

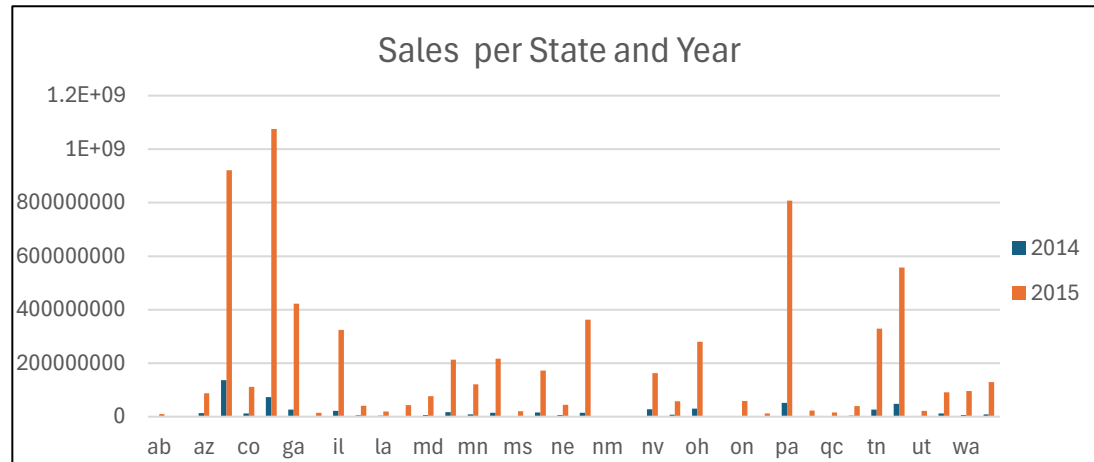
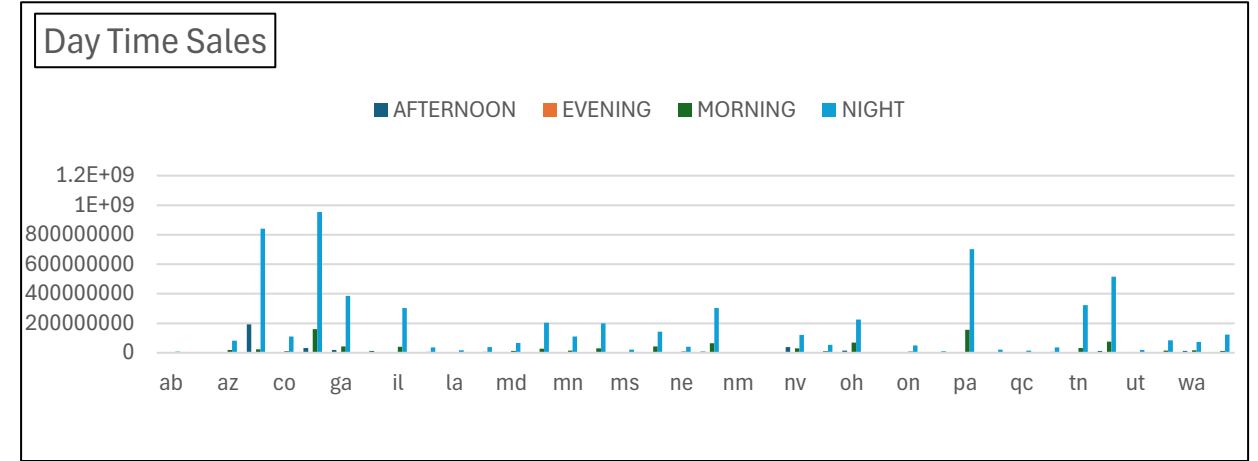
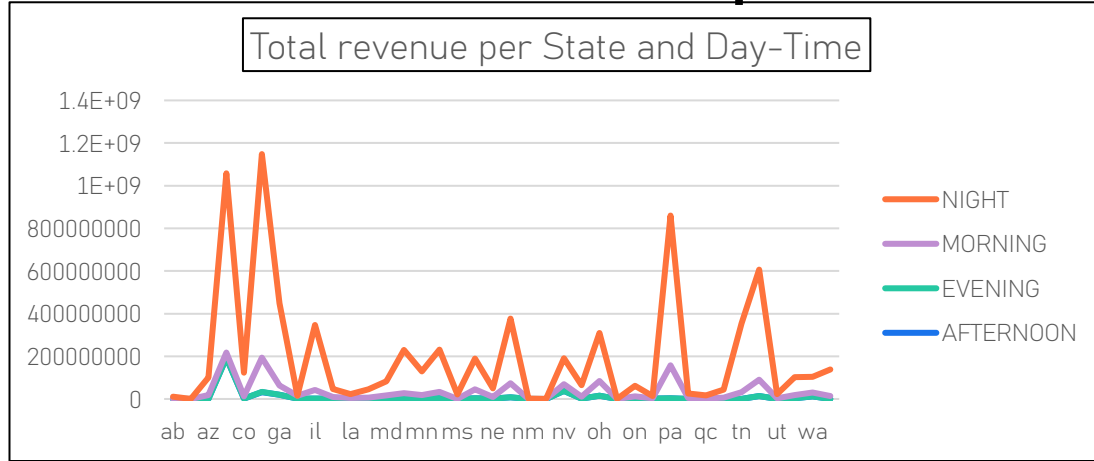


