



CAR ANALYSIS



Objective

- To study and Car sales data to reveal patterns and trends that help improve business performance and decision-making.

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KPI

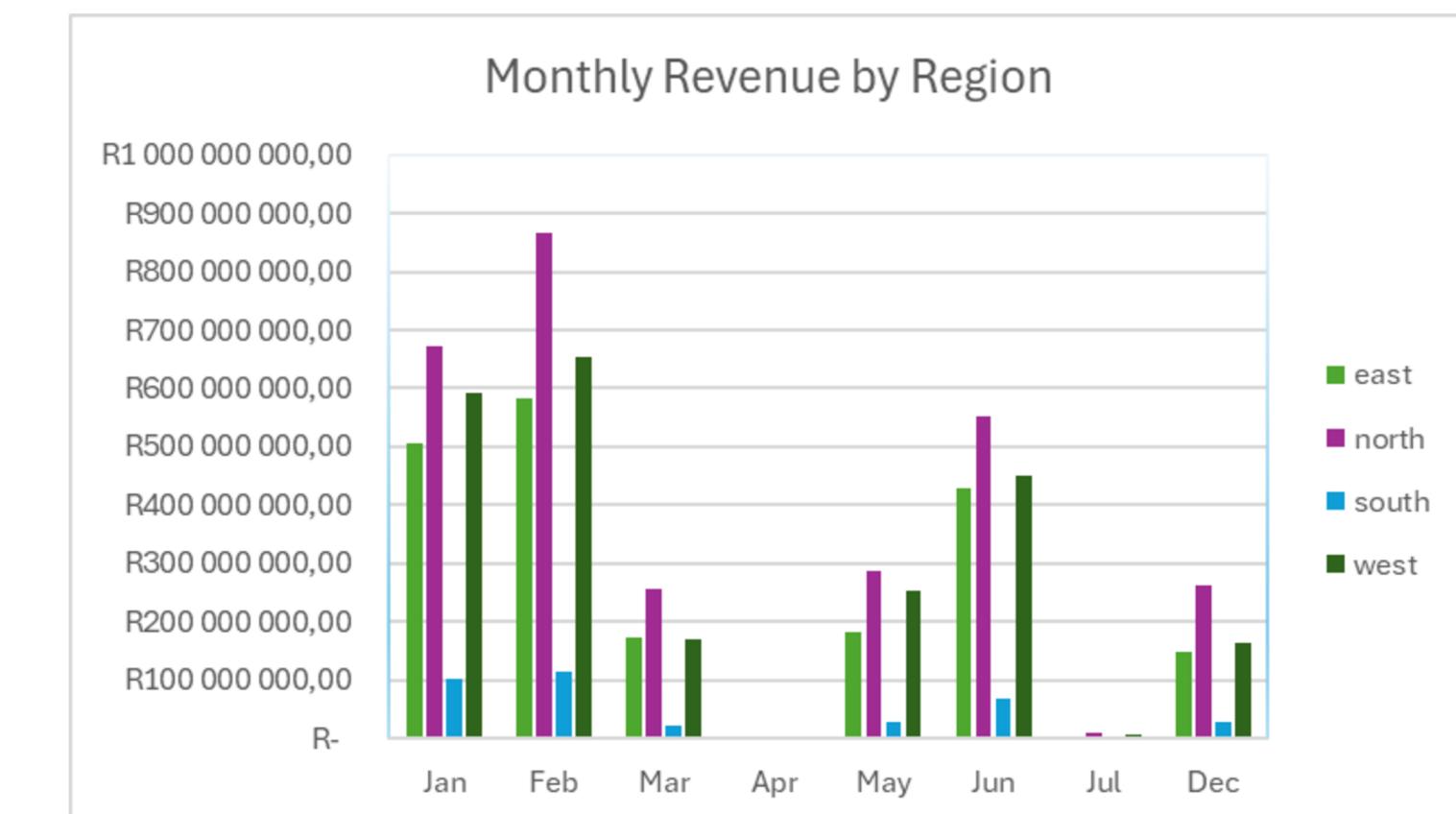
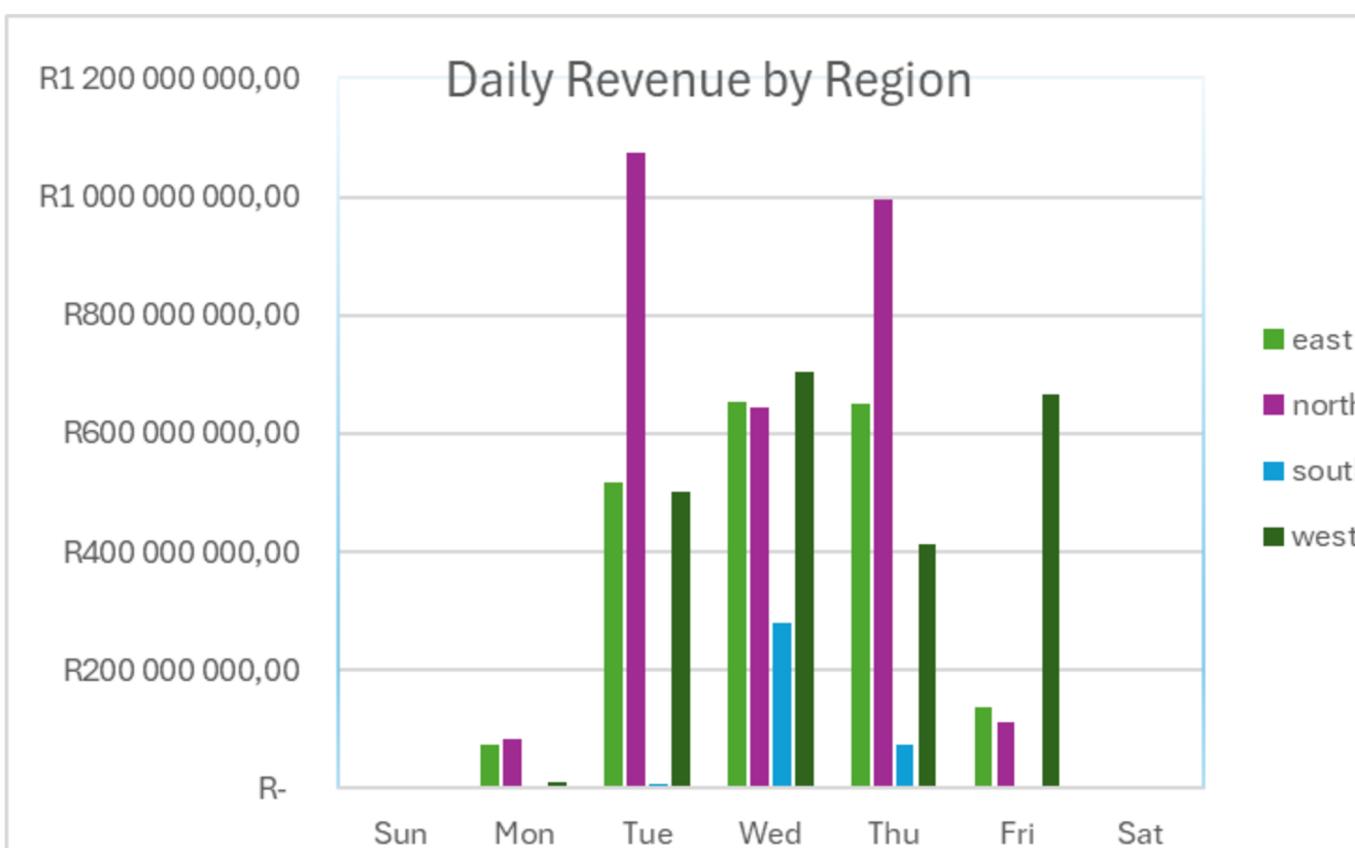
Total revenue reached R7.6 billion, driven mainly by automatic vehicles, Sedans, SUVs, and evening sales. The North and West regions performed strongly, while the South lagged behind. Top-performing brands include Ford, Chevrolet, and Nissan, with the F-150, Altima, and Escape leading sales. Most sales are concentrated among popular models and automatic transmissions, reflecting clear customer preferences and regional trends.

