



VANTAGE
CAR SALES

SALES PERFORMANCE ANALYSIS REPORT

JANUARY - DECEMBER 2020

Towards Growth and Expansion

- ❖ The Company's sales volume and growth rate in 2020 were higher compared to industry averages.
- ❖ With the increasing demand, we have identified opportunities and proposed strategies for growth and expansion●

Objectives:

- Analyze the **performance** of the branches across different regions.
- Identify areas with the highest sales volumes.
- Compare sales performance across branches.
- Understand regional preferences or market trends.

BRANCH PERFORMANCE ANALYSIS DASHBOARD

Period: 1st January- 31st December, 2023

Total Cars
1,491



GrowthRate %
4.27%



Countof days
366

Average Sales/Day
4

Models
17



Models 9

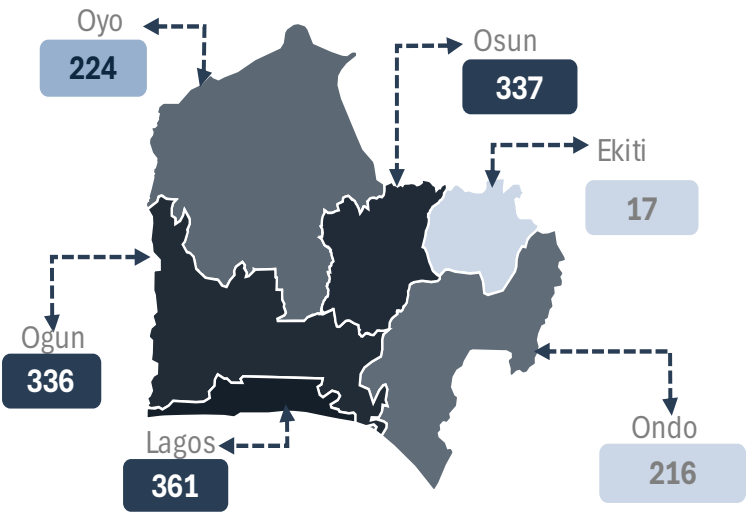


Brands 17

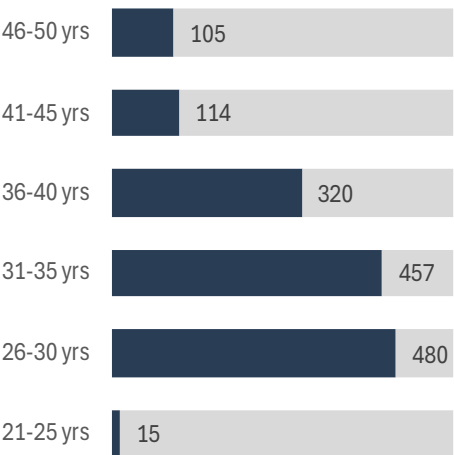
Branches 6



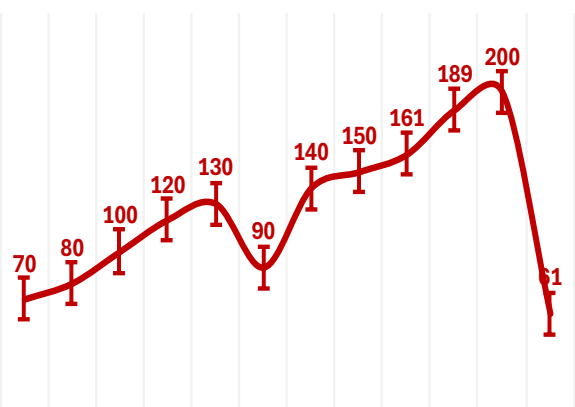
Total Sales By Branch



Total Sales by Age Range



Sales Trend and Growth Rate %



Calendar

Jan Feb Mar
Apr May Jun
Jul Aug Sep
Oct Nov Dec

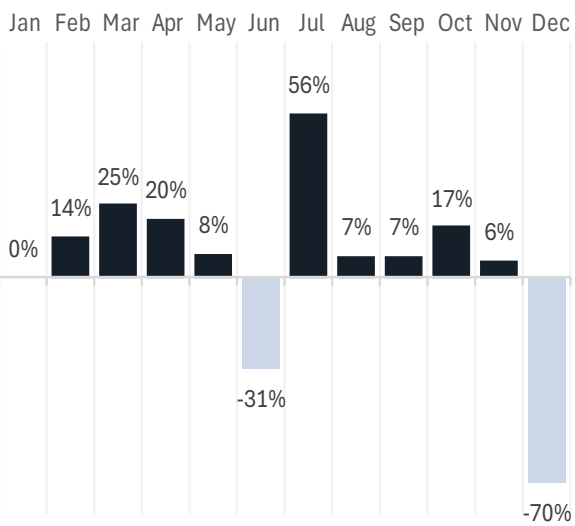
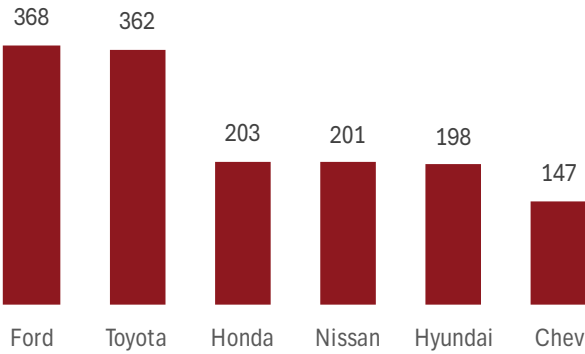
Branches

Ekiti Lagos Ogun
Ondo Osun Oyo

Top 6 Car Models

Toyota Corolla, 201
Ford Fiesta, 200
Honda Civic, 198
Nissan Rogue, 196
Hyundai Sonata, 192
Toyota Camry, 152

