

Bright Cars Sales Data Analysis

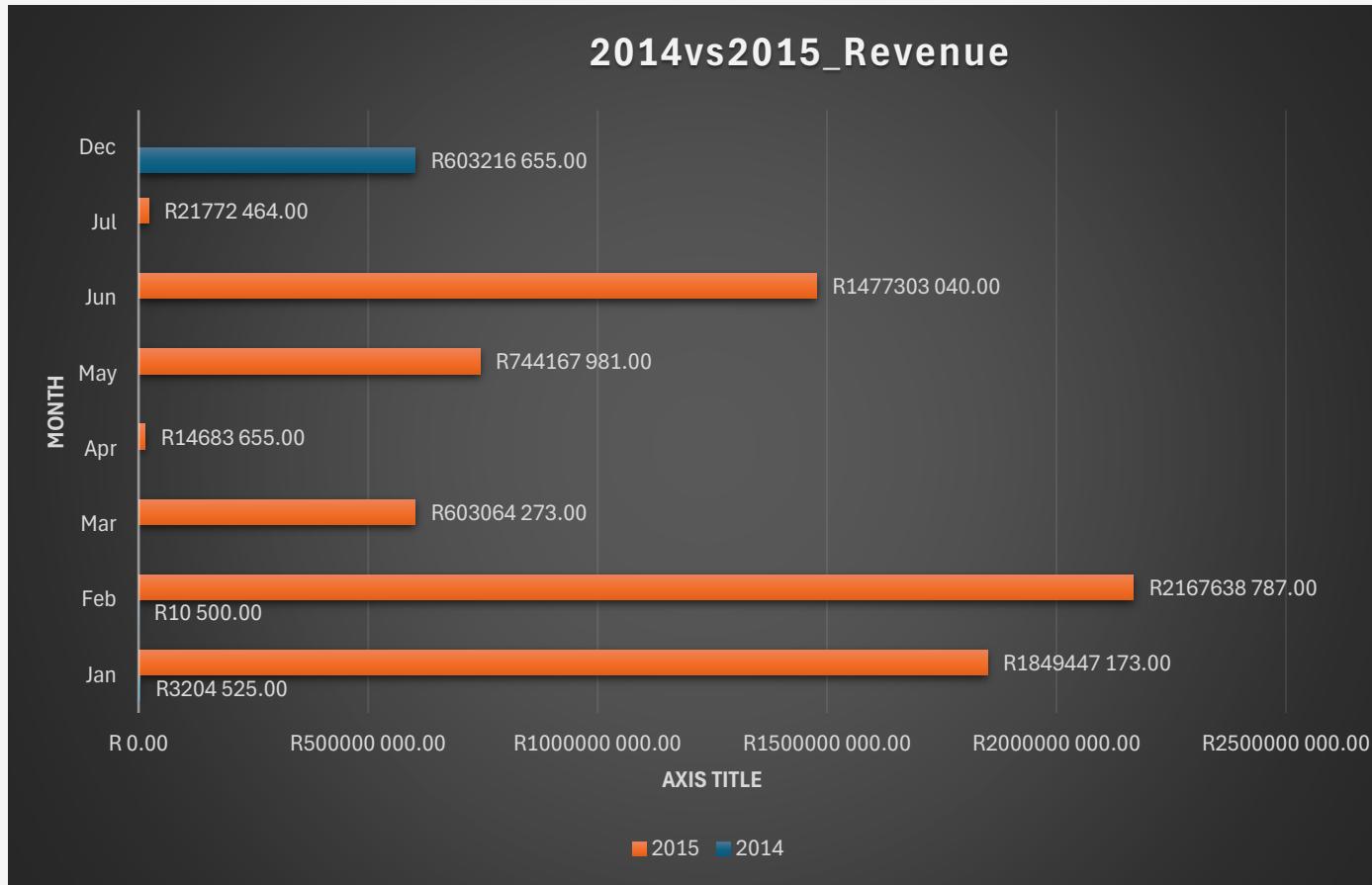
For Period 2014-2015



Sales/Revenue Analysis For Bright cars Shop

for Period 1 Jan 2023-30 June 2023

This presentation provides an in-depth review of sales performance across the different sellers in the period 2014-2015.

