

Fig 1: The gender of each customer who bought a car in 2022-2023.

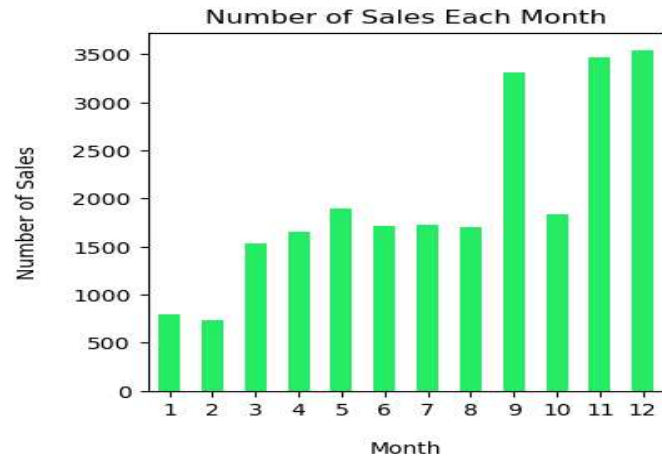


Fig 2: The number of car sales made each month from 2022-2023.

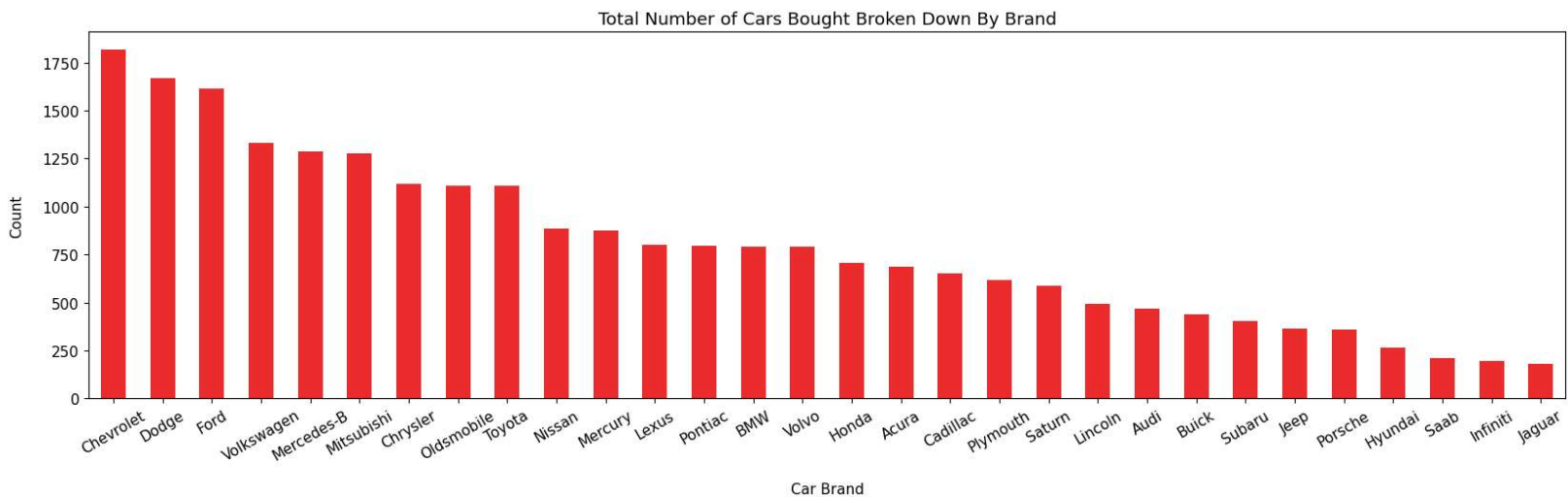


Fig 3: The total number of cars bought broken down by what brand of car.