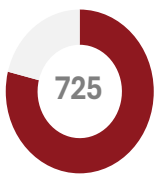
Top 6 Car Brands



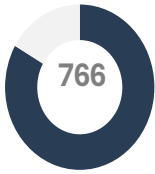
Sales by Gender



Male




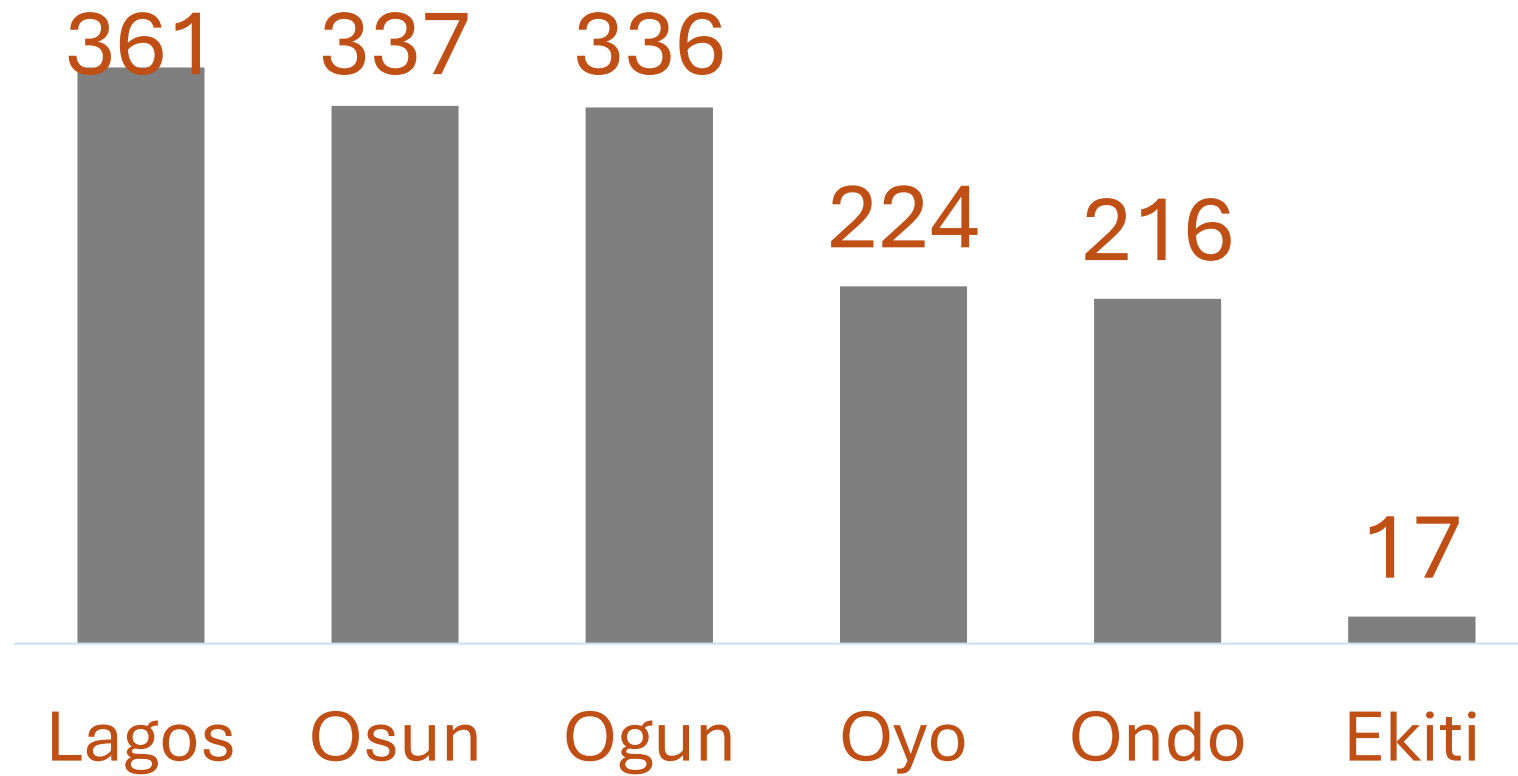
Female



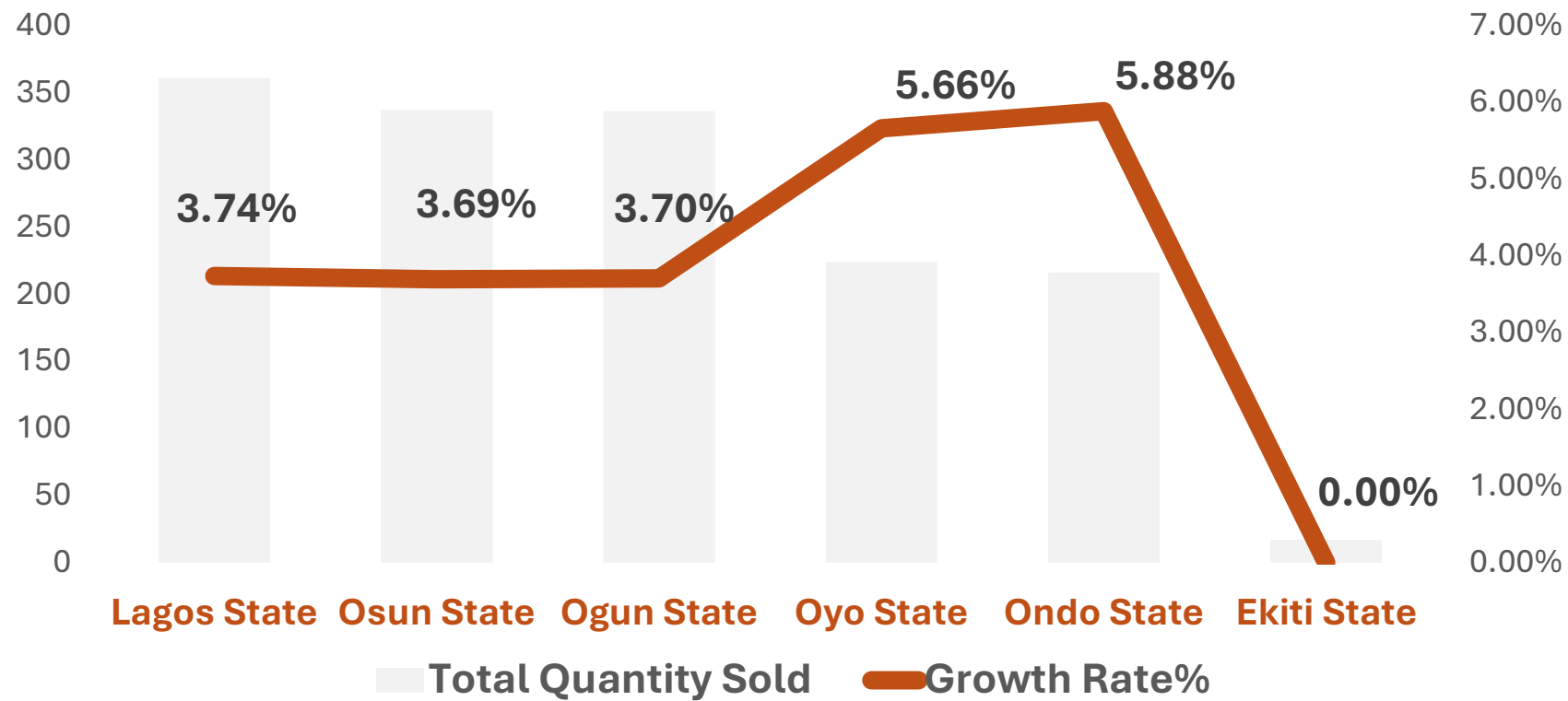
Facts

From January 1st to 31st December, 2020,

- A total of **1,491** car  were sold across 6 branches
- with an average monthly growth rate of **4.27%**



In terms of sales, Lagos has the highest volume of sales (361), while Ekiti State has the lowest sales of the year with a total of 17 cars



In terms of growth, **Ondo** has has the highest growth rate of **5.88%**, followed by Oyo State with **5.66%**.

Row Labels	% Filtered Branch	Total Quantity Sold
Lagos	24.2%	361
Osun State	22.6%	337
Ogun State	22.5%	336
Oyo State	15.0%	224
Ondo State	14.5%	216
Grand Total	98.9%	1,474

Branch

• **Lagos**

Sales Volume

• **361**

Growth Rate

• **3.74%**

Top Car

• **Ford Fiesta(45%)**

Gender

• **Female (75%)**

Age

• **31-35 yrs (39%)**



Branch

- Osun State

Sales Volume

- 337

Growth Rate

- 3.69%

No.1 Car

- Toyota Corolla (46%)

Gender

- Female (83%)

Age

- 26-30 years (43%)



Branch

- Ogun State

Sales Volume

- 336

Growth Rate

- 3.70%

No.1 Car

- Honda Civic (37%)

Gender

- Male (81%)

Age

- 26-30 years (39%)



Branch

- Oyo State

Sales Volume

- 224

Growth Rate

- 5.66%

No.1 Car

- Hyundai Sonata (56%)

Gender

- Male (65%)

Age

- 26-30 years (36%)



Branch

- Ondo State

Sales Volume

- 216

Growth Rate

- 5.88%

No.1 Car

- Nissan Rogue (69%)

Gender

- Male (68%)

Age

- 36-40 years (37%)



Branch

- Ekiti State

Sales Volume

- 17

Growth Rate

- 0.00%

No.1 Car

- Nissan Rogue (69%)

Gender

- Male (88%)

Age

- 31-35 years (65%)

