Branch Performance Analysis Dashboard
1st January - 31st December, 2020

VANTAGE
CAR SALES

Towards Growth and Expansion

Action

The company's sales and growth rate in 2020 are outpacing the industry average.

Improve resource management by aligning product visibility with Demand.

As demand rises, we have pinpointed opportunities and suggested strategies for **Growth and Expansion**.

Outline

1 Facts

- **Objectives**
- **2020 Summary**
- **Demand**
- **Lagos State**
- **Ogun State**
- **Ondo State**
- **Osun State**
- **Oyo State**
- **Ekiti State**

2 Insight

- **Branches**
- **Brands**
- **Models**
- **Trends**
- **Trends**
- **Age**
- **Population & Income Level**

3 Recommendations

- **Growth & Expansion**
- **Ekiti**
- **Lagos**
- **Brands**
- **Trends**

1

Objectives

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

📅 **From 1st January to 31st December, 2020**

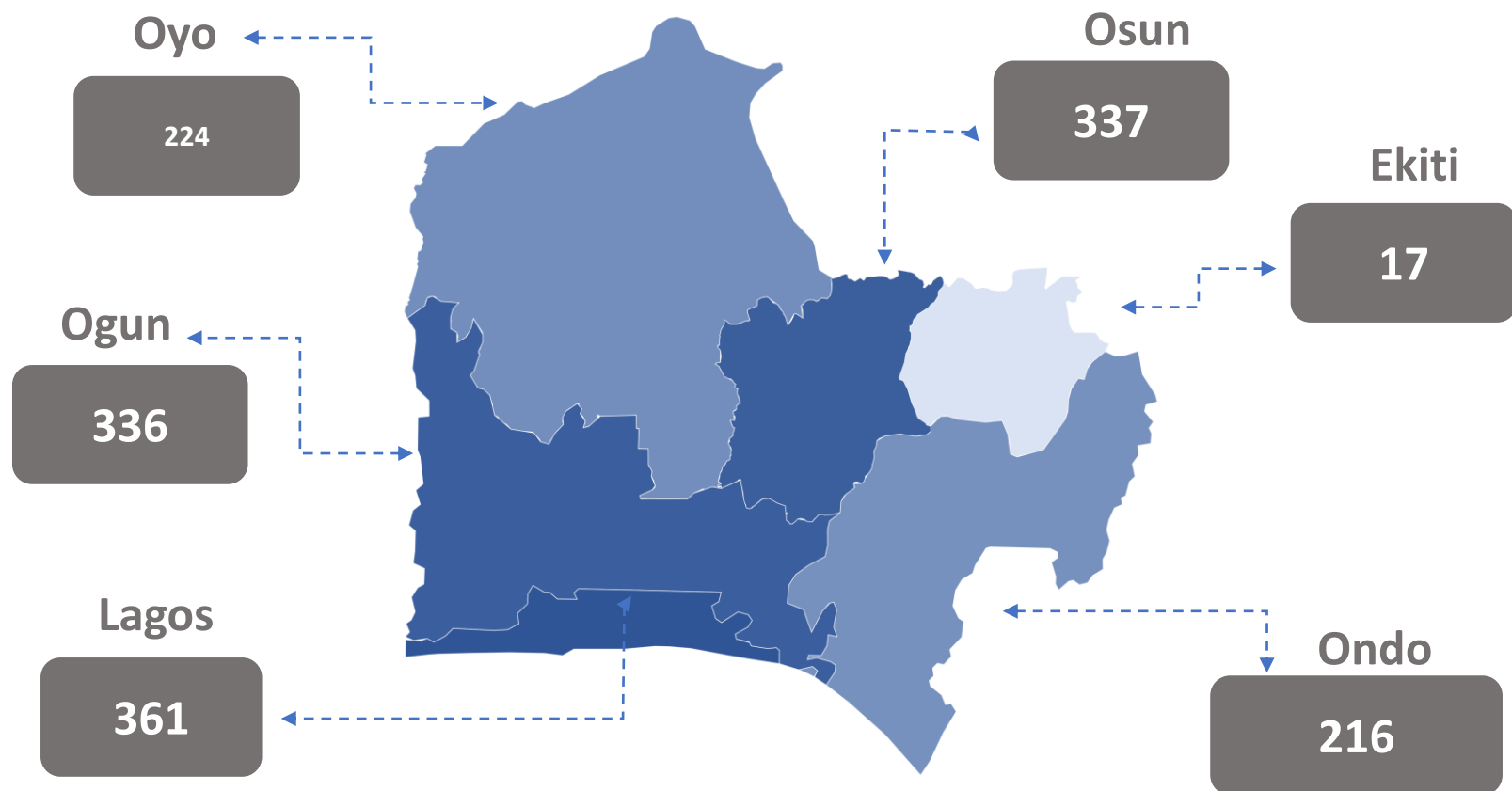|	
1,491	Total number of 🚗 sold
6	Branches
4.27%	Average monthly Growth Rate