Total Revenue

**R7.6
Billion**

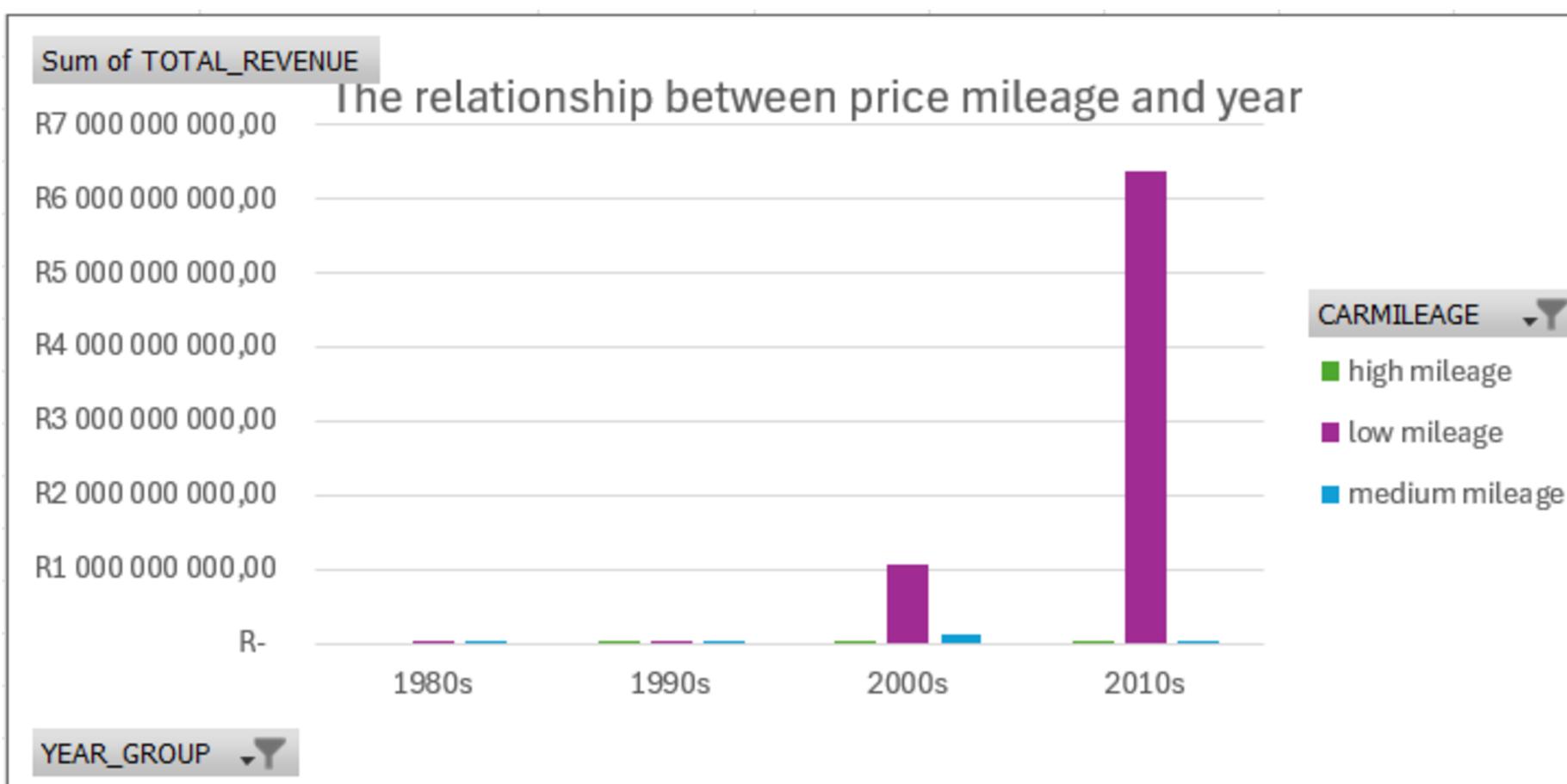
REVENUE BY TIME PER REVENUE

- February is the revenue leading month with 2.2 Billion rands, followed by January with 1.8 Billion.
- April is least revenue generating month with 14.7 million, followed by July with 22 Million.
- Wednesday is the day the dealerships generate more revenue leading with 2.28 Billion, having Saturday as the worst performing day with 41 thousand revenue.
- Midweek is the peak selling period while weekends worst selling period.
- North Region has the highest revenue of about 2.9 Billion while South has very slow sales of about 366 Thousands.