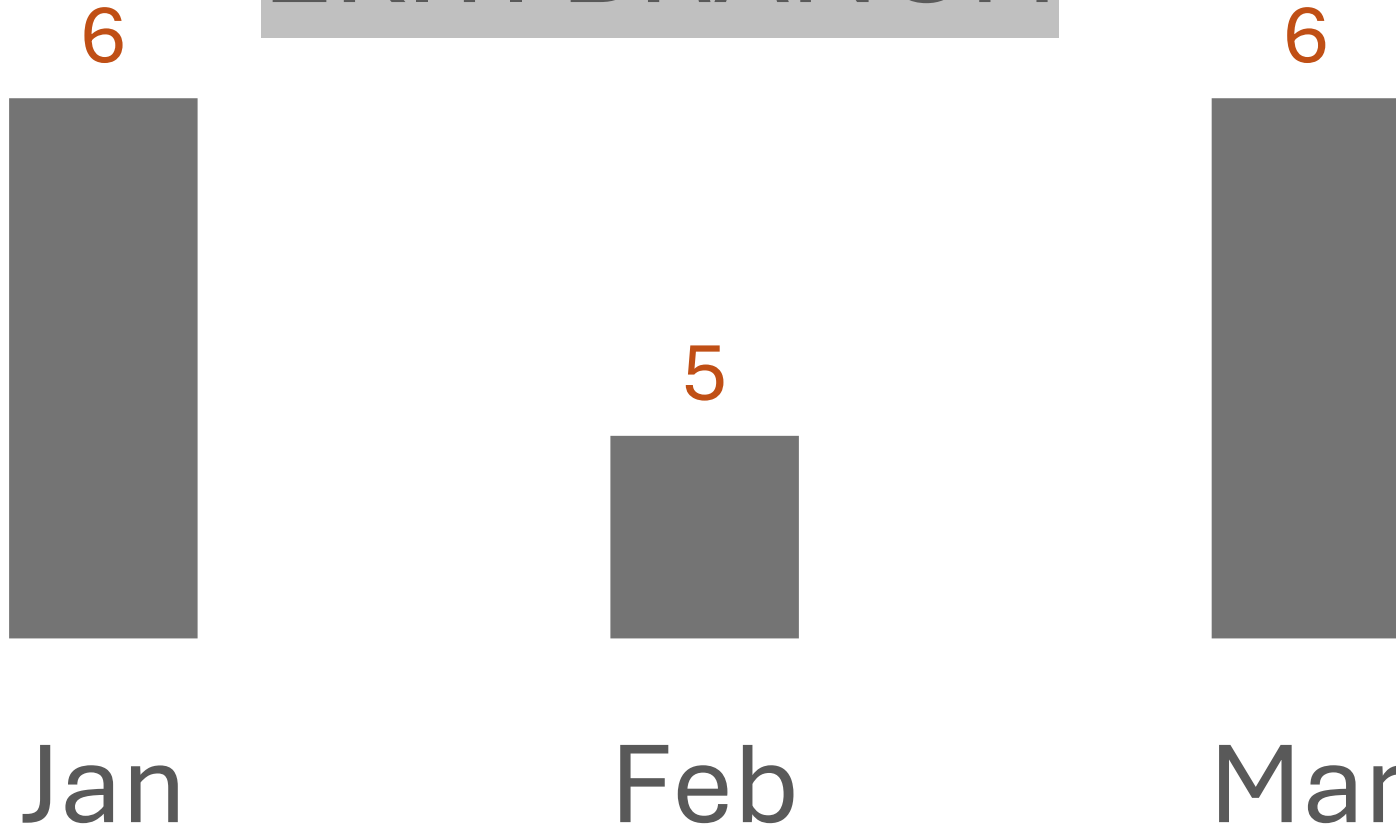


Insights

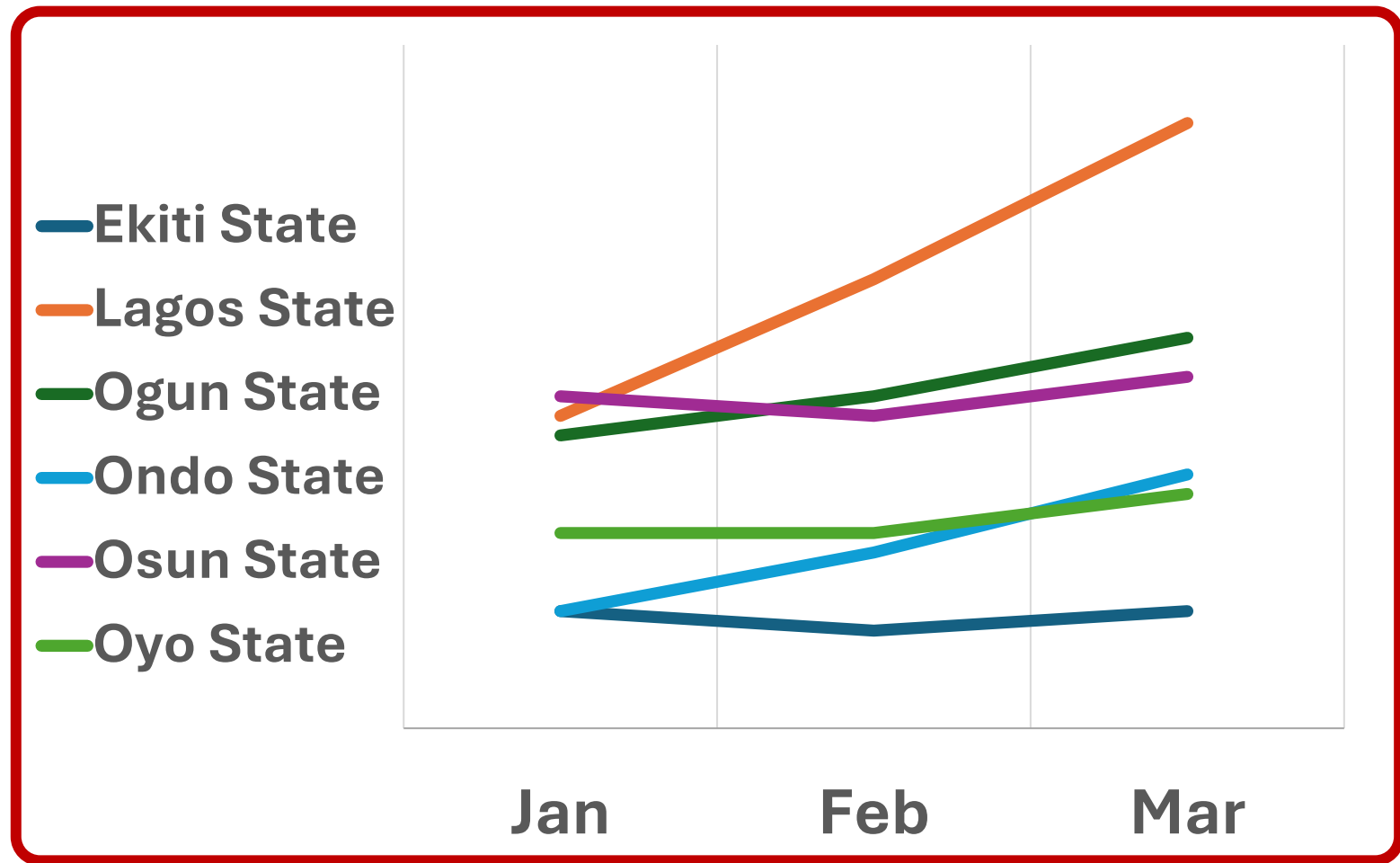
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A sale volume of approximately **99%** came from 5 branches (Lagos, Osun, Ogun, Oyo and Ondo State).