2020 Summary

Oyo
224

Osun
337

Ekiti
17

Ogun
336

Lagos
361

Ondo
216

For **Demand**, Lagos recorded the highest number of sales with 361 cars while Ekiti has the lowest with 17 cars.
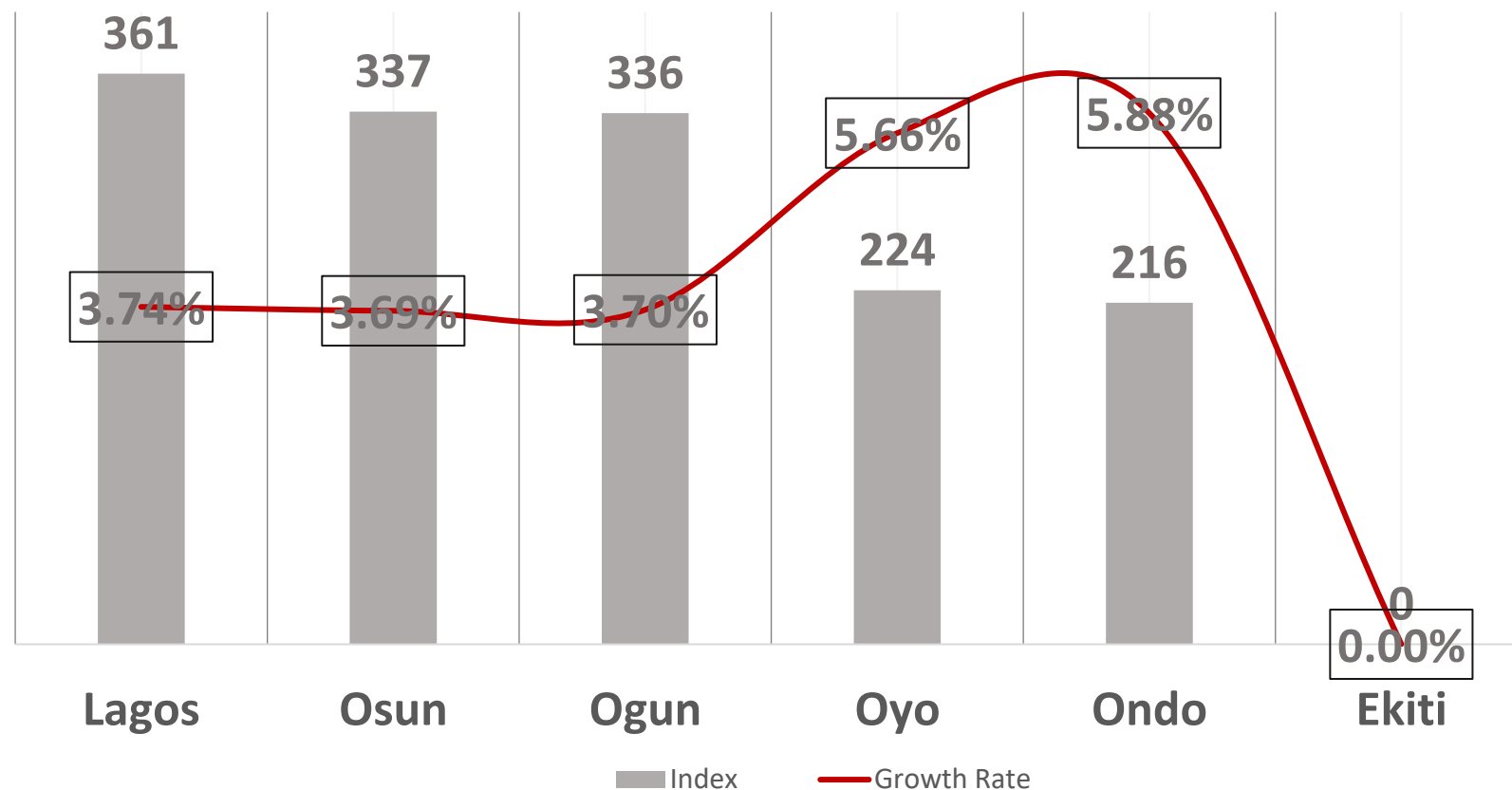
For Growth rate **Ondo had the highest growth rate** with 5.88% followed by Oyo with 5.66% .

