

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 : \$28.26K

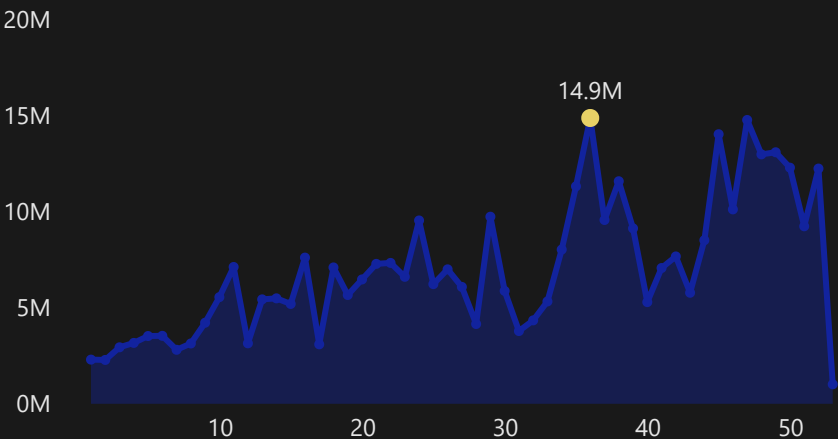
YTD Cars Sold

2.62K 19.73%

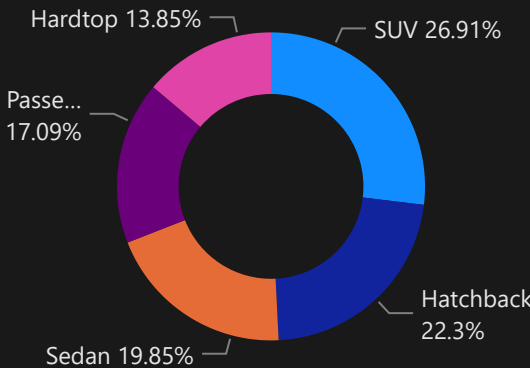
13.3K

MTD Cars Sold : \$1.92K

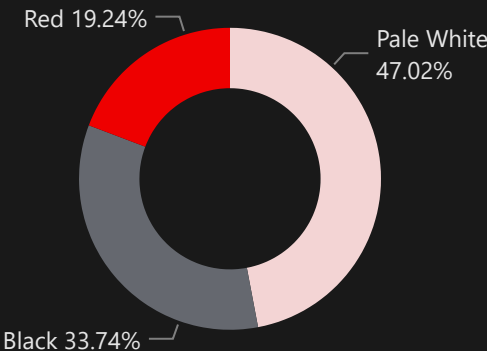
YTD Sales Weekly Trend



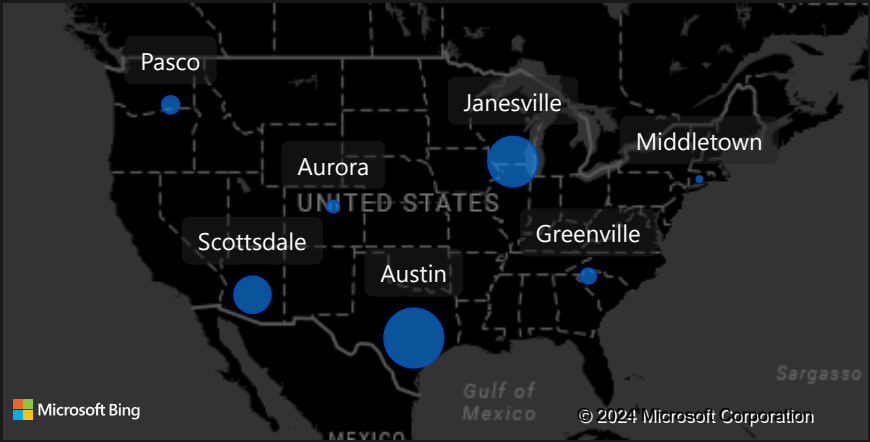
YTD Total Sales by Body Style



YTD Total Sales by Color



YTD Cars Sold by Dealer_Region



Company Wise Sales Trend

Company	YTD Avg Price	YTD Cars Sold	YTD Total Sales	%GT YTD Total Sales
Acura	\$24.9K	376.0	\$9.3M	2.52%
Audi	\$22.2K	259.0	\$5.8M	1.55%
BMW	\$25.7K	445.0	\$11.4M	3.08%
Buick	\$32.2K	243.0	\$7.8M	2.11%
Cadillac	\$42.2K	363.0	\$15.3M	4.13%
Chevrolet	\$26.0K	1043.0	\$27.1M	7.30%
Chrysler	\$25.9K	618.0	\$16.0M	4.31%
Dodge	\$26.4K	949.0	\$25.0M	6.74%
Ford	\$28.7K	886.0	\$25.4M	6.85%
Honda	\$27.6K	392.0	\$10.8M	2.91%



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Dealer_Name

Engine

\$371.2M MTD Total Sales : \$54.28M

\$28.0K MTD Avg Price : \$28.26K

13.3K MTD Cars Sold : \$1.92K

Car_id	Date	Customer Name	Dealer_Name	Company	Color	Model	Total Sales	
C_CND_000001	02 January 2022	Geraldine	Buddy Storbeck's Diesel Service Inc	Ford	Black	Expedition	<div></div>	\$26K
C_CND_000002	02 January 2022	Gia	C & M Motors Inc	Dodge	Black	Durango	<div></div>	\$19K
C_CND_000003	02 January 2022	Gianna	Capitol KIA	Cadillac	Red	Eldorado	<div></div>	\$31.5K
C_CND_000004	02 January 2022	Giselle	Chrysler of Tri-Cities	Toyota	Pale White	Celica	<div></div>	\$14K
C_CND_000005	02 January 2022	Grace	Chrysler Plymouth	Acura	Red	TL	<div></div>	\$24.5K
C_CND_000006	02 January 2022	Guadalupe	Classic Chevy	Mitsubishi	Pale White	Diamante	<div></div>	\$12K
C_CND_000007	02 January 2022	Hailey	Clay Johnson Auto Sales	Toyota	Pale White	Corolla	<div></div>	\$14K
