



Welcome to  
**CAR SALES**  
**DATA** presentation

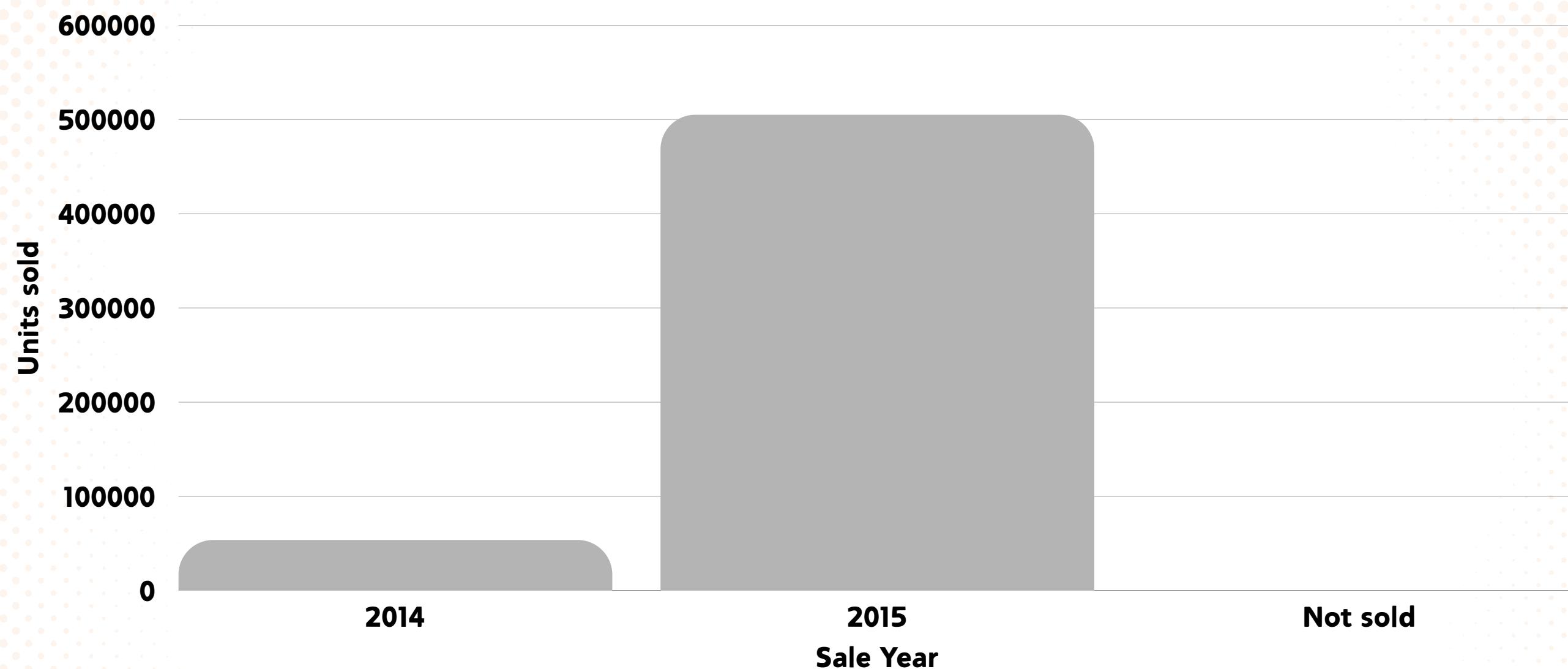




# Presentation Overview: Bright Learn Car Sales Data (2014-2015)

- This presentation provides valuable insights into the sales data of Bright Light car sales for transactions made between 2015 and 2016.
- We will explore the top-selling brands during this period, along with the most successful sales branches.
- Additionally, we will examine the correlation between the cars sold and their odometer readings.

