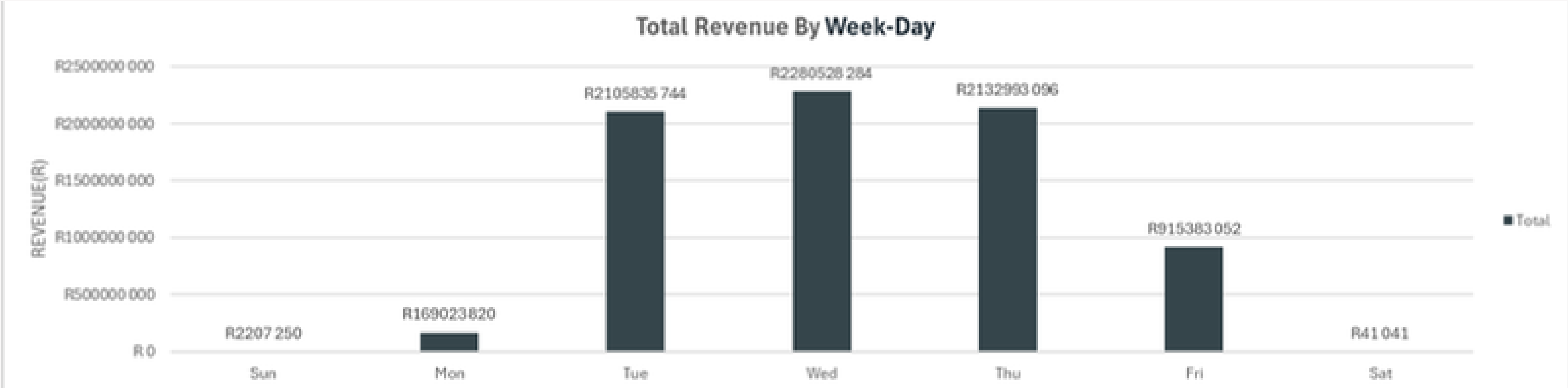


Car Sales Performance Analysis



AGENDA



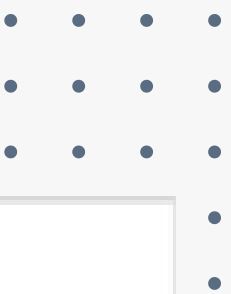


🔍Midweek Dominance (Tuesday–Thursday)

- These three days account for over 80% of total weekly revenue.
- Indicates strong customer engagement and operational efficiency during the workweek.
- Suggests that dealerships are likely aligned with business-to-business (B2B) or commuter-driven traffic patterns.

📉End-of-Week Revenue Decline: Friday to Sunday

- From Friday through Sunday, total revenue plummets from R915 million to just R2.2 million by Sunday, with Saturday bottoming out at R41K. This dramatic fall—over 99.9% decrease from midweek highs—signals a critical disengagement period across all dealerships.



📈 Key Observations

- Hour 2 (2 AM) shows an unexpected revenue spike, nearing R225 million—the highest point on the chart.
- After Hour 3, revenue drops sharply and stabilizes at low levels from Hour 7 onward.
- From Hour 7 to Hour 20, revenue remains consistently low, with no secondary peaks or surges.

🕒 Hourly Revenue Irregularities and System-Driven Patterns

- At 2 AM, revenue spikes sharply—likely due to automated postings or batch processes, not live sales. After 3 AM, activity drops and stays minimal. From 7 AM to 8 PM, revenue remains flat, suggesting delayed logging, system-level aggregation, or non-continuous transaction recording across dealerships, which may obscure true customer behavior and operational performance during standard business hours.



Year-over-Year Revenue Surge

Key Observations

- 2014 Revenue: R60,764,923
- 2015 Revenue: R699,836,305
- This represents a staggering 1,051% increase in total revenue year-over-year.