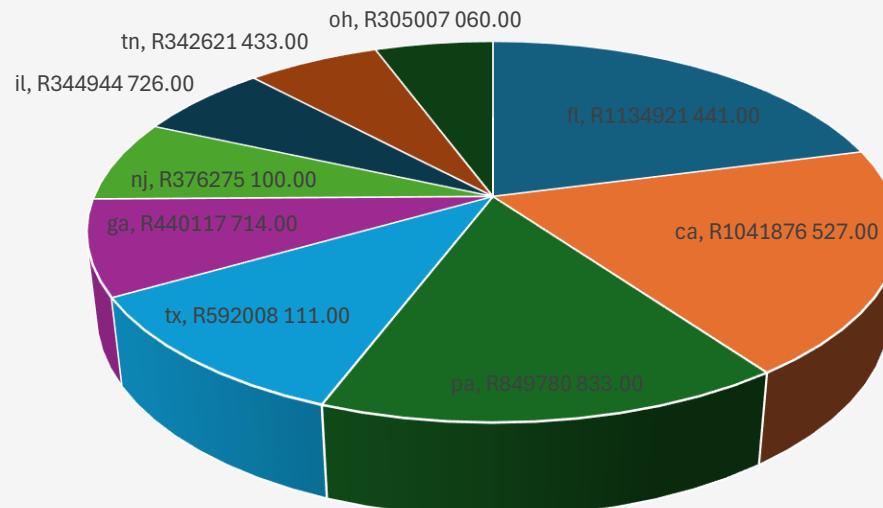


Top10_Revenue_Generating_State

Top 10 Revenue generating states. FL is leading with R1 134 921 441.00 & Mi is in position 10 with revenue of R229 353 677.00.

State	Total_Revenue
fl	R1 134 921 441.00
ca	R1 041 876 527.00
pa	R849 780 833.00
tx	R592 008 111.00
ga	R440 117 714.00
nj	R376 275 100.00
il	R344 944 726.00
tn	R342 621 433.00
oh	R305 007 060.00
mi	R229 353 677.00