C_CND_000008	02 January 2022	Graham	U-Haul CO	Mitsubishi	Pale White	Galant	<div></div>	\$42K
C_CND_000009	02 January 2022	Naomi	Rabun Used Car Sales	Chevrolet	Pale White	Malibu	<div></div>	\$82K
C_CND_000010	02 January 2022	Grayson	Rabun Used Car Sales	Ford	Pale White	Escort	<div></div>	\$15K
C_CND_000011	02 January 2022	Gregory	Race Car Help	Acura	Pale White	RL	<div></div>	\$31K
C_CND_000012	02 January 2022	Amar'E	Race Car Help	Nissan	Pale White	Pathfinder	<div></div>	\$46K
C_CND_000013	02 January 2022	Griffin	Saab-Belle Dodge	Mercury	Black	Grand Marquis	<div></div>	\$9K
C_CND_000014	02 January 2022	Harrison	Scrivener Performance Engineering	BMW	Pale White	323i	<div></div>	\$15K
C_CND_000015	02 January 2022	Zainab	Buddy Storbeck's Diesel Service Inc	Chrysler	Pale White	Sebring Coupe	<div></div>	\$26K
C_CND_000016	02 January 2022	Zara	C & M Motors Inc	Subaru	Pale White	Forester	<div></div>	\$17K
Total							\$6,71,525.465K	

Car Sales Insights

Year-to-Date Performance:

- Unit sales have grown by 19.73% compared to last year, totaling 13,300 units.
- Revenue has increased by 23.59% to \$371.2 million.
- All dealer regions have experienced upward sales trends

Popular Models:

- SUVs and hatchbacks are leading in sales, with market shares of 26.91% and 22.3%, respectively.
- Hardtops have the lowest market share at 13.85%.

Regional Performance:

- Top sales performers include Austin, Janesville, and Scottsdale, with sales figures of \$65M, \$58.7M, and \$53.42M, respectively.
- Week 35 saw the highest sales across all regions, while Week 40 experienced a significant dip

Further Investigation:

- Analyze reasons behind Week 40's sales dip:
- External factors (e.g., economic conditions, competitor actions)
- Internal factors (e.g., inventory shortages, marketing campaigns)
- Seasonal patterns or special events
- Logistical or operational issues.