Strategic Interpretation

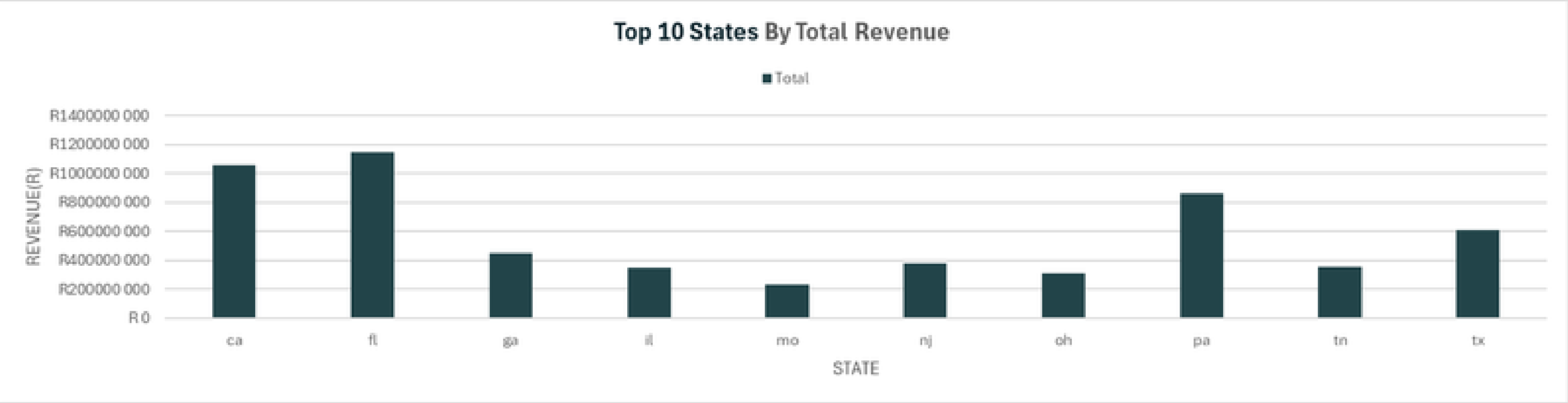
Breakout Growth Phase

- The leap from R61 million to nearly R700 million suggests a transformational shift in operations, market reach, or product strategy.

Possible drivers:

- Expansion of dealership network
- Introduction of high-demand vehicle models
- Improved sales processes or digital transformation
- Economic recovery or favorable market condition