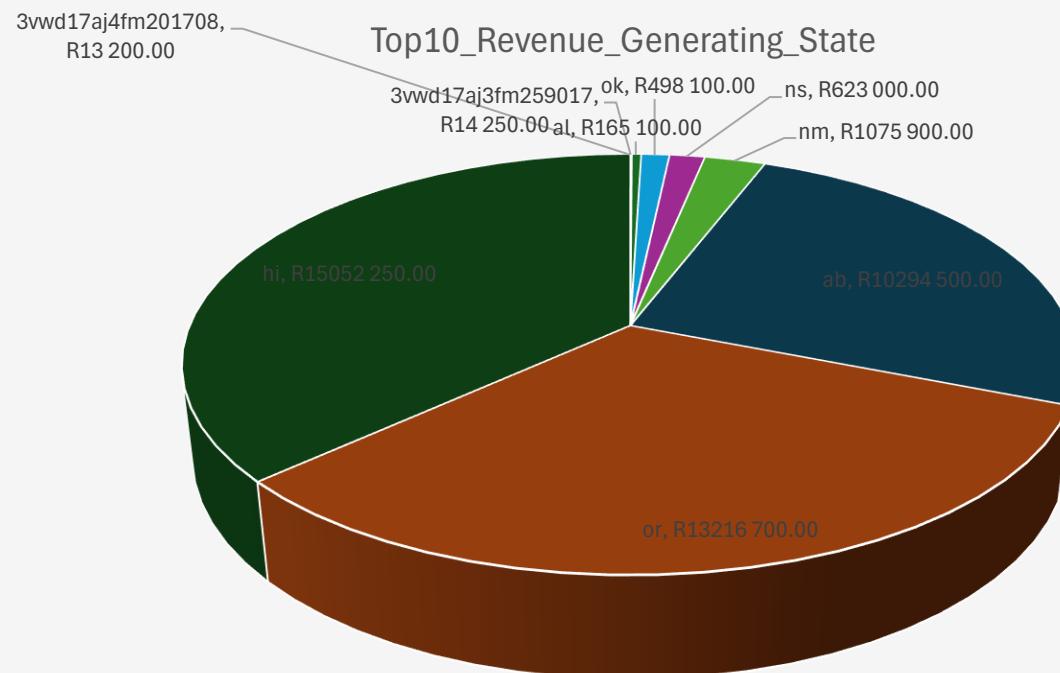
Top10_Revenue_Generating_State



Bottom10_Revenue_Generating_State

Bottom 10 Revenue generating states. 3vwd17aj4fm201708 is the lowest with R13 200.00 & qc with revenue of R16 485 750.00

State	Total_Revenue
3vwd17aj4fm201708	R13 200.00
3vwd17aj3fm259017	R14 250.00
al	R165 100.00
ok	R498 100.00
ns	R623 000.00
nm	R1 075 900.00
ab	R10 294 500.00
or	R13 216 700.00
hi	R15 052 250.00
qc	R16 485 750.00



Top10_Revenue_Generating_Sellers

Top 10 Revenue generating sellers. ford motor credit company llc is the top generating with R340 526 625.00 seller.

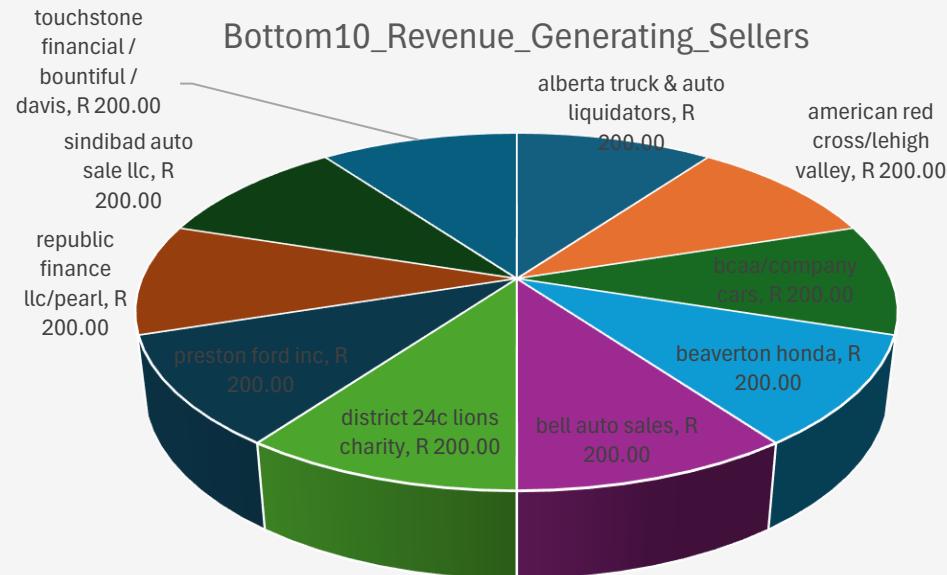
Sellers	Total_Revenue
ford motor credit company llc	R340 526 625.00
nissan-infiniti lt	R271 874 860.00
the hertz corporation	R250 616 068.00
nissan infiniti lt	R216 002 671.00
avis corporation	R203 251 230.00
financial services remarketing (lease)	R174 548 150.00
mercedes-benz financial services	R152 680 450.00
enterprise veh exchange/rental	R126 259 486.00
santander consumer	R121 160 615.00
tdaf remarketing	R108 166 050.00



Bottom10_Revenue_Generating_Sellers

Bottom 10 Revenue generating sellers. All the bottom generating sellers have a revenue of R200.

