



VEHICLE SALES DASHBOARD

2022

2023

Overview

Total Sales

\$6.50bn



2023 Sales **\$5.93bn**

2022 Sales **\$566.26M**

948.03%

Total Vehicles Sold

478K



2023 Qty Sold **430K**

2022 Qty Sold **48K**

795.26%

Vehicles by Transmission Type



● Automatic ● Manual

Time Analysis

Location Analysis

Brands

Notes



Top 5 Sellers by Sales

Seller	Sales	Vehicles Sold
Nissan Infiniti Lt	\$419.51M	25105
Ford Motor Credit Company Llc	\$314.03M	17737
The Hertz Corporation	\$224.96M	16291
Avis Corporation	\$185.43M	11470
Financial Services Remarketing (Lease)	\$141.57M	4978

Top 5 Vehicle Colours by Sales

Black	\$1.4bn
White	\$1.3bn
Gray	\$1.0bn
Silver	\$0.8bn
Blue	\$0.5bn

Top 10 Brands by Sales

Ford	\$1.2bn
Chevrolet	\$0.6bn
Nissan	\$0.5bn
Toyota	\$0.4bn
BMW	\$0.4bn
Dodge	\$0.3bn
Mercedes	\$0.3bn
Infiniti	\$0.3bn
Honda	\$0.3bn
Lexus	\$0.2bn

Top 10 States by Sales

Florida	\$1.1bn
California	\$1.0bn
Texas	\$0.6bn
Georgia	\$0.4bn
Pennsylvania	\$0.4bn
Illinois	\$0.3bn
Tennessee	\$0.3bn
New Jersey	\$0.3bn
Ohio	\$0.3bn
Missouri	\$0.2bn



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Overview**Time Analysis****Location Analysis****Brands****Notes**

Daily Sales Trend



Monthly Sales Trend



Year	Month	Total Sales	Vehicles Sold	MoM Variance	% MoM Variance
2022	January	\$3,019,975.00	192	3019975	
2022	February	\$10,500.00	1	-3009475	↓ -99.65%
2022	March	\$735,959.00	11	725459	↑ 6,909.13%
2022	April	\$3,898,807.00	71	3162848	↑ 429.76%
2022	May	\$3,375,175.00	62	-523632	↓ -13.43%
2022	June	\$3,430,831.00	67	55656	↑ 1.65%
2022	July	\$4,171,549.00	69	740718	↑ 21.59%
2022	August	\$4,040,439.00	64	-131110	↓ -3.14%
2022	September	\$3,900,780.00	64	-139659	↓ -3.46%
2022	October	\$3,635,494.00	69	-265286	↓ -6.80%
2022	November	\$634,677.00	12	-3000817	↓ -82.54%
2022	December	\$535,410,223.00	47332	534775546	↑ 84,259.48%

Vehicle Manufacture Year by Sales





VEHICLE SALES DASHBOARD

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Overview

States

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Time Analysis

Regions

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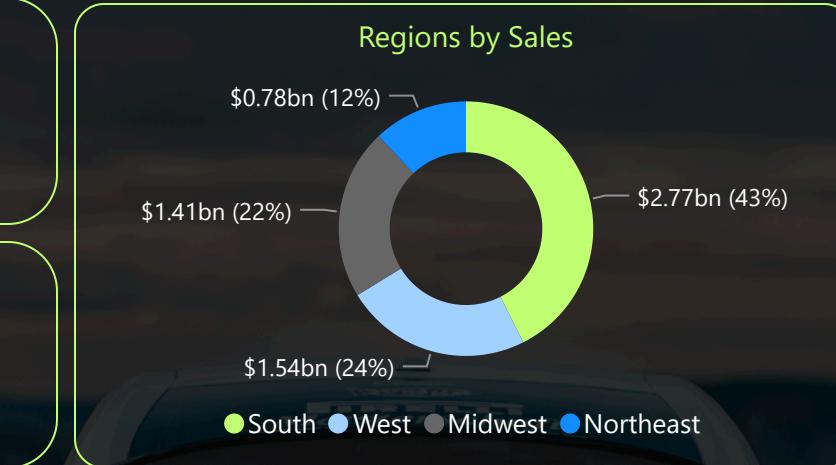


Location Analysis

Brands

Notes

Top 10 States by Quantity Sold



Top 10 States by Sales

Florida	\$1.07bn
California	\$0.99bn
Texas	\$0.56bn
Georgia	\$0.39bn
Pennsylvania	\$0.36bn
Illinois	\$0.33bn
Tennessee	\$0.32bn
New Jersey	\$0.32bn
Ohio	\$0.29bn
Missouri	\$0.22bn