The relationship between Price, Mileage, Performance and year

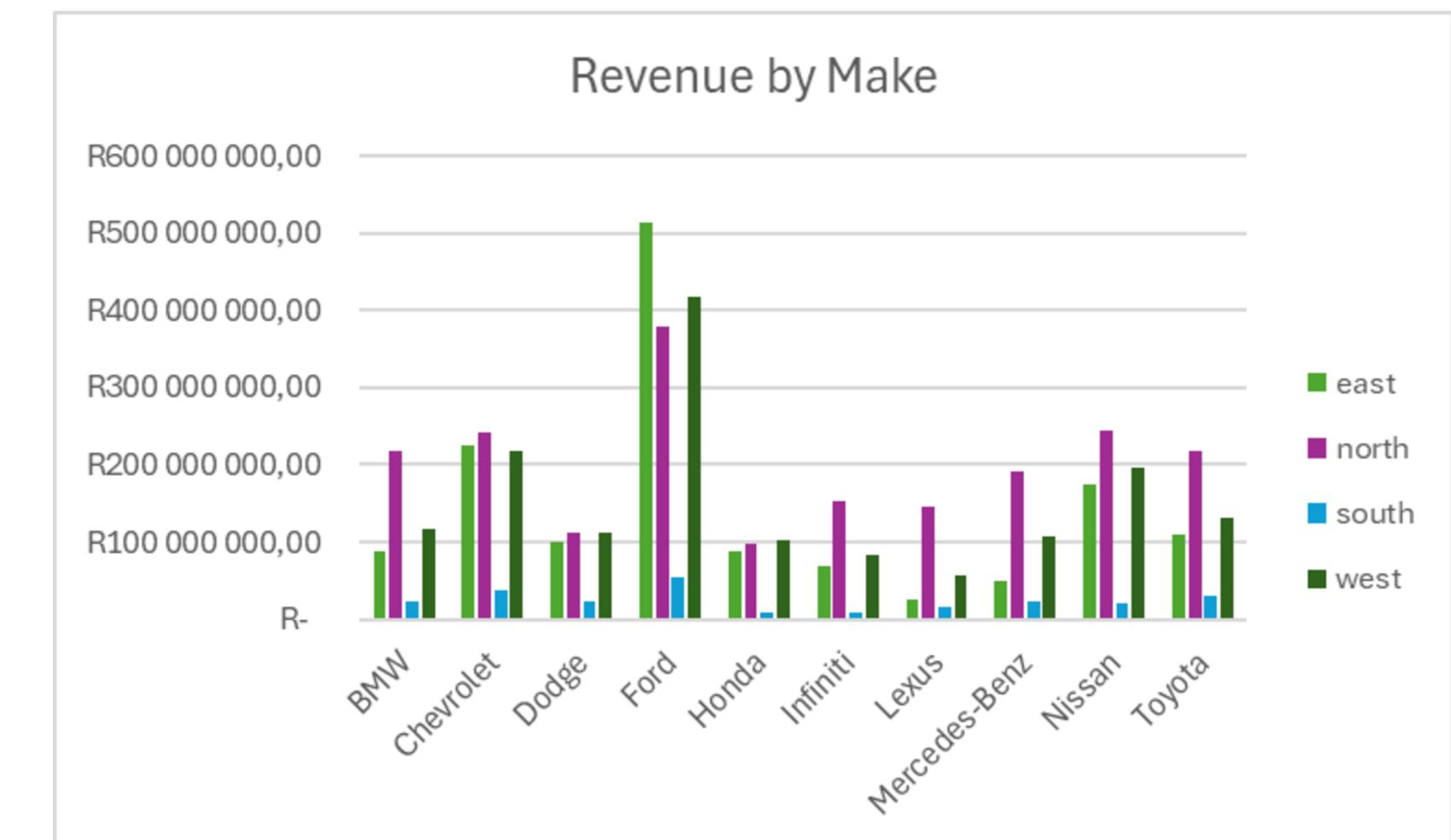
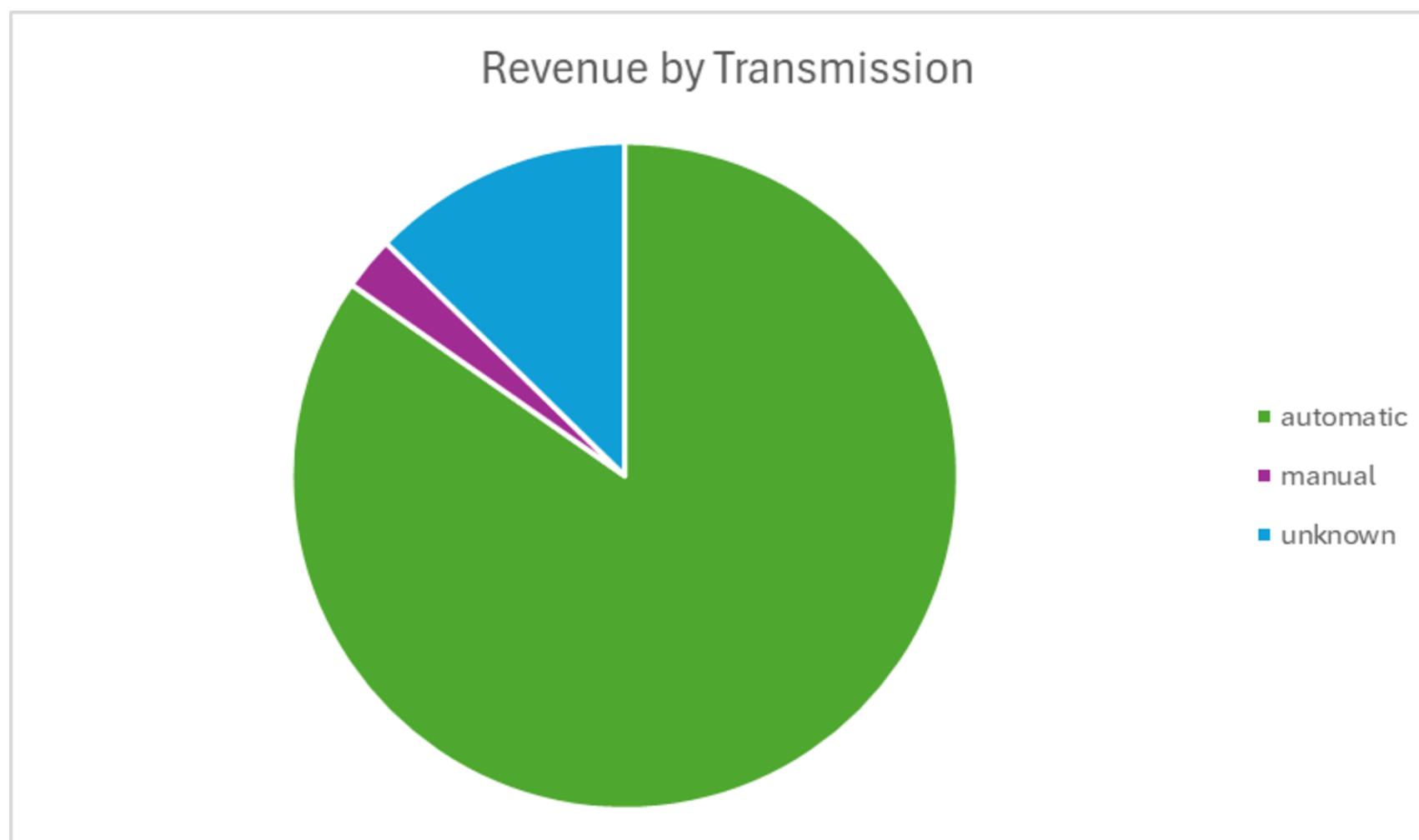
- Low mileage cars and 2010s newer cars are the highest factors generating more revenue with about 6.3 million.
- High Mileage car and 1980s old cars are the least bought cars with 0 revenue, none of the cars were bought.
- More than 99% of all our revenue sales come from low-margin cars.



