**Honda Dashboard Details**

A screenshot of a data analysis

Description automatically generated

**1. Sales Distribution by State and Seller Type**

* **Objective**:
  + This table highlights the total sales distribution across states and seller types (Dealer vs. Individual).
  + **Insights**:
    - Dealers dominate the sales across all states, with states like **AZ** and **CO** showing the highest dealer sales.
    - Individual sales are significantly lower, suggesting that most vehicles are sold through authorized dealerships.
    - States with fewer sales (e.g., **DE**) could indicate lower market demand or a lack of dealership presence, presenting opportunities for targeted marketing or dealership expansion.

**2. Top 10 Average Consumer Rating Analysis**

* **Objective**:
  + This bar chart shows the average consumer ratings for the top 10 Honda models, segmented by condition (Honda Certified, New, Used).
  + **Insights**:
    - **CR-V EX-L** and **Pilot Sport** models have the highest ratings, particularly for Honda Certified vehicles, indicating high customer satisfaction.
    - Lower ratings for used vehicles (e.g., **Ridgeline RTL-E**) highlight potential areas for improving quality control or customer support for used cars.
    - Promoting Honda Certified vehicles with high ratings can drive consumer trust and boost sales.

**3. Mileage vs. Price for Used Honda Models**

* **Objective**:
  + This scatter plot analyzes how mileage impacts the price of used Honda vehicles across different models.
  + **Insights**:
    - Models like the **CR-V EX-L** retain their value better even at higher mileage, making them attractive to budget-conscious buyers.
    - There’s a clear negative correlation between mileage and price, but some anomalies exist where high-mileage vehicles still command higher prices (potentially due to added features or better condition).
    - This analysis helps identify models that can be marketed as "value retainers," like the CR-V lineup.

**4. Reliability and Performance Ratings**

* **Objective**:
  + This bar chart compares the average scores for reliability, performance, and comfort for different Honda models.
  + **Insights**:
    - Models like **Pilot Sport** and **Passport TrailSport** show strong performance in all three categories, making them attractive for family buyers or long-distance travelers.
    - Lower comfort ratings for models like **Civic Type R** highlight areas where improvements can be made.
    - Marketing campaigns can emphasize models with balanced strengths across all attributes, such as **CR-V Hybrid Sport**.

**5. Top 10 Price Distribution by Model and Condition**

* **Objective**:
  + This stacked bar chart visualizes the proportion of prices for the top 10 Honda models by condition (Honda Certified, New, Used).
  + **Insights**:
    - Models like **Pilot Sport** and **Odyssey EX-L** have the highest proportion of new sales, suggesting strong demand for these models in the new vehicle market.
    - High proportions of used sales for models like **Ridgeline RTL-E** and **CR-V Hybrid Sport** highlight opportunities for promoting certified programs for these vehicles to increase customer trust.
    - The chart showcases pricing inefficiencies where used cars of certain models might still have significant overlap with new car prices, indicating potential for optimized pricing strategies.