# Sales Per Year



- 2015 showed a high number of sales, with over 500 000 units sold.
- 2014 had only 53000 units sold.
- it needs to be noted that the data only covered 3 months of 2014 and 6 months in 2015

# Highest selling Car Makes per year

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Make	2014
Ford	<b>87,440,039.00</b>
Chevrolet	<b>59,712,147.00</b>
Nissan	<b>48,932,644.00</b>
Toyota	<b>44,501,301.00</b>
BMW	<b>41,170,290.00</b>

Make	2015
Ford	<b>1,275,137,043.00</b>
Chevrolet	<b>663,657,802.00</b>
Nissan	<b>584,771,161.00</b>
Toyota	<b>444,588,624.00</b>
BMW	<b>405,339,223.00</b>

- During the years 2014 and 2015, we observed that the same car brands consistently appeared in the top five for the highest value generated from car sales.
- Ford ranked first in both years, while BMW secured the fifth position in each year.

# Highest selling Car Makes per year

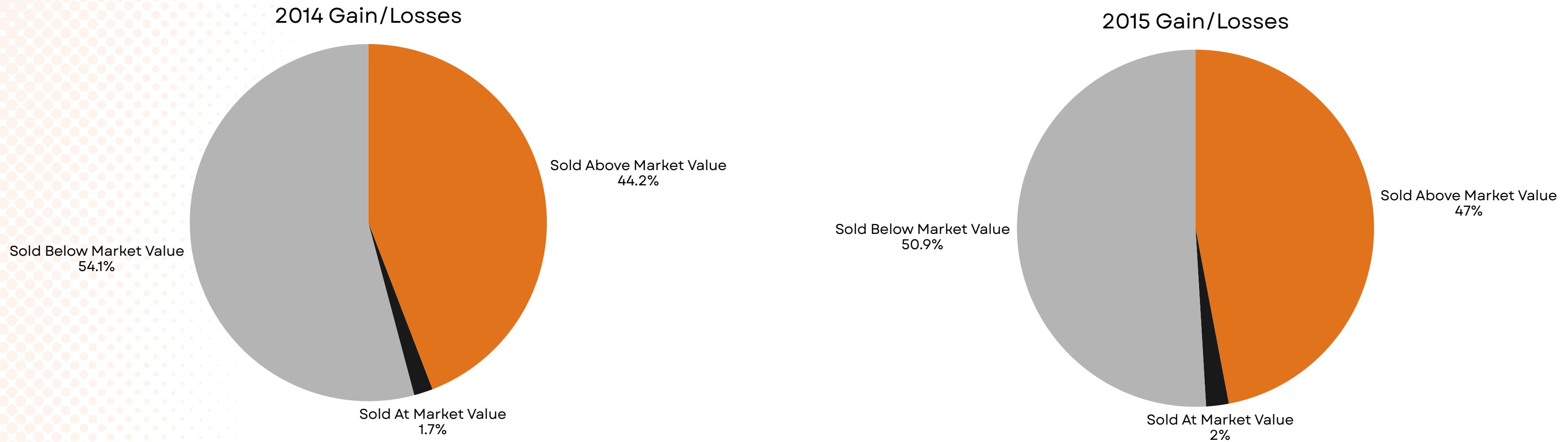
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Make	2014
Ford	7756
Chevrolet	6258
Nissan	4707
Toyota	4093
Honda	3502

