# User Instructions

I.   Main composition

From the perspective of a **one-stop** data integration and display platform, this tool integrates multiple data sources such as insurance data, *National New Energy Monitoring Platform* data, census data, dealer data, *DIANPING* data, policy restriction information, etc., and displays the information of 306 cities across China in an all-round and multi-level manner. It is mainly divided into two parts:

1. Main page

   Entrance：http://dri.wm-motor.com:8899/product/xxxx.html (for internal access, sensitive info has been encrypted here)
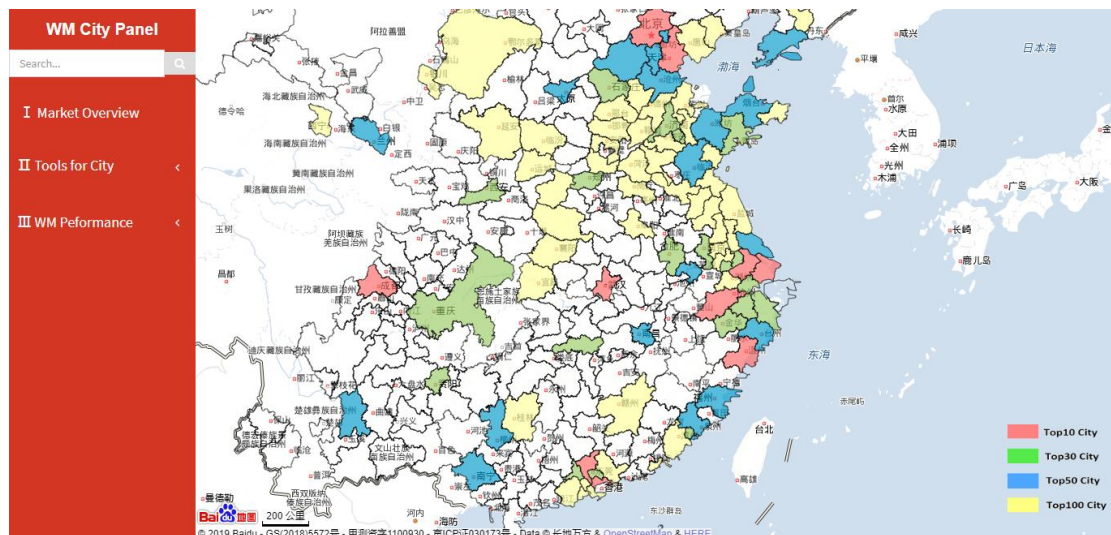
   Display page:

Display page includes the **side bar** and the **main map**, the sidebar click and the map rendering maintain dynamic collaboration

Side bar: type [City Name] in the search box to jump to the area where the city is located

i.   Market Overview -It integrates the overall market analysis and brand model analysis from a national perspective；

ii.   Tools for City – Two tools have been opened: dealer network and key customer assessment:

Dealer Info - After clicking on the single-city area of Map, the statistical results of each brand type in the region are displayed correspondingly, including 4S，ShowRoom, WorkShop；

Upstream Customers - Integration of key customer assessment tools;

iii.   WM Performance – The city recognition function of WM has been activated.

Where is WM? – After clicking, the sidebar will display **the number of cities that have opened WM stores**, and at the same time, a layer of brand logos will be covered on these cities in the Map area; after clicking again, the sidebar will display **the total number of WM stores that have been opened**, and all rendering effects will disappear when you click on it for the third time.

Main map：can be sunk down to the city level of China; based on the evaluation score of city brand marketing, colored the Top10, Top30, Top50, and Top100 cities

