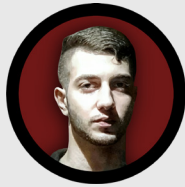


Group Assignment 4

Online Dashboard Report

Group 1



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Report On The Top 5 Car Manufacturers, Their Market Shares, And Total Sales

Introduction

As a team, we were wondering about the top car companies in the world, and the amount of unit sales and market shares they had. So, we constructed 2 questions, and to answer them, we referred to the government's site and extracted the appropriate datasets that matched our needs, and finally, we visualized them.

Our Questions

1. What is the total of sales and market share for the top 5 car manufacturers between 2009 and 2013?
2. What is the trend in market shares for the top 5 manufacturers between 2009 and 2013?

Overview

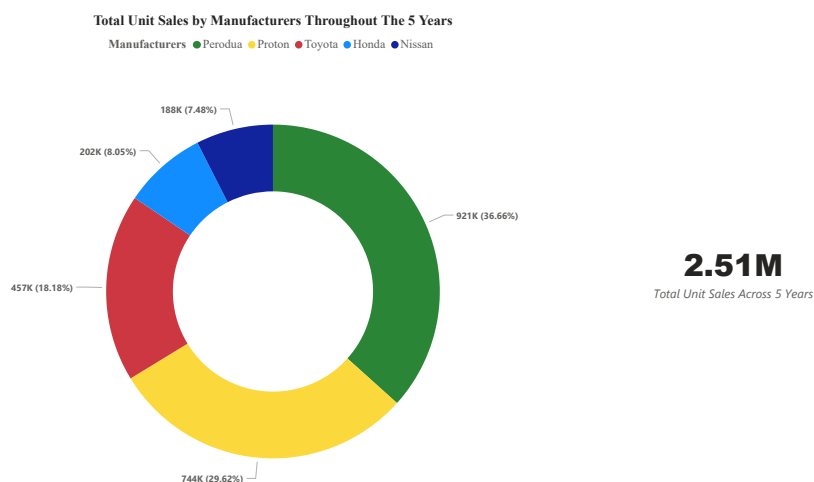
The datasets we have gathered are for the top 5 car manufacturers and their unit sales, along with their market shares, all across 5 years, from 2009 to 2013.

There wasn't really much reason behind our choice other than to find out who dominated the market back in the old times, when we believe car industries were flourishing the most.

We went for the top 5 because the original dataset contained 39 candidates, which is extremely difficult to clearly include.

We have changed the percentages of market sales from decimal to whole numbers in Chart 3, and we have changed the notation of the unit sales from regular numbers to K(thousand) notation.