Top 10 States | Revenue



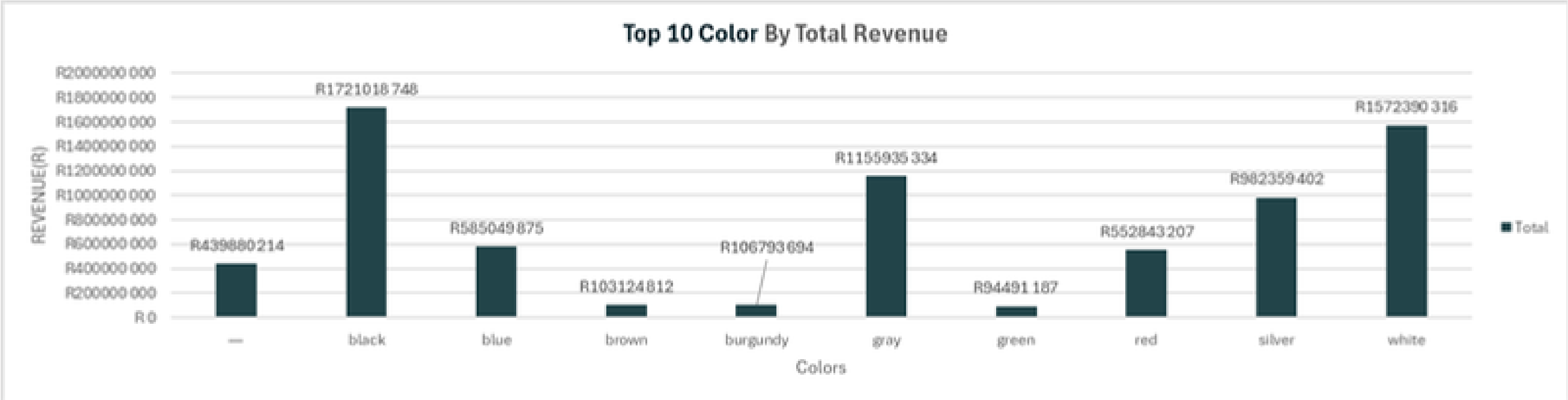
Key Observations

- Florida (FL) and California (CA) are the top revenue-generating states, each approaching R1.4 billion, far ahead of the rest.
- Pennsylvania (PA) and Texas (TX) follow as strong performers, though with a noticeable gap from the top two.
- Remaining states—Georgia, Illinois, Missouri, New Jersey, Ohio, and Tennessee—show moderate revenue levels, forming a middle tier.

Strategic Recommendation

- **Replicate Success in FL and CA:**
Analyze what drives their performance—inventory mix, customer experience, digital tools—and apply learnings to other states.
- **Empower Mid-Tier Markets:**
Launch regional campaigns, enhance service offerings, and optimize dealership operations in PA, TX, GA, and IL.
- **Tailor Strategy by State:**
Avoid one-size-fits-all approaches. Use state-level data to customize pricing, promotions, and staffing models