Row Labels	Sum of TOTAL_REVENUE
high_margin	230000
low_margin	7605453687
medium_margin	328600
Grand Total	7606012287

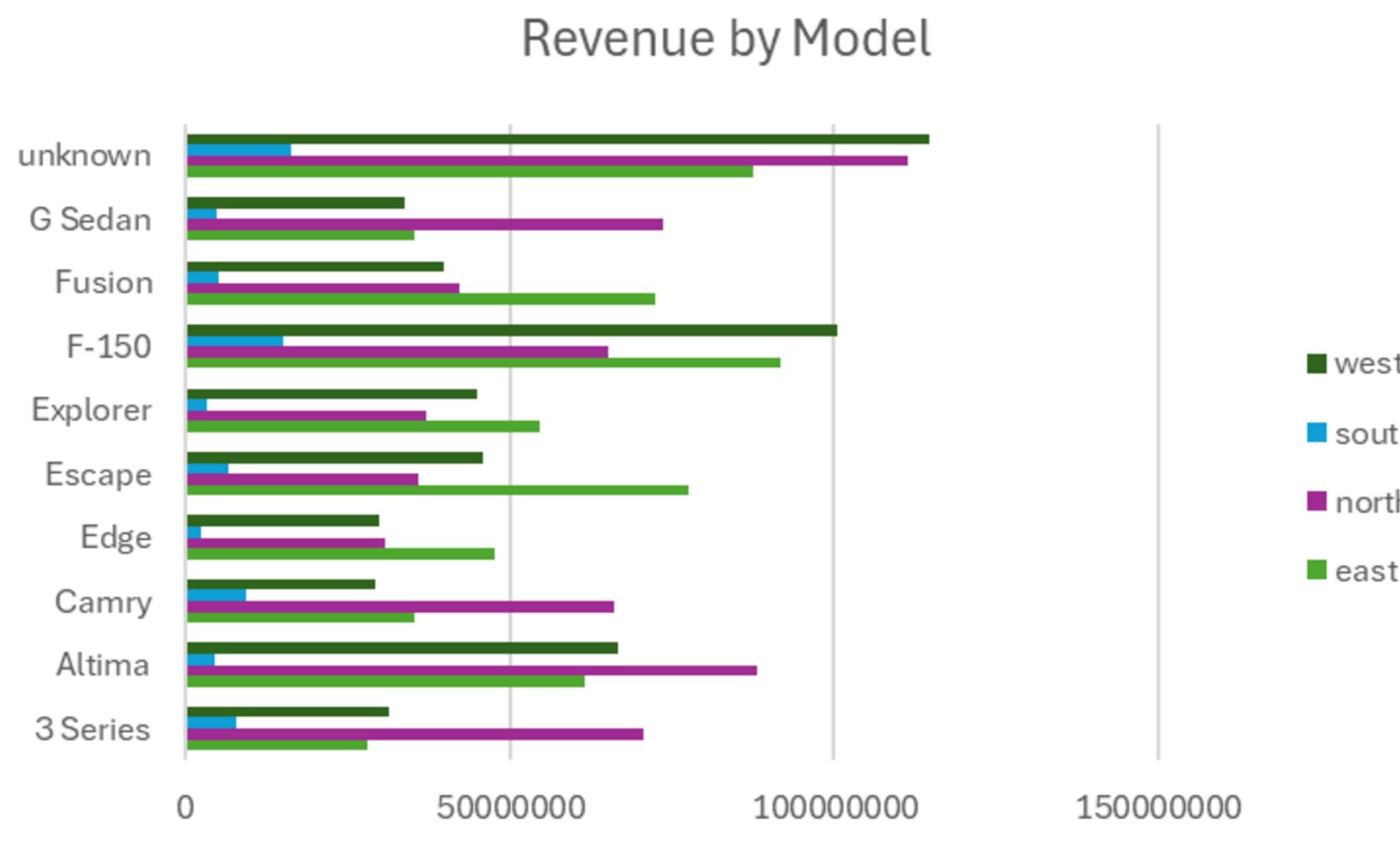
Revenue by Transmission and by Make

- Automatic Transmission is the leading transmission contributing about 85% of the total revenue.
- Manual is the least clients favourite transmission contributing about 2.6%.
- Ford in all the regions is the number one car make generating the majority of revenue of about 1.3 million.
- BMW is the strongest in the North.
- North and West regions together contribute about 66% of total revenue. Lexus and Dodge are least performing car make.



Revenue by Car Model

- Evening sales dominate revenue which is about 82% across all car body types.
- Morning and afternoon time type sales are much smaller with afternoon being the weakest at 5%.
- Sedans and SUVs are highest revenue contributors.
- While G Sedan, Wagon, Convertible, SuperCrew are the least contributing car body types.
- The F-150 is the top performing car model by revenue.
- Edge has the lowest total revenue among the listed models.



Row Labels	Sum of TOTAL_REVENUE Column Labels			
	afternoon	evening	morning	Grand Total
Convertible	14056701	147407896	25432104	186896701
Coupe	17621226	226387043	38742375	282750644
Crew Cab	13229750	300437424	41247333	354914507
G Sedan	8486651	127873505	11558650	147918806
Hatchback	15580835	210045179	37943896	263569910
Minivan	14079180	247787331	33473630	295340141
Sedan	152001320	2315325072	360253653	2827580045
SuperCrew	5292350	172619834	21702600	199614784
SUV	99845029	1909509259	308823631	2318177919
Wagon	8979761	131610223	22700882	163290866
Grand Total	349172803	5789002766	901878754	7040054323

Recomendations

- Increase marketing projects in the South Regions as it is under performing region.
- Increase staff and stock on weekdays.
- Offer weekends promotions to boost sales and add operating hours like auctions on old stock.
- Remove the 1980s and high mileage car stock as it is not selling.
- Increase stock in newer car models as customers prefers it.
- Performance tiers indicates we might be under pricing the cars.
- Increase selling price.
- Develop targeted campaigns to boost underperforming make, transmission and models