The Charts, And The Answers To The Questions



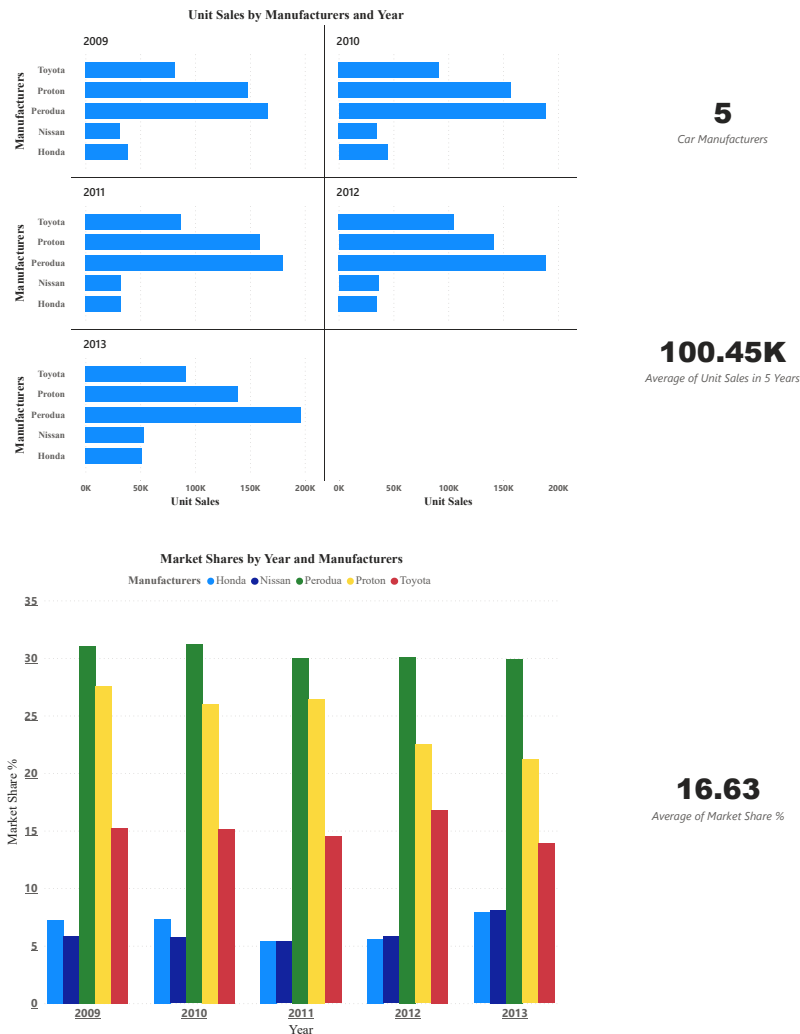
Q1 Answer:

For Perodua, it achieved 921K of total sales in this 5-year period. In other words, Perodua dominated the market by 36.66% of shares.

Then, Proton made a total of 744K of sales between 2009 and 2013, which means 29.6% of market share.

Afterwards, we can start to see a big difference between the top manufacturer and the third manufacturer in the list, which is Toyota, totaling 457K of sales and 18.18% of market share.

Following Toyota, we see that Honda and Nissan have competitively close sales and market shares, equaling 202K (8.05%) and 188K (7.48%) respectively.



Q2 Answer:

At starters, Perodua has pretty much been dominating the market shares throughout the 5 years, with only minor differences and variations in percentage year to year.

On another scale, Proton had reached its maximum potential in the 5-year period in 2011, then declined by 5.2% by 2013.

For Toyota, it hasn't witnessed any radical change in market share throughout the whole time span.

On the other hand, we can notice that Nissan has come out of the 5-year span occupying extra 3% of the market share and 20k increment in unit sales, bypassing Honda which was superior to it back in 2009.

Chart Analysis

Chart 1:

As seen from the pie chart, Perodua company had the highest market shares throughout the 5 years, which resulted in dominating the biggest portion of the market.

Whereas Honda and Nissan entered 2009 with Honda in the lead, but Nissan eventually turned the tides on Honda in 2013, rendering it the least of the 5 manufacturers in the list.

In total, 2.51 Million units were sold by all 5 manufacturers combined during the selected time span.

Chart 2:

This bar chart demonstrates the variation in unit sales per manufacturer per year. The highest overall average sales was Perodua's, with 184.11K of unit sales, while the lowest overall average was Nissan's, with 37.58K of unit sales.

The total unit sales averaged 100.45K units per year.

Chart 3:

At starters, Perodua has pretty much been dominating the market shares throughout the 5 years, with only minor differences and variations in percentage year to year.

On another scale, Proton started at its maximum potential in the 5-year period in 2009, then declined by 5.2% by 2013.

For Toyota, it hasn't witnessed any radical change in market share throughout the whole time span, except for a little jump in 2012.

On the other hand, we can notice that Nissan has come out of the 5-year span occupying extra 3% of the market share and 20k increment in unit sales, bypassing Honda which was superior to it back in 2009.

Conclusion

After doing this report, we have become more familiar with Power BI, and we are now more knowledgeable in finding datasets and infer answers out of them for our questions.