# CAR SALES ANALYSIS

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PRENTER: MOTAUNG FAITH  
DATA ANALYST

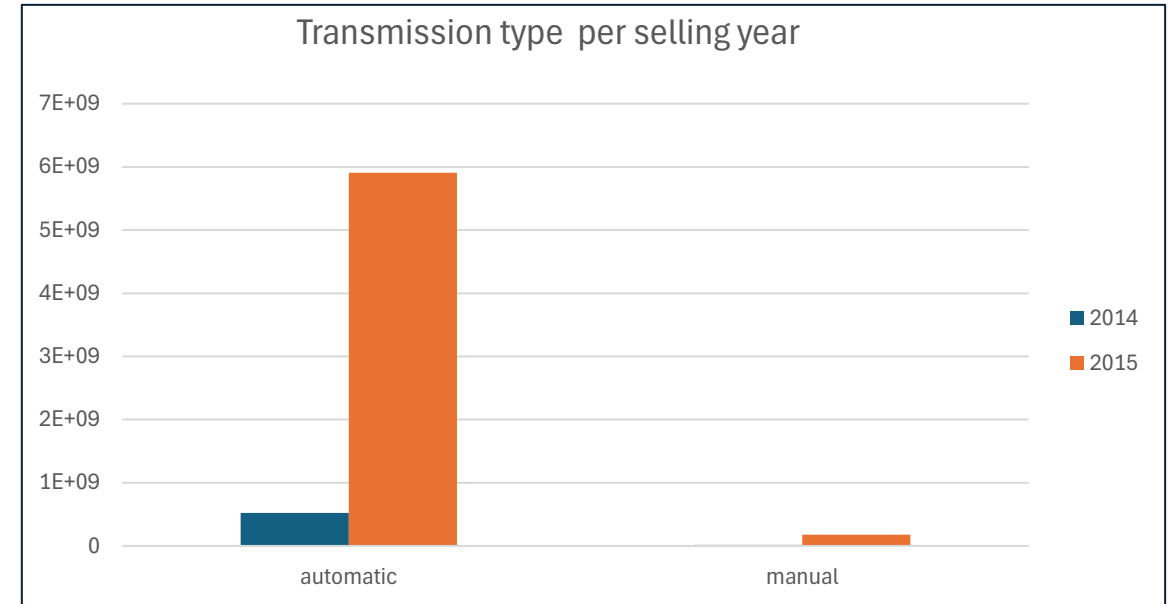
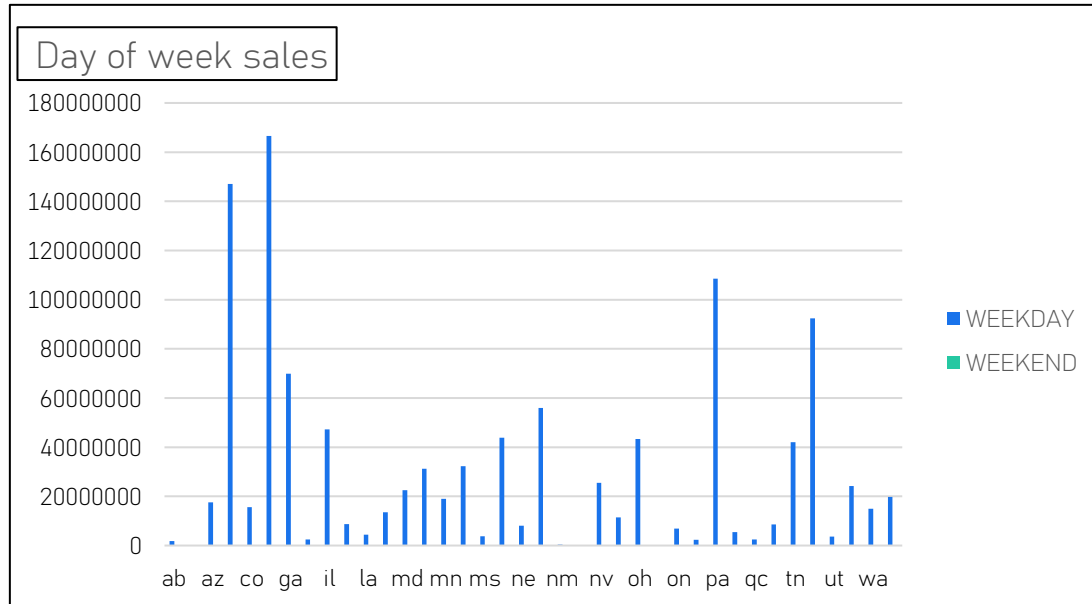
# Total Sales per State