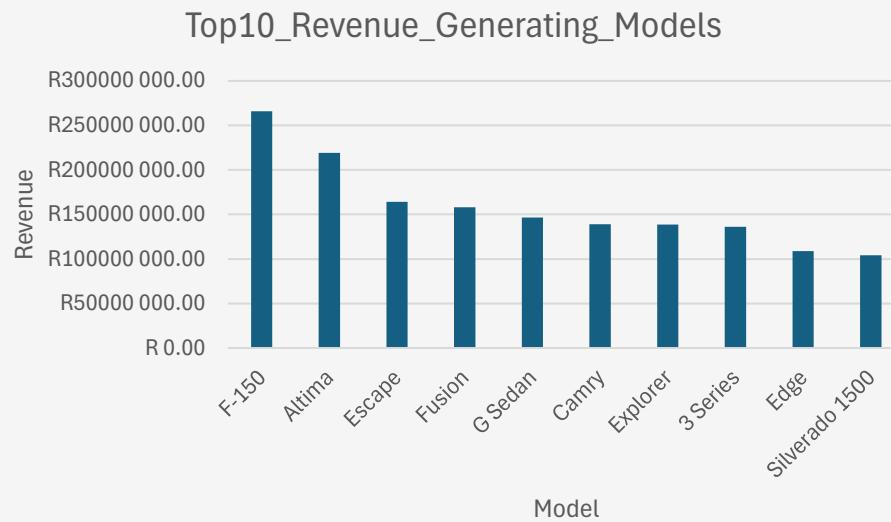
Sellers	Total Revenue
alberta truck & auto liquidators	R200.00
american red cross/lehigh valley	R200.00
bcaa/company cars	R200.00
beaverton honda	R200.00
bell auto sales	R200.00
district 24c lions charity	R200.00
preston ford inc	R200.00
republic finance llc/pearl	R200.00
sindibad auto sale llc	R200.00
touchstone financial / bountiful / davis	R200.00



Top10_Revenue_Generating_Models

Top 10 Revenue generating model.

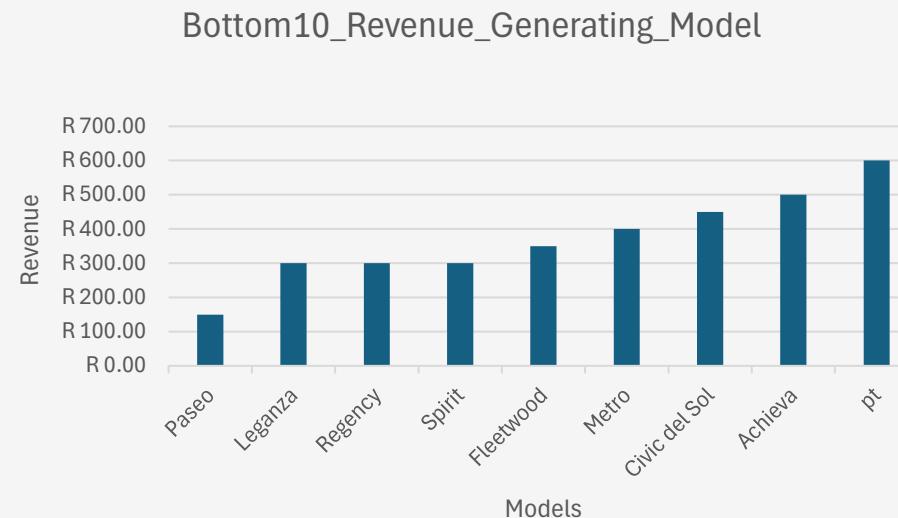
Model	Total_Revenue
F-150	R266 041 259.00
Altima	R219 199 908.00
Escape	R164 086 952.00
Fusion	R158 135 020.00
G Sedan	R146 519 056.00
Camry	R139 028 008.00
Explorer	R138 777 219.00
3 Series	R136 009 230.00
Edge	R108 846 319.00
Silverado 1500	R104 332 636.00



Bottom10_Revenue_Generating_model

Bottom 10 Revenue generating model. All the bottom generating sellers have a revenue ranging between R150-R600.