Lagos

1

Lagos

Car Sales: 361

Growth Rate: 3.74%

No. 1 Car: Ford Fiesta

Gender: Female

Age: 36-40yrs

Ogun

1

336

Car Sales:

3.70%

Growth Rate:

Honda Civic

No. 1 Car:

Female

Gender:

26-30yrs

Age:

Ondo

Ondo

216

Car Sales:

5.9%

Growth Rate:

Nissan Rogue

No. 1 Car:

Male

Gender:

36-40yrs

Age:

Osun

1

Osun

337

Car Sales:

3.7%

Growth Rate:

Toyota Corolla

No. 1 Car:

Female

Gender:

26-30yrs

Age:

Oyo

224

Car Sales:

5.7%

Growth Rate:

Hyundai Sonata

No. 1 Car:

Male

Gender:

26-30yrs

Age:

Oyo

Ekiti

1

17

Car Sales:

0.0%

Growth Rate:

Nissan Rogue

No. 1 Car:

Male

Gender:

31-35yrs

Age:

EKiti

2

Branches

Branch	Percentage of Sales	Sales
Oyo State	15.0%	224
Lagos State	24.2%	361
Ogun State	22.5%	336
Ondo State	14.5%	216
Osun State	22.6%	337
Grand Total	**98.9%**	**1,474**

Approximately **90%** of the car sales came from **5 branches** (Lagos, Oyo, Ogun, Ondo & Osun).