## Analysis:

- The top 5 performing states in 2015 were FL, CA, . PA, TX and GA.
- Most of these sales were conducted on the Night time as per the daytime classification. The morning sales show a steady increase in CA, FL, PA, OH and NM.
- There were generally more car sales in 2015 than in 2014

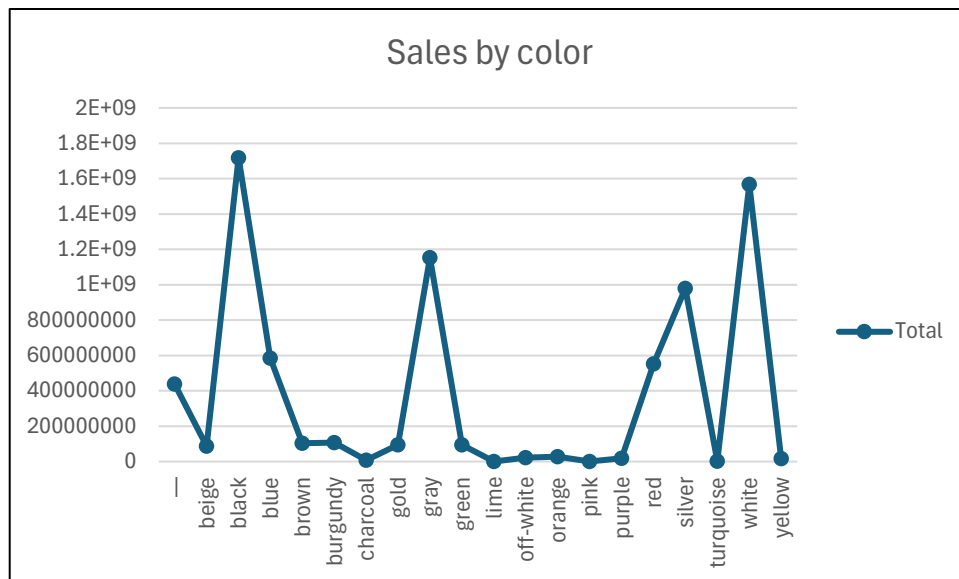
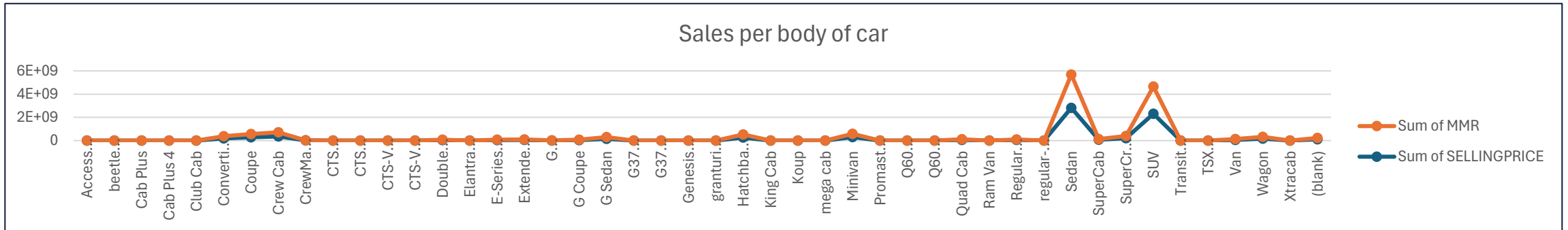
# Sales per day of week and transmission type



## Analysis:

- Even though there were a few car sales in 2014 than in 2015, the data shows that consumers prefer automatic models over manual operated cars.
- A majority of car sales are concluded during the week.