Taking Chengdu as an example, when you click on its single-city area, the Dealer Map and basic information bar of the city will appear:
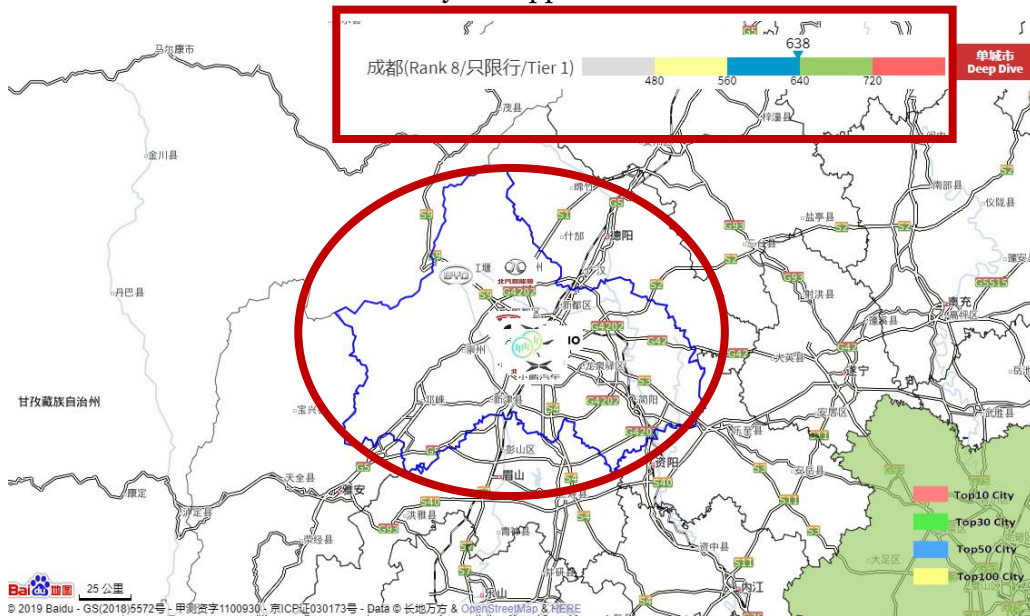
Dealer Map：including BAIC/BYD/NIO/Xpeng/WM/Tesla, a total of 6 major competitor networks; the dealer map is rendered according to the real longitude and latitude information of the store, clicking the brand logo to display the specific information of the store (as shown in the figure below, including store name/type/brand/location/surviving status)

Basic information bar: Visually display the city's ranking/whether it is restricted or restricted/city level/overall score and other information, to click the [Single City Deep Dive] button on the right to enter the single city page

2. Single city page

Entrance：http://dri.wm-motor.com:8899/product/xxxx.html?url=[City Name]

(for internal access, sensitive info has been encrypted here)

Display page:
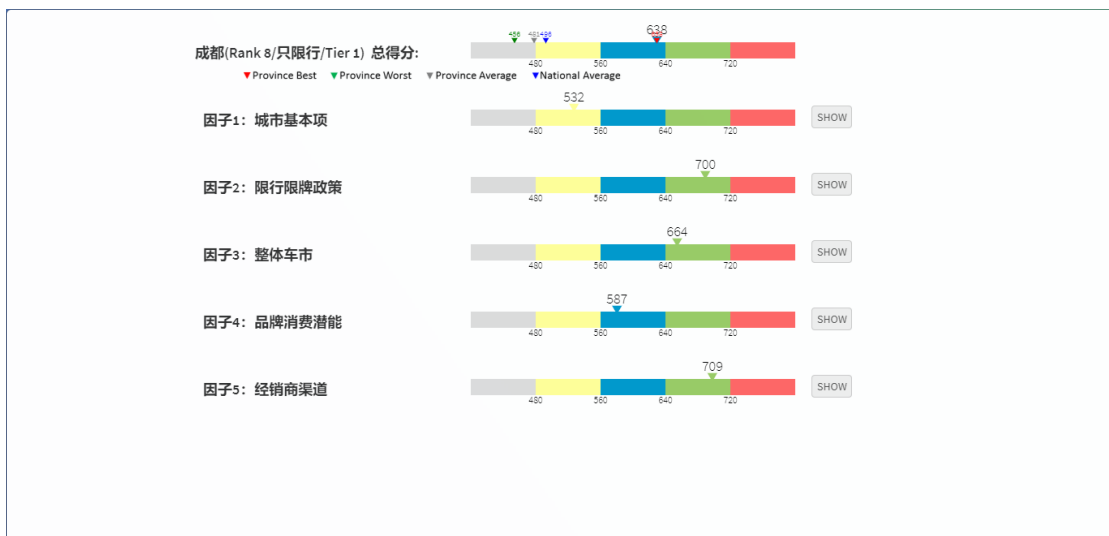
The information of a single city was summarized and displayed through multiple indicators, including factor 1) city basic items, factor 2) traffic restriction policy, factor 3) overall auto market, factor 4) brand consumption potential, and factor 5) dealer channel.