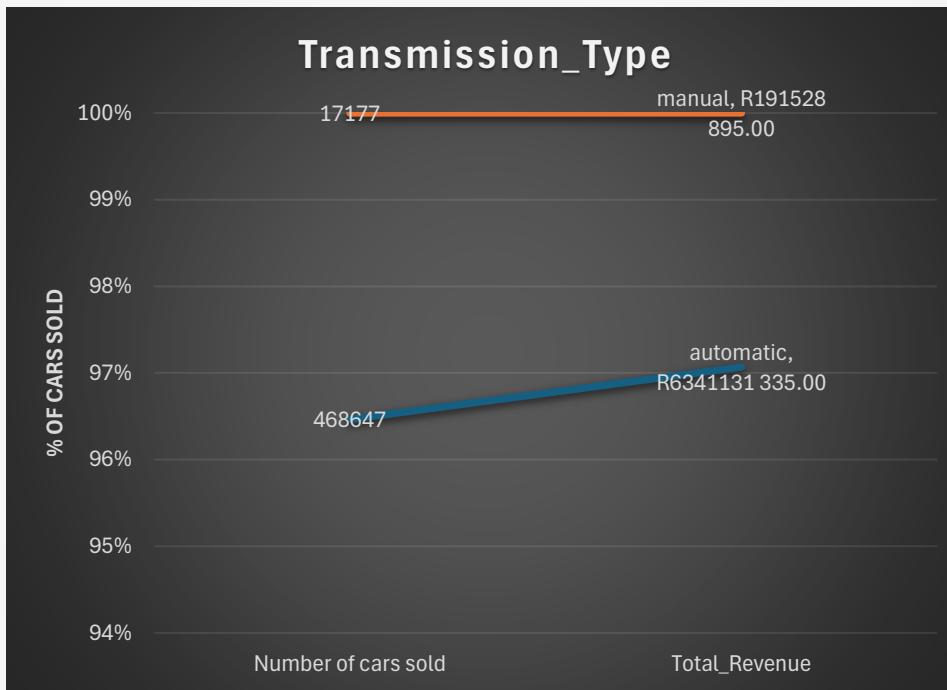
Model	Total_Revenue
Paseo	R150.00
Leganza	R300.00
Regency	R300.00
Spirit	R300.00
Fleetwood	R350.00
Metro	R400.00
Civic del Sol	R450.00
Achieva	R500.00
pt	R600.00



Bottom10_Revenue_Generating_model

Top10 Revenue generating transmission type. All the bottom generating sellers have a revenue ranging between R150-R600.