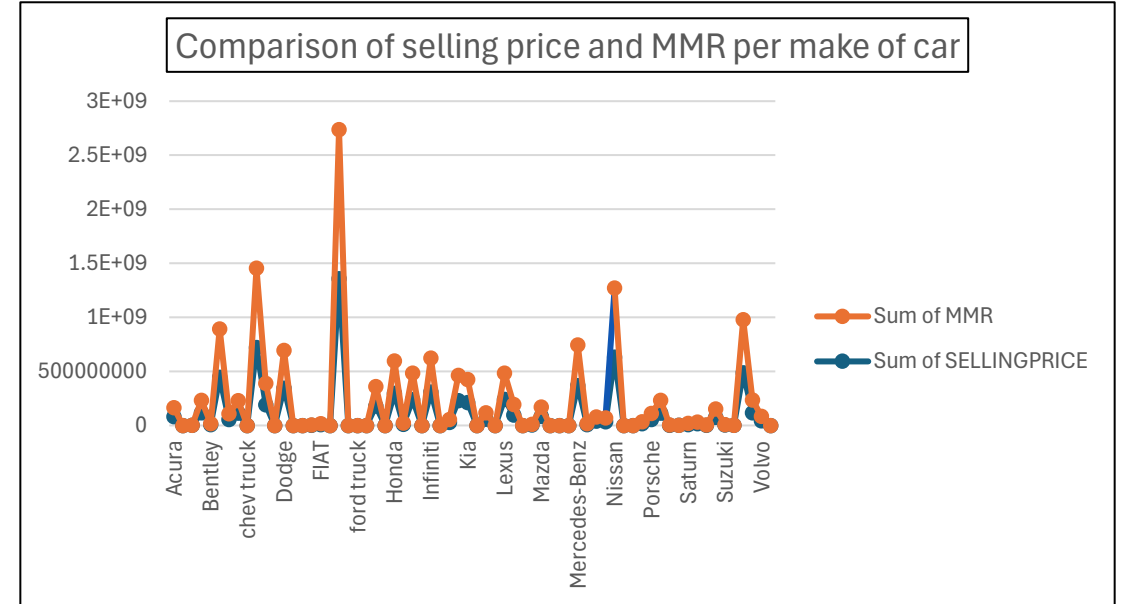
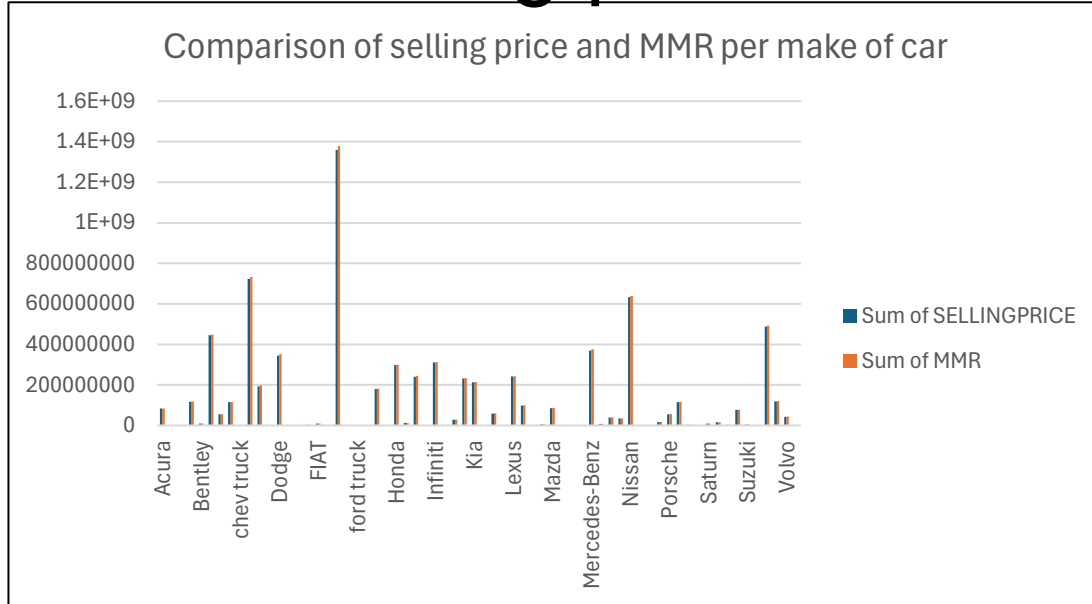
# Total sales per body and color of car



## Analysis:

- The sedan, SUV, Minivan, Crew cab and coupe are the top 5 performing in terms of preferred body of car.
- Even the benchmark pricing(MMR) for these body types are higher which may influence the final pricing of the car.
- The most preferred colours are black, white, grey, silver then blue and red.

# Selling price and MMR



## Analysis.

- The highest selling car is the FORD, followed by Chevrolet, Nissan, Toyota and BMW
- The benchmarking (MMR) price for these cars is even much higher than the sale price meaning that these cars are high quality cars and more durable. This knowledge encourages the buyers to purchase the cars.

# SUMMARY OF THE FINDINGS.

## Popularity:

- The consumers prefer the automatic cars, in the range of a sedan, SUV or van whilst there is some inclination to coupe styles.
- The most preferred car body colours are mostly black, followed by white then grey, blue and Red.

## Performance metrics

- The high performing cars are FORD, followed by Chevrolet, Nissan, Toyota and BMW.
- Buyers check the MMR price to estimate the cost of the car while the Sellers use the MMR to set the price of the vehicle.
- The benchmarking (MMR) price for these cars is higher than the selling price, which confirms the quality of the cars.
- The car sellers must appreciate the Buyer's psychology to understand what influences the sales.

THANK YOU!