For each dimension, click the [SHOW] button on the right side of the score bar to browse the specific content.

II.   Function description

a.   In addition to accessing through the main page, the single city page can also be accessed directly by modifying url=[City Name]. This tool supports access to 306 cities (see Appendix 1 for a full list of cities).

b.   Specify the **single-city page**:

Factor 1) City Essentials
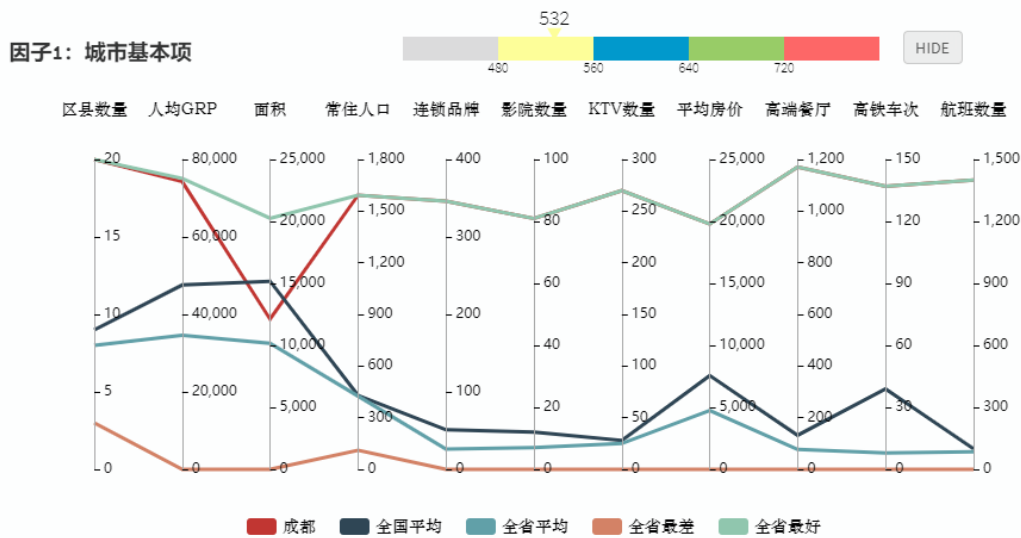
The basic information of the city, including the number of districts and counties, per capita GRP, area, permanent population, average housing price, etc., is described in a comparative manner.

Factor 2) Restricted policy on traffic and license plates

Since new energy vehicles are greatly affected by policy factors, the data on traffic restrictions and license plates in various cities are collected and displayed.

Factor 3) The overall car market (Figures omitted for the sake of space)

Following the detailed path of passenger cars to new energy vehicles, the overall auto market of the city is described from many aspects, such as **sales trends**, **car purchase purposes**, **car purchase capabilities**, and **replacement conditions.** These indicators provide an overview of the overall state of vehicle sales in the city.

Factor 4) Brand consumption potential (Figures omitted for the sake of space)

Through the display of **A-SUV rankings**, **new power rankings**, **SUV to C rankings**, **WM brand penetration rate**, **brand sales comparison** and other elements, the market segments of the city from a brand perspective are displayed. Through these indicators, it can help monitor the sales performance and direct sales exert force.

Factor 5) Dealer channels

The **number of stores of traditional brands** and **new power brands** in the city was counted. At the same time, combined with the sales data, the **sales volume of each brand** and the **sales volume of the single dealer** were compared. As shown in the figure, there are 3 WM sales stores in the city, and the average sales volume of each single store as of October 2019 is 201, ranking 3rd in the city.