State	Total Sales	% YoY Variance	Quantity Sold
Florida	\$1.07bn	↑ 1351.84%	75957
California	\$0.99bn	↗ 529.57%	66763
Texas	\$0.56bn	↑ 1023.84%	42208
Georgia	\$0.39bn	↑ 1426.86%	30759
Pennsylvania	\$0.36bn	↑ 1400.07%	26614
Illinois	\$0.33bn	↑ 1497.67%	22255
Tennessee	\$0.32bn	↑ 1115.29%	18594
New Jersey	\$0.32bn	↑ 2376.48%	23234
Ohio	\$0.29bn	↗ 808.02%	20154
Missouri	\$0.22bn	↑ 1374.37%	15264
Michigan	\$0.22bn	↑ 1129.91%	14360
Nevada	\$0.18bn	↗ 460.09%	11789
North Carolina	\$0.16bn	↗ 878.58%	18663
Wisconsin	\$0.12bn	↑ 1280.48%	9277



AN ANALYSIS OF VEHICLE SALES

2022

2023

Overview

Total Vehicles Sold

478K



Time Analysis

Vehicle Brands

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Location Analysis

Vehicle Colours

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Brands

Notes

Top 10 Vehicle Colours by Sales



Brand	Total Sales	Vehicles Sold	2022 Sales	2023 Sales	% YoY Variance
Ford	\$1,200,947,017.00	81523	\$82,167,412	\$1,118,779,605	➡ 1261.59%
Chevrolet	\$649,132,134.00	54957	\$57,788,779	\$591,343,355	➡ 923.28%
Nissan	\$524,699,295.00	44372	\$45,381,053	\$479,318,242	➡ 956.21%
Toyota	\$447,177,961.00	35824	\$45,289,900	\$401,888,061	➡ 787.37%
BMW	\$386,929,247.00	17813	\$42,141,007	\$344,788,240	➡ 718.18%
Dodge	\$296,548,784.00	27399	\$23,344,935	\$273,203,849	➡ 1070.29%
Mercedes	\$296,272,555.00	14023	\$29,251,482	\$267,021,073	➡ 812.85%
Infiniti	\$285,673,339.00	13953	\$23,805,057	\$261,868,282	➡ 1000.05%
Honda	\$280,805,577.00	25387	\$36,236,199	\$244,569,378	➡ 574.93%
Lexus	\$210,942,890.00	10524	\$18,225,575	\$192,717,315	➡ 957.40%
Hyundai	\$205,359,188.00	18737	\$18,956,631	\$186,402,557	➡ 883.31%
Jeep	\$186,126,827.00	12833	\$15,329,902	\$170,796,925	➡ 1014.14%
Kia	\$185,570,611.00	15835	\$14,013,776	\$171,556,835	➡ 1124.20%
Chrysler	\$160,319,346.00	15421	\$11,035,425	\$149,283,921	➡ 1252.77%
Gmc	\$153,885,935.00	9302	\$11,861,150	\$142,024,785	➡ 1097.39%

Top 20 Brands by Sales



INITIATIVES TO DRIVE MORE SALES IN 2024

GREENWOOD MOTORS LLC 

Overview

Time Analysis

Location Analysis

Brands

Notes

Offer Specialized Product/Service Offerings and Promos

From the daily trend of sales, the analysis shows that sales were low during weekdays, contributing to not more than 15% of total sales. Specialized offers such as discounted deliveries can be offered to buyers during these days, especially those unable to make sales at physical stores.

In addition, the monthly trend shows low sales recorded from July to November which remained constant. "Black Friday" offers which usually can be introduced to drive sales within these periods. Announcement can be made in August or September to prepare prospective buyers ahead of the offers which could begin in November and end in the first week of December.

Partnership Deals with Car Manufacturers

From the year of manufacture of cars sold, it is seen that cars manufactured from 2010 to 2015 generated more revenue for sellers - over 80% of the total revenue. Sellers can boost sales in 2024 by partnering with manufacturers to exchange old manufactured cars (less than 2010 manufacture year) for recent ones at an agreed rate.

Engaging in Quarterly Analysis

The month-on-month sales analysis revealed that sales always had a drop at the beginning of a new quarter, specifically in Q2 and Q3. In-depth sales analysis should be done before the end of every to identify bottlenecks in sales and proffer strategies to boost sales in the next quarter.

Procuring more cars with increased growth rate

Vehicles such as Plymouth, Tesla, and Lincoln showed a very high growth rate (YoY) of over 1000%. This provides an opportunity to procure more brands like these, especially in the category of luxury and electric cars.

Cutting down on the sales of trucks

The YoY variance revealed that most truck brands were only sold once within the period. This tells that procurement of trucks which may substantially cost higher than cars should be discontinued as they generate little or no sales for sellers.

Market Expansion

To boost sales in 2024, more marketing efforts should be directed to penetrate regions or countries surrounding the US such as Mexico, Canada, Cuba, The Bahamas, etc.