Top 10 Colors | Revenue



🔍 Strategic Interpretation

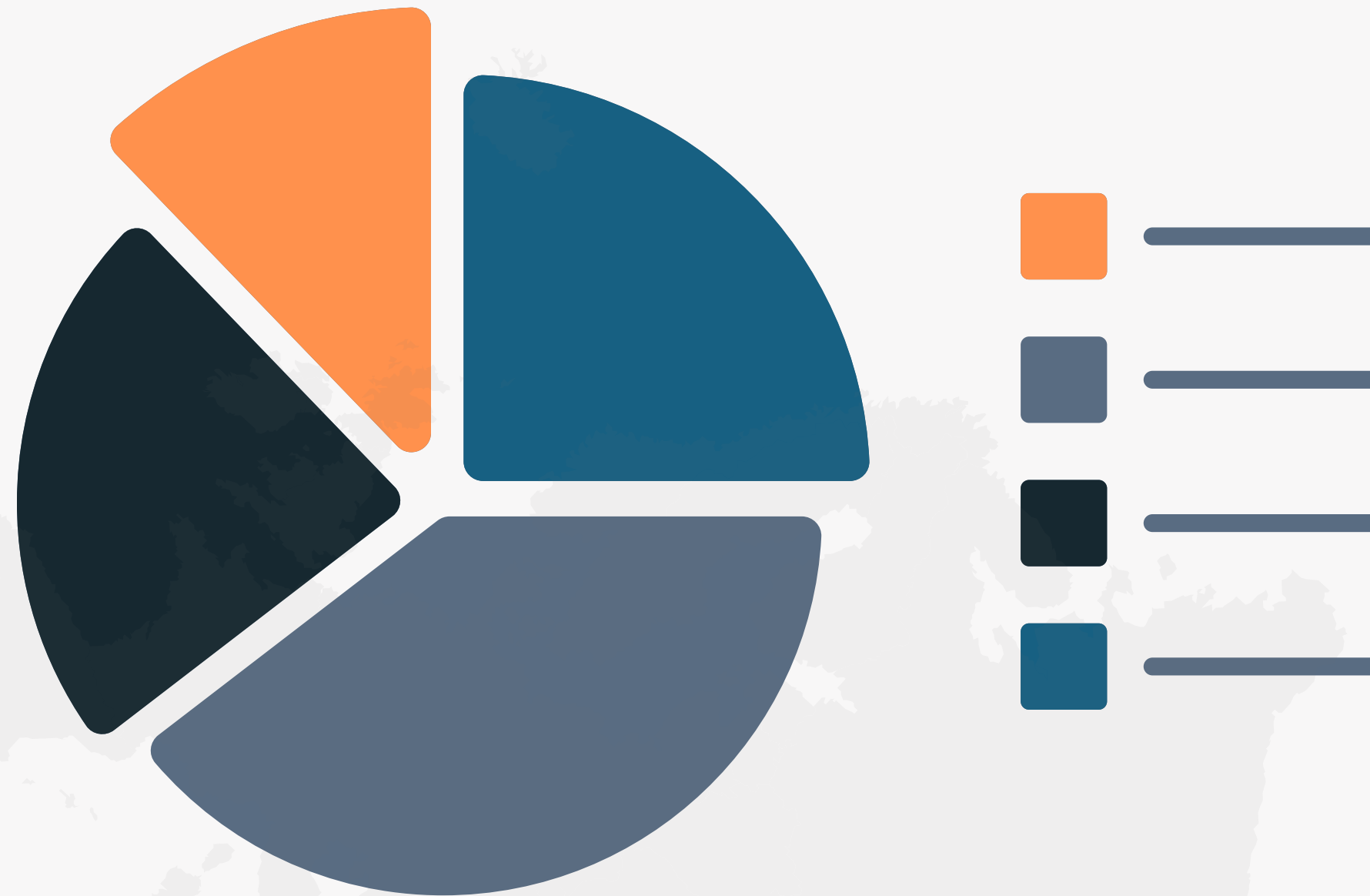
Black, White, and Gray Dominate

- These three colors alone account for over 70% of total revenue, indicating strong consumer preference for neutral, classic tones.
- Suggests alignment with mainstream tastes, resale value considerations, and fleet purchases.

Mid-Tier Colors (Blue & Red) amongst the top 10.

- These colors show moderate traction, likely appealing to individual buyers seeking personality without sacrificing resale value.
- Opportunity to position these colors for younger or lifestyle-driven segments.

Comprehensive Customer Segmentation



Time-Sensitive Buyers

- Active midweek (Tuesday–Thursday)
- Minimal engagement Friday–Sunday
- Revenue spike at 2 AM (likely system-driven)

Regional Revenue Drivers

- Florida & California dominate
- Texas & Pennsylvania show strong potential
- Other states form mid-tier clusters

3. Color-Conscious Consumers

- Black, white, and gray dominate
- Blue, red, silver appeal to expressive buyers
- Green, brown, burgundy show niche interest

Growth-Era Customers

- Explosive growth from R61M to R700M
- Indicates market expansion or strategic shift

Stock Optimization Strategy

1. 🎨 Color-Based Inventory Prioritization

- **Top Performers:** Black(R1,72B), White (R1.57B), Gray (R1.15B)
- **Action:** Black(R1,72B), White (R1.57B), Gray (R1.15B)
- **Rationale:** These colors account for over 70% of total revenue, reflecting strong consumer preference and high resale value

2. 🌍 Regional Inventory Allocation

- **Top States:** Florida, California, Texas, Pennsylvania
- **Action:** Allocate High-demand models and top-performing colors to all regions
- **Rationale:** These states lead in revenue generation and offer the highest potential for rapid inventory turnover.



Marketing Proposal: Driving Engagement & Revenue Growth

01

Midweek Momentum Activation

- Flash sales, service bundles, and digital nudges during high-engagement hours
- Reinforce brand presence when customers are most active

02

Color Persona Campaign

- Lifestyle-driven messaging tied to vehicle color
- Influencer partnerships and limited-edition promotion

03

Regional Power Play

- Geo-targeted ads, regional events, and tailored inventory
- Replicate success models in mid-tier markets for uplift

04

Legacy & Loyalty Growth Serie

- Trade-in incentives, milestone storytelling, and loyalty rewards
- Position the brand as trusted, evolving, and customer-firs