EKITI BRANCH



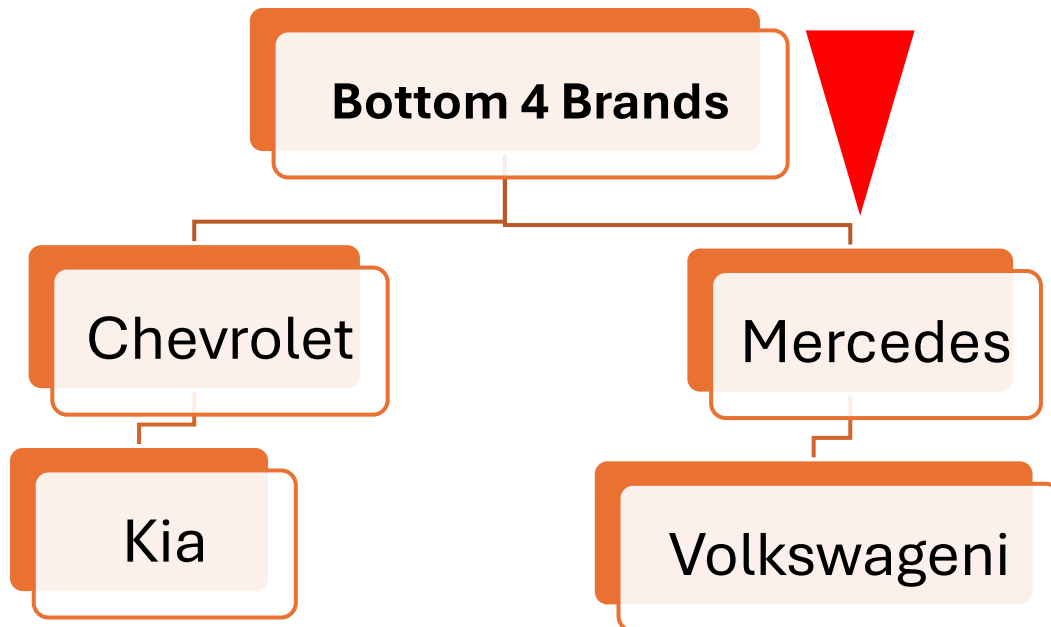
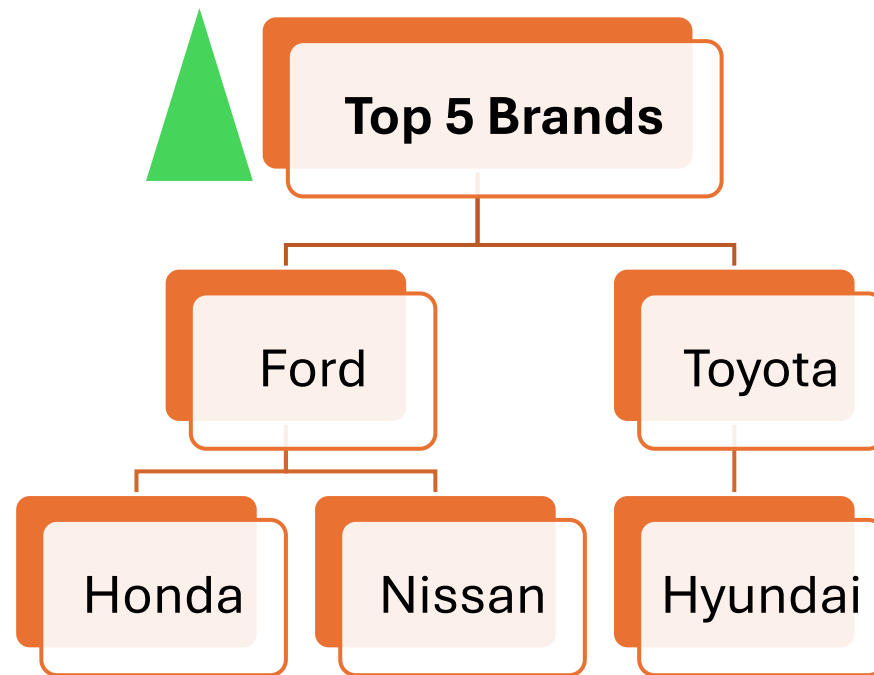
Ekiti branch sold only **3 month** for the whole calendar years