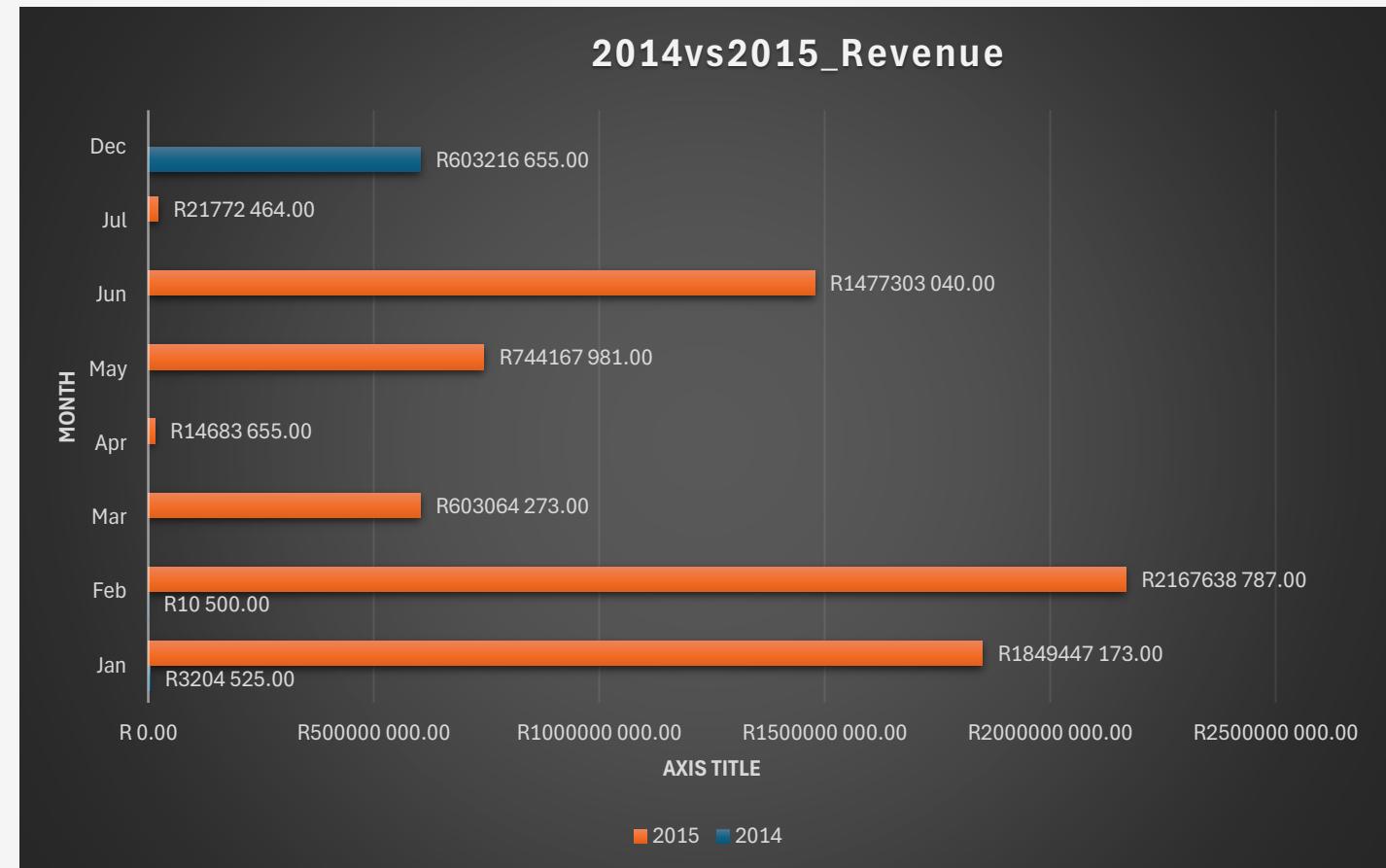
TransmissionType	Number of cars sold	Total_Revenue
automatic	468647	R6 341 131 335.00
manual	17177	R191 528 895.00



2014vs 2015 Revenue

To 10 Revenue generating transmission type. All the bottom generating sellers have a revenue ranging between R150-R600.

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Dec	Total Revenue
2014	R3 204 525.00		R10 500.00						R603 216 655.00 R3 215 025.00
2015	R1 849 447 173.00	R2 167 638 787.00	R603 064 273.00	R14 683 655.00	R744 167 981.00	R1 477 303 040.00	R21 772 464.00		R6 878 077 373.00



Executive Summary

- Top 10 Revenue generating states : FL is leading with R1 134 921
- Top 10 Revenue generating sellers: ford motor credit company llc is the top generating with R340 526 625.00 seller.
- Automatic cars were sold morethan Manual transmission.

Recommendations

- Marketing campaigns for slow selling car models
- Stock more of the best-selling items/model
- Promote underperforming cars

Thank you