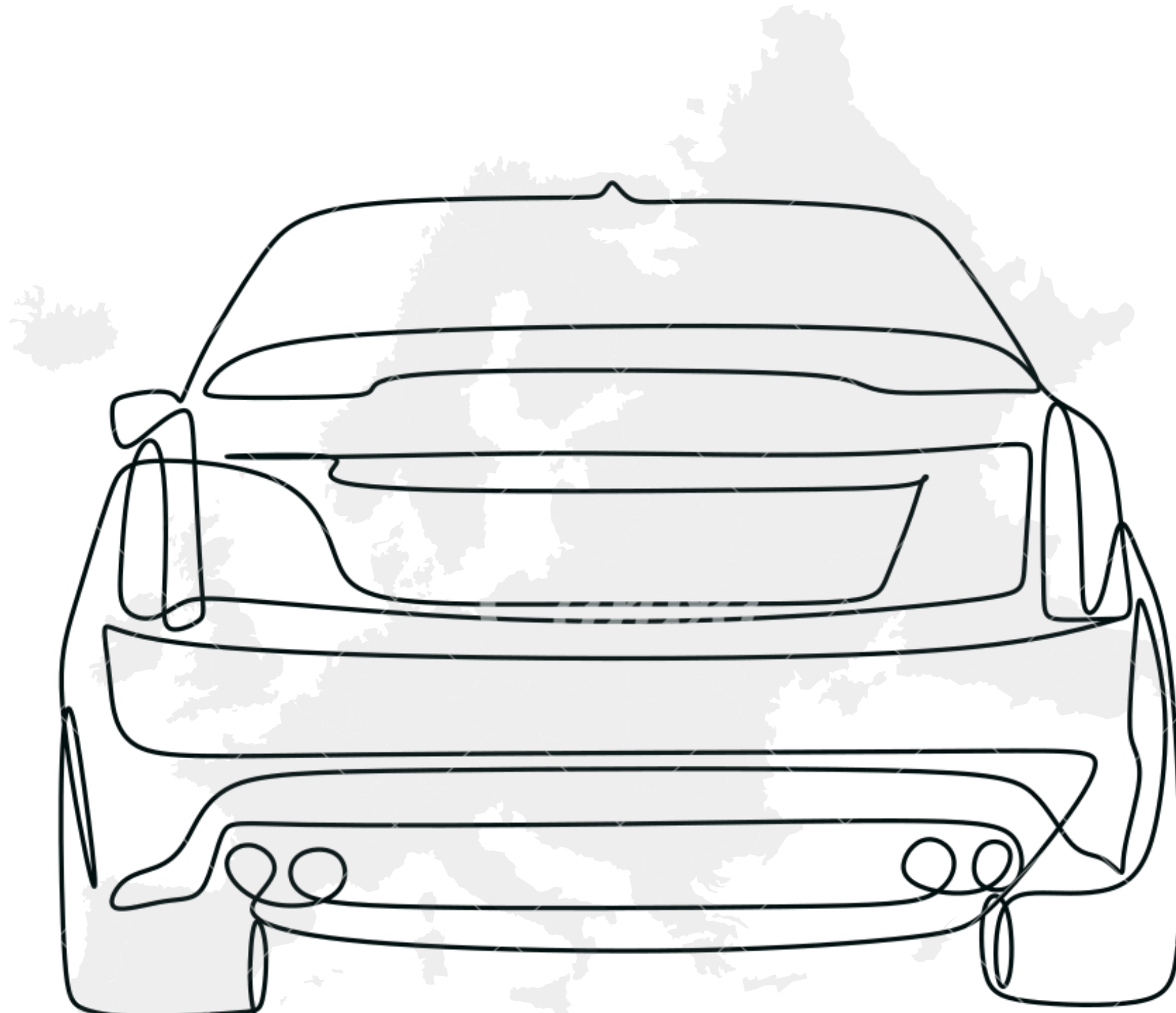
AUTO MOBILE

AUTO MOBILE



THANKS YOU

WHERE COMFORT MEETS CLASS



SINDISWA JACHIN SHONGWE