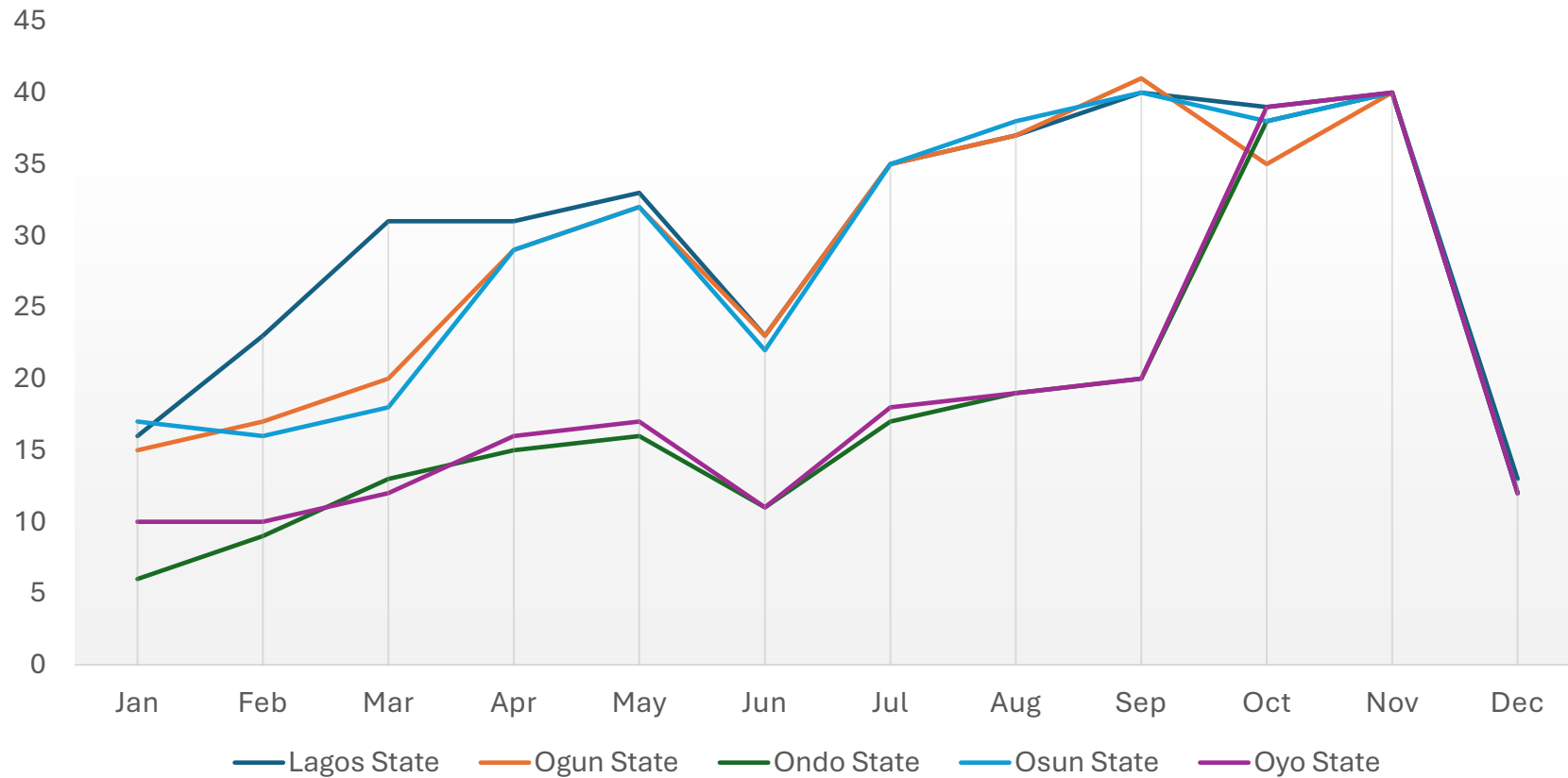
Row Labels	Total Quantity Sold	% Filtered Brand
Ford	368	24.7%
Toyota	362	24.3%
Honda	203	13.6%
Nissan	201	13.5%
Hyundai	198	13.3%
Grand Total	1,332	89.3%

89.3% of the total sales volume came from 5 major brands (Ford, Toyota, Honda, Nissan, Hyundai).

At least 3 Models per Branch



1 Models per Branch



ALL the top branches experienced the same trend in:
June, July, August, and December .

Row Labels	Total Quantity Sold
Female	766
Male	725

Gender has no significant effect of the sale volume
Likewise
Average age

BENEFITS OF THE SOLUTION

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- **Growth and Expansion Decision Making:** Provides a data-driven approach to selecting and managing branch locations.
- **Resource Allocation:** Allows for better allocation of resources by focusing on high-potential brands, models and periods.
- **Market Insights:** Offers deeper insights into regional preferences and market trends, informing future business strategies.

1. Review Existing Branches

- Assess the performance of current branches in relation to their local market conditions.
- Consider relocating or closing branches that are in less favorable areas and are underperforming.
- **Close down the branch in Ekiti State for cost saving.**

2. New Branch Development

- Conduct comprehensive market research and analysis before selecting new branch locations to ensure they are in areas with favorable demographics and purchasing power.
- **Open a 2nd branch in Lagos State.**

3. Resource Allocation

- These five brands should be available in all the branches, all year, and should be top on the shelf.

Ford, Toyota, Honda, Nissan, Hyundai

- For each brand, have at least 3 models.
- State preferences with respect to top performing models should be explored.

4. Trend Analysis

- Perform a thorough analysis of the industry and the environment to gather data to identify the reasons behind the steep drop in sales in **June** and **December**, and the increase in **July** and **August**.
- Compare the performance of existing branches with their respective local market conditions to validate the findings.
- The R&D, marketing, business development and sales team should create strategies that will lead to a consistent increase in sales all year.



Thank you

Q&A