Branches

5	6	6
Feb	Jan	Mar
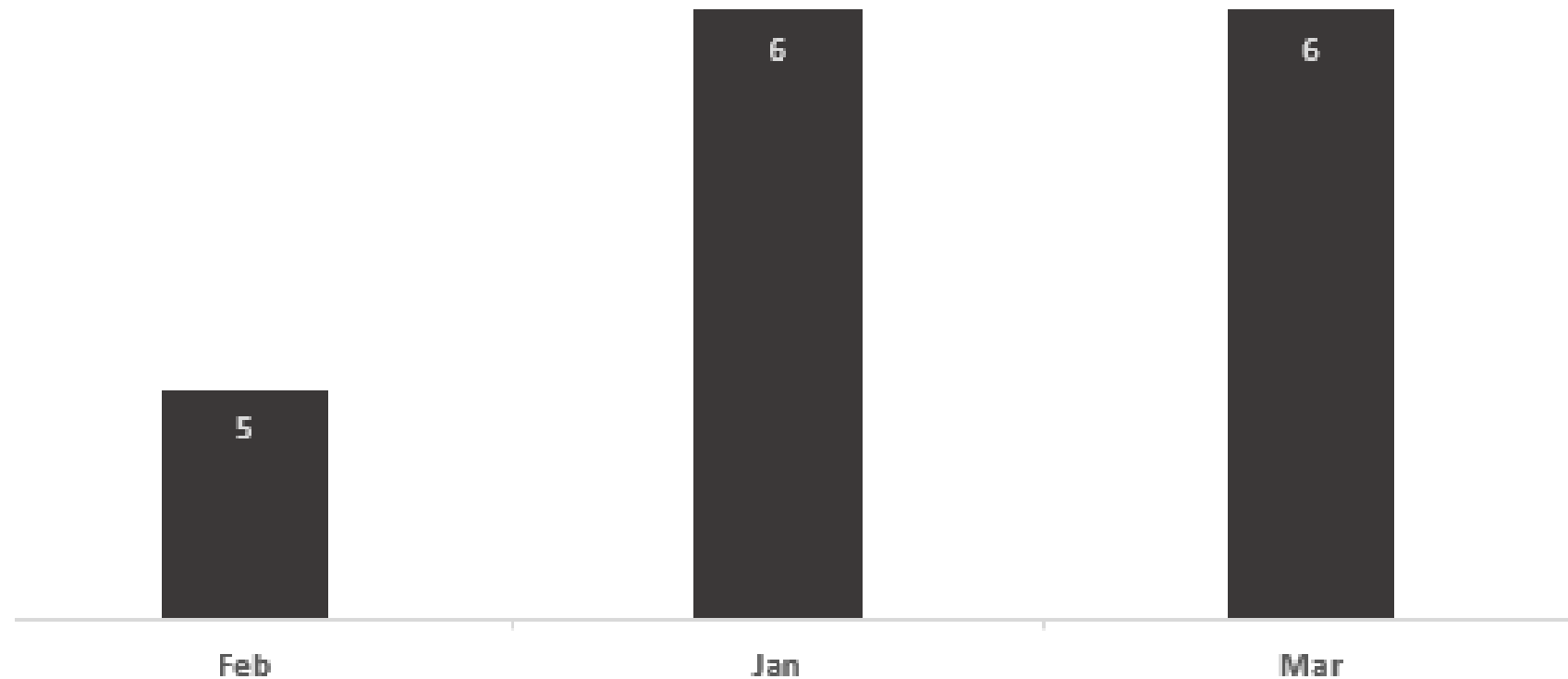
Ekiti Branch recorded sales for 3 months of January to March.