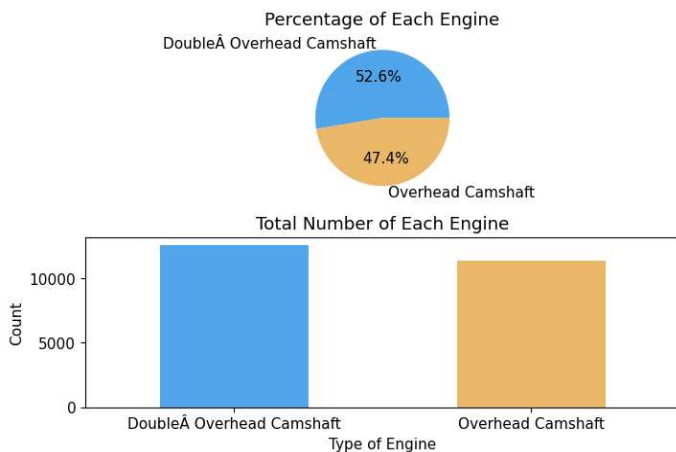


Fig 4: The number of each type of engine in car body style sold.

Percentage of Each Car Body Style

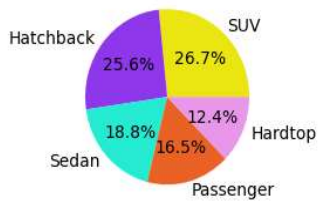
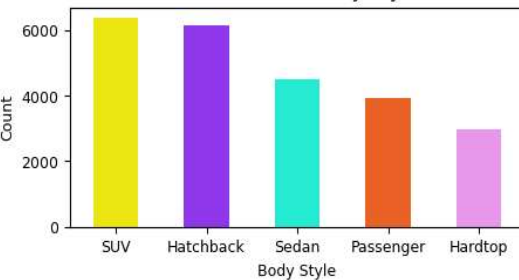


Fig 5: The amount of each different car body style sold in 2022-2023.

Number of Car Body Styles



Percentage of Each Transmission

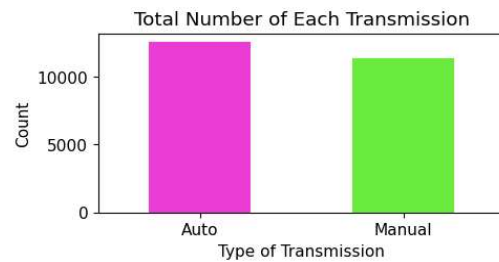
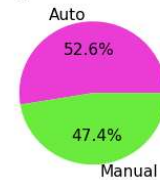
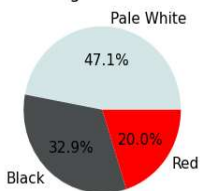


Fig 6: The type of transmission in each car sold

Percentage of Each Color



Total Number of Each Color

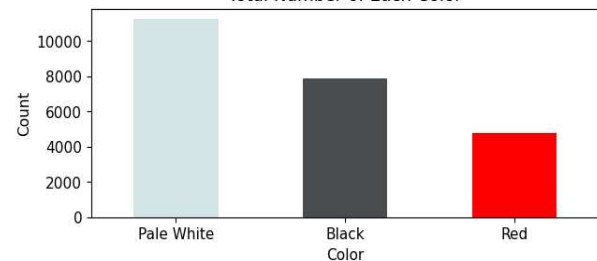


Fig 7: The color of each car sold.

Looking at the data, we can increase our sales by focusing on selling more cars in the 4th quarter of the year. The number of customers buying cars at the end of the year is almost twice as much as compared to other parts of the year. If we make an effort to get advertisements and promotions going this quarter, I believe it will lead to more sales. The company should turn its attention to trying to sell more Chevys, Dodges, and Fords. Of all the car brands sold in 2022-2023, these 3 brands were the top sellers. Consumers are showing a tendency that these brands are what the people want because if not those sale numbers would not be as high as they were. Finally, we should investigate selling more cars that are white. Almost half of the cars sold were pale white in 2022-2023, as white seems to be a popular choice with the people. White is a basic color that everyone can enjoy as it is not over the top, just plain and simple. If we take these into consideration, I believe our car sales will increase over the next period. Thank you, Austin McMahan.