# **Background**

One of Indicata’s key tools is to provide dashboard reporting to a dealer to allow them to assess their used cars stock, stock ageing, mix and pricing effectiveness (ie maximise profits whilst keeping stock fresh and interesting to the customer).

This is a highly competitive, price sensitive market and dealers have real challenges in maximising profits whilst ensuring stock does not sit around and tie up valuable cash and displays spaces. Stock is a depreciating asset and many dealers fail by not stocking an interesting affordable mix of cars satisfying a wide range of customers.

The spreadsheet provided is an extract of raw data that Indicata has pulled from scraping the internet of a dealer group’s 3 outlets.

The data shows the following information

* Store where the vehicle is located (each row represents a car in the dealer’s stock) (Column A).
* The make model trim etc of the vehicle (Columns B-F)
* The date of 1st registration of the car plus its current mileage (Columns G&H)
* The retail (i.e. advertised price) of the car on the dealer website (Column I)
* The 100% market value = the price Indicata has assessed is the average price for similar cars being advertised on the internet. This looks to find similar cars based on Make / Model / Trim / Age / Miles (Column J)
  + This allows the dealer to see how competitive their stock is to a customer searching the internet
* Price vs market is the caparison between the dealer price and the market price (Column K).
* Days in inventory is the number of days that the car is estimated to have been in stock based on the length of time it has been advertised. (Column L)

# **Task**

The CEO of the dealer as asked that Indicata help him as he believes that his stores are not being consistent / co-ordinated in their approach or sourcing a broad proposition that satisfies the needs of their customers.

1. Taking this data set (and this data set only) produces a series of simple dashboard reports that will allow the CEO to assess effectiveness of his operations in mix, aging and pricing on an ongoing basis.
2. Comparing and contrasting the stores, what would you assess to be the main issues that the CEO should look at going forward?
3. Are there any immediate actions the CEO should do to improve stock across the group?

# **Presentation**

You will have 15 minutes to present back and with 10 minutes for questions.

Illustrate not just your findings, but your approach to the exercise.