Branches
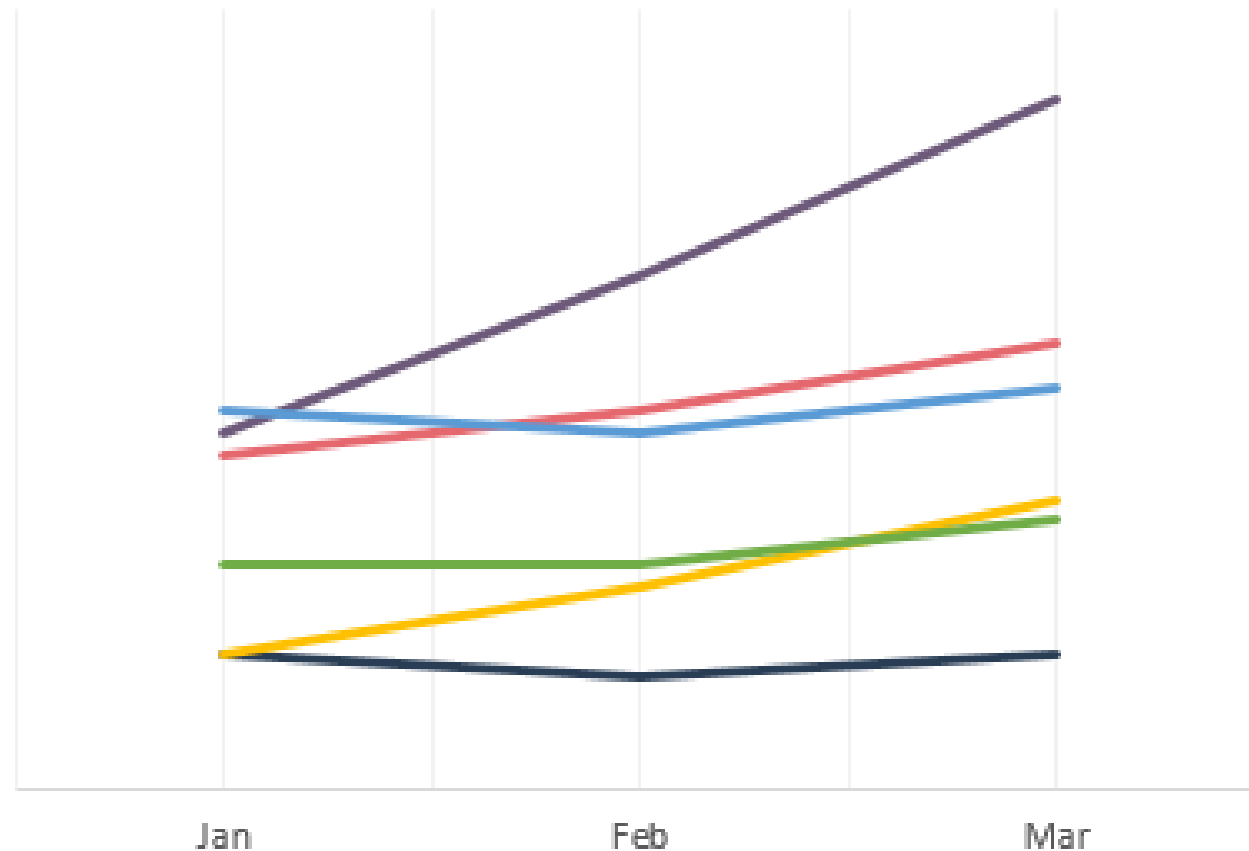
…Comparatively, Ekiti recorded the lowest sales volume during the 3 months of Jan. to Mar.

Brands

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Brands	Sales Volumes	Percetage of Sales
Ford	368	24.68%
Toyota	362	24.28%
Honda	203	13.62%
Nissan	201	13.48%
Hyundai	198	13.28%
Grand Total	1,332	89.34%