经销商单店销量
= toC销量(YTD) / 销售网点数量
蔚来(1) 592
特斯拉(3) 431
威马(3) 201
比亚迪(8) 58
小鹏(5) 49
北汽NEV(3) 24
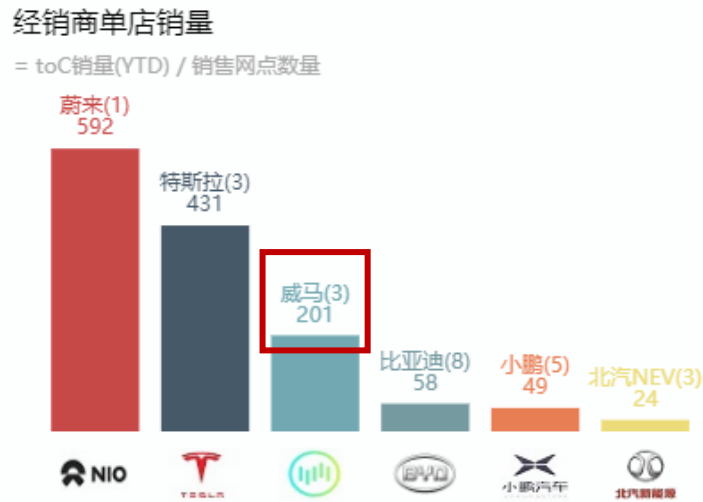
With the benefit of the above indicators, it can provide a reference for the efficiency evaluation of dealers to a certain extent.

Appendix 1 Full List of Cities

Tier-1 cities	Tier-2 cities	Tier-3 cities	Tier-4 cities	Tier-5 cities
北京	温州	金华	阜阳	六盘水
深圳	武汉	贵阳	连云港	遂宁
上海	宁波	绍兴	延安	乌海
广州	西安	厦门	漳州	铜陵
苏州	郑州	嘉兴	安阳	宁德
杭州	南京	泉州	桂林	潮州
天津	青岛	南昌	三亚	达州
成都	石家庄	台州	平顶山	攀枝花
重庆	长沙	兰州	许昌	拉萨
	东莞	柳州	龙岩	舟山
	合肥	南宁	衡阳	石嘴山
	济南	海口	绵阳	阿拉善
	沈阳	廊坊	蚌埠	鄂州
	佛山	芜湖	娄底	广安
	哈尔滨	烟台	驻马店	通化
	无锡	沧州	丽水	武威
	保定	常州	衢州	巴中
	长春	滨州	宿州	定西
	太原	湖州	营口	辽源
	昆明	徐州	株洲	天水
	福州	泰州	宝鸡	云浮
	南通	襄阳	马鞍山	中卫
	临沂	德州	常德	白城
	潍坊	洛阳	荆州	北海
	大连	邯郸	九江	广元
	唐山	济宁	六安	漯河
		扬州	南充	内江
		珠海	上饶	平凉
		淄博	咸阳	铜川
		淮安	郴州	梧州
		银川	滁州	咸宁
		镇江	湘潭	张家界
		中山	湛江	自贡
		菏泽	肇庆	安康
		吉林	安庆	白山
		宜昌	亳州	本溪
		惠州	黄石	池州
		江门	十堰	和田
		聊城	德阳	河源
		新乡	抚州	黑河

盐城	汉中	黄山
泰安	揭阳	萍乡
东营	三明	庆阳
临汾	渭南	商洛
汕头	信阳	随州
宿迁	岳阳	张掖
衡水	枣庄	安顺
鞍山	朝阳	白银
赣州	呼伦贝尔	固原
秦皇岛	玉溪	贺州
威海	荆门	鹤壁
鄂尔多斯	梅州	金昌
南阳	黄冈	南平
日照	锦州	汕尾
商丘	遵义	韶关
西宁	承德	吴忠
运城	恩施	兴安盟
邢台	佳木斯	雅安
包头	泸州	资阳
大庆	莆田	巴音郭楞
呼和浩特	邵阳	防城港
赤峰	宜宾	喀什
乌鲁木齐	怀化	丽江
榆林	延边	七台河
长治	乐山	铜仁
大同	景德镇	百色
晋中	忻州	保山
来宾	抚顺	丹东
张家口	焦作	酒泉
崇左	濮阳	普洱
	清远	钦州
	朔州	新余
	阜新	昌吉
	辽阳	贵港
	吕梁	嘉峪关
	黔西南	临沧
	凉山	昭通
	盘锦	鸡西
	四平	克拉玛依
	晋城	
	茂名	
	黔南	
	曲靖	
	铁岭	

阳泉
周口
大理
海西蒙
临夏
黔东南
绥化
通辽
文山
乌兰察布
玉林
迪庆
葫芦岛
淮北
淮南
开封
莱芜
三门峡
松原
宣城
伊犁
益阳
永州
阿克苏
巴彦淖尔
楚雄
吉安
西双版纳
孝感
阳江
红河
眉山
牡丹江
齐齐哈尔
锡林郭勒
宜春
毕节
德宏