Approximately **90%** of sales volume came from to 5 brands(Ford, Toyota, Honda & Hyundai).
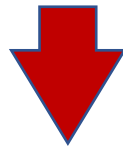
Brands
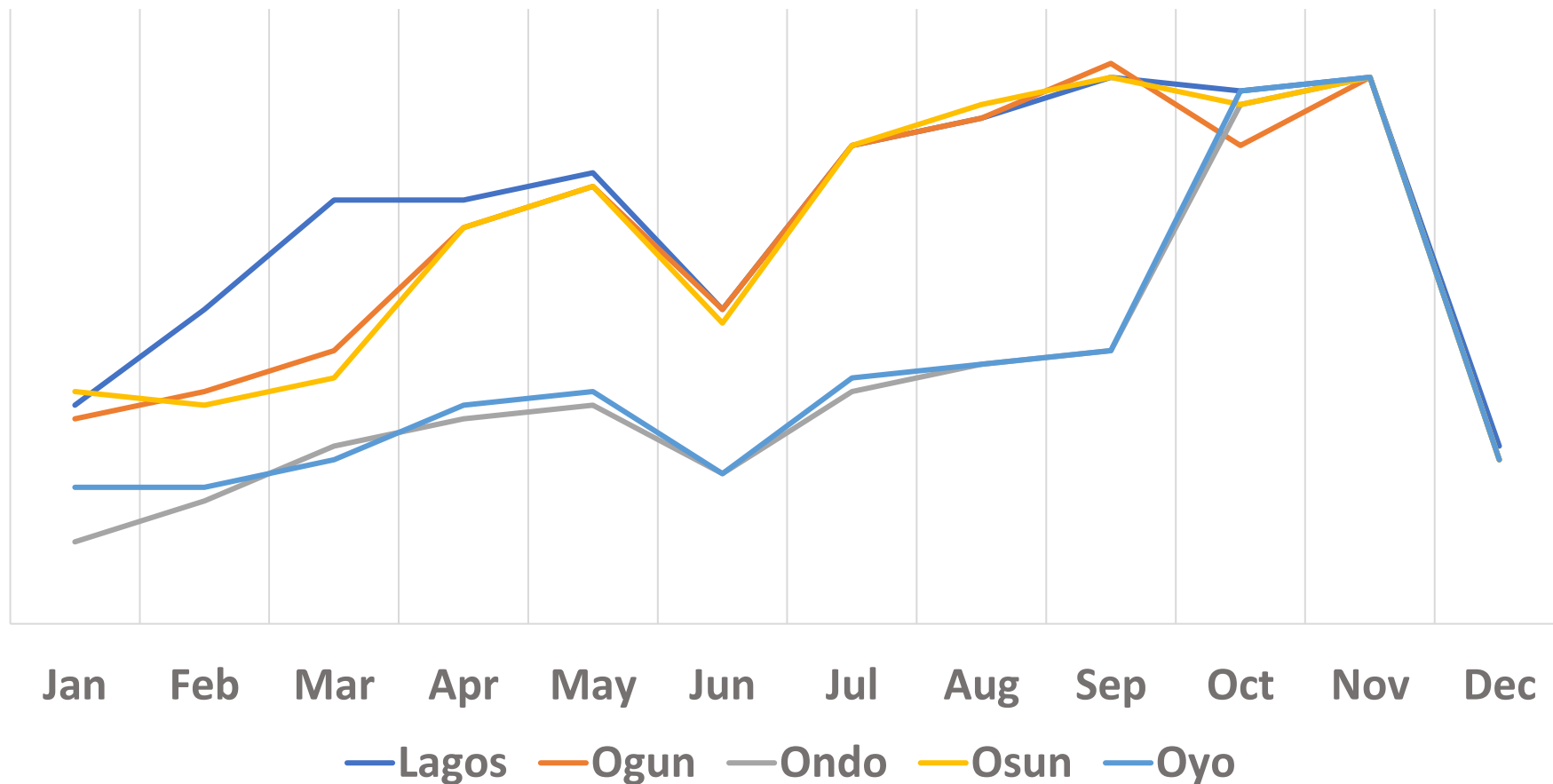
②

Top 5 Brands

⬆ Ford, Toyota, Honda & Hyundai

Stock at least **3 Models** per branch

Bottom 4 Brands

⬇ Chevrolet, Mercedes, Kia & Volkswagen

Stock only **1 Model** per branch

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Brands

All the top 5 branches had the same trend in **June**, **July**, **August**, and **December.**
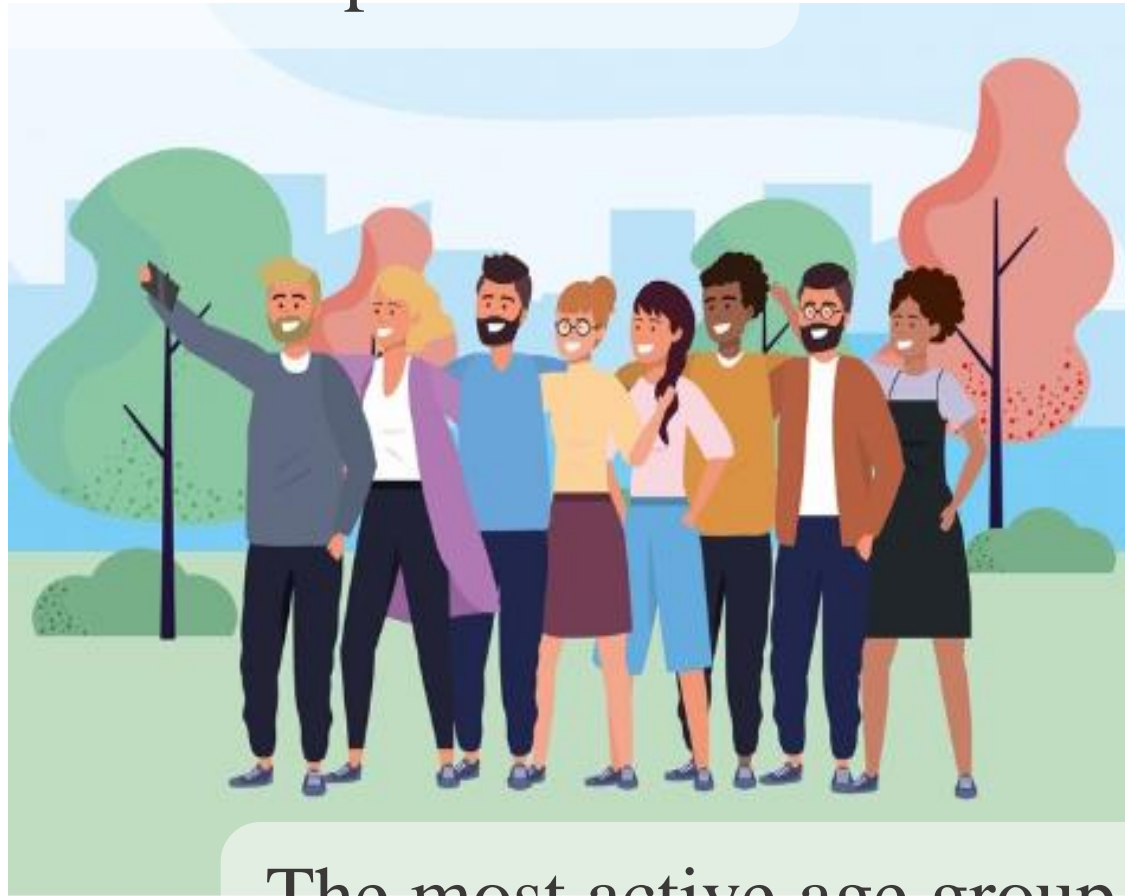
Gender

Generally, there is **no** gender effect on the volume of sales.

The gender **effect** was **branch**-specific.

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Age

Average Age has **No** significant effect on the volume of sales per branch.

The most active age group across branches is **26-48** years.

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Population

Branch	Total Sales	Population	PAYE
Lagos	361	15,772,884	78,443,000,376
Osun	337	4,237,396	3,674,515,251
Ogun	336	6,445,275	7,338,058,412
Oyo	224	7,512,855	9,137,541,679
Ondo	216	5,469,707	2,440,029,603
Ekiti	17	3,398,177	1,728,745,983

Lagos with the highest population and Income had the highest sales volume.

3

Growth & Expansion

The benefit of the solution

- **Growth and Expansion Decision Making**: Implement a data-driven strategy for choosing and overseeing locations.
- **Resource Allocation**: Enables the most effective distribution of resources by prioritizing high-potential brands, models, and timeframes.
- **Market Insight**: Delivers an in-depth understanding of regional preferences and market trends, guiding future business strategies.

3

Evaluate Existing Branches

- Examine current branches based on local market conditions.

- Assess the potential for relocating or shutting down branches in less favorable areas or those underperforming.

- **Proceed with closing the branch in Ekiti State.**

Ekiti

New Branch Development

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Lagos

Conduct in-depth market research and analysis to identify new branch locations with advantageous demographics and strong purchasing power.

Set up an additional branch in Lagos State.

Alternatively, Consider opening a branch in Port Harcourt or Kano State.

3

Brands

Ensure that the top five brands (**Ford, Toyota, Honda, Nissan, Hyundai**) are consistently available at all branches throughout the year and are prominently featured in the car lot.

Stock at least three models for each brand.

Investigate preferences for top-performing models to better align with customer demand for each state.

Trend Analysis

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Trends

Conduct a comprehensive analysis of the industry and market environment to understand the factors contributing to the significant decline in sales in **June** and **December**, as well as the rise in **July** and **August**.

Compare the performance of existing branches with local market conditions to confirm these findings.

The research and development, marketing, business development, and sales teams should develop strategies, aimed at achieving a steady increase in sales throughout the year.

Q&A

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Contact

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