Make	2015
Ford	86240
Chevrolet	54329
Nissan	49310
Toyota	35873
Dodge	27944

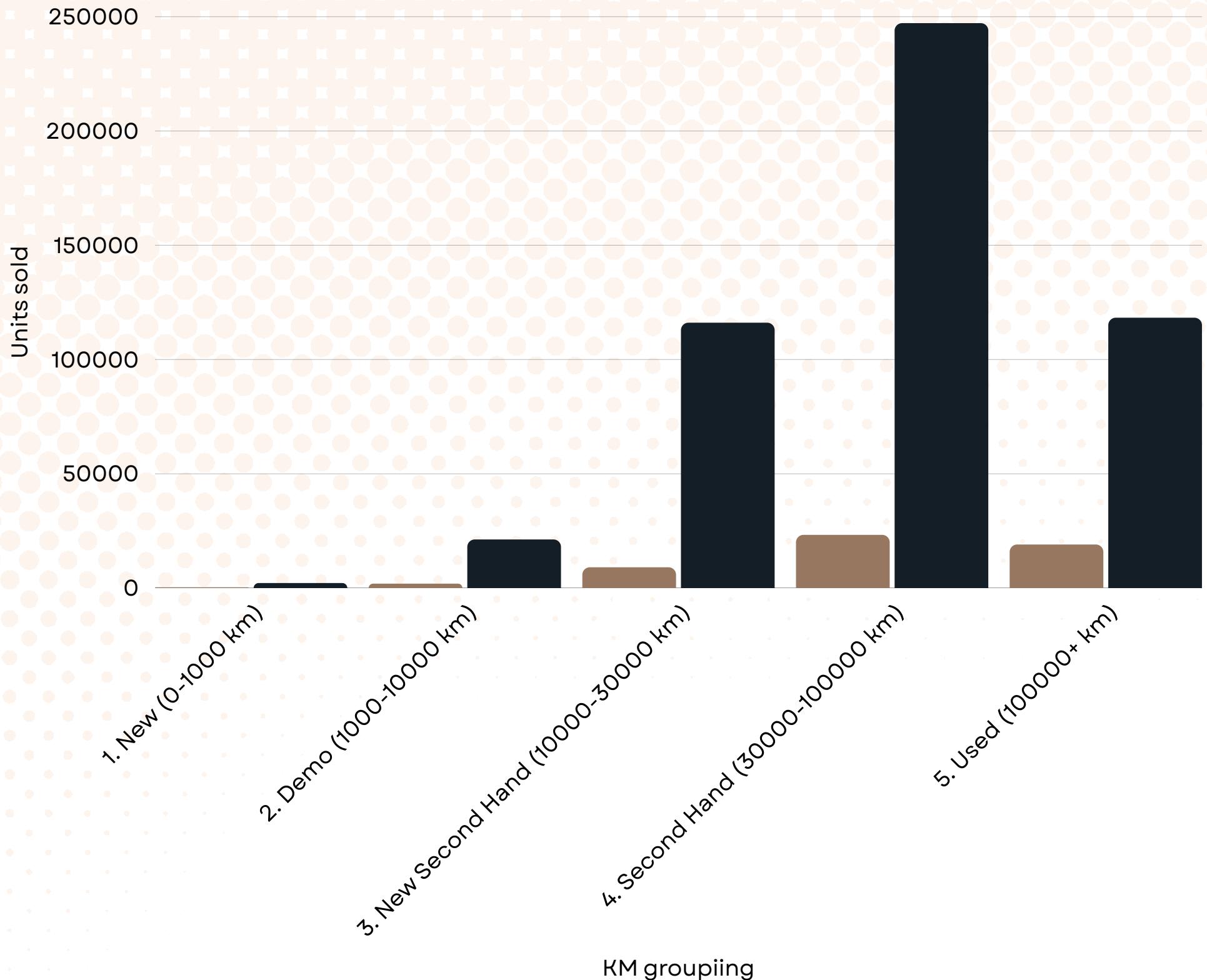
- Interestingly, BMW did not appear in the top five for most units sold in either 2014 or 2015.
- In 2014, Honda made the list, while Dodge secured a spot in 2015.
- This suggests that BMW produces high-value vehicles, demonstrating that a large volume of sales is unnecessary to generate value.

# Gains and Losses



- In both years, we sold more than half of our cars below market value.
- Negotiation for car sales needs to improve.

## Cars sold per KM group

● 2014    ● 2015

# Cars sold per KM

- It seems as though the highest selling group of cars is our second-hand cars (30K-100K km)
- Our least selling cars are our new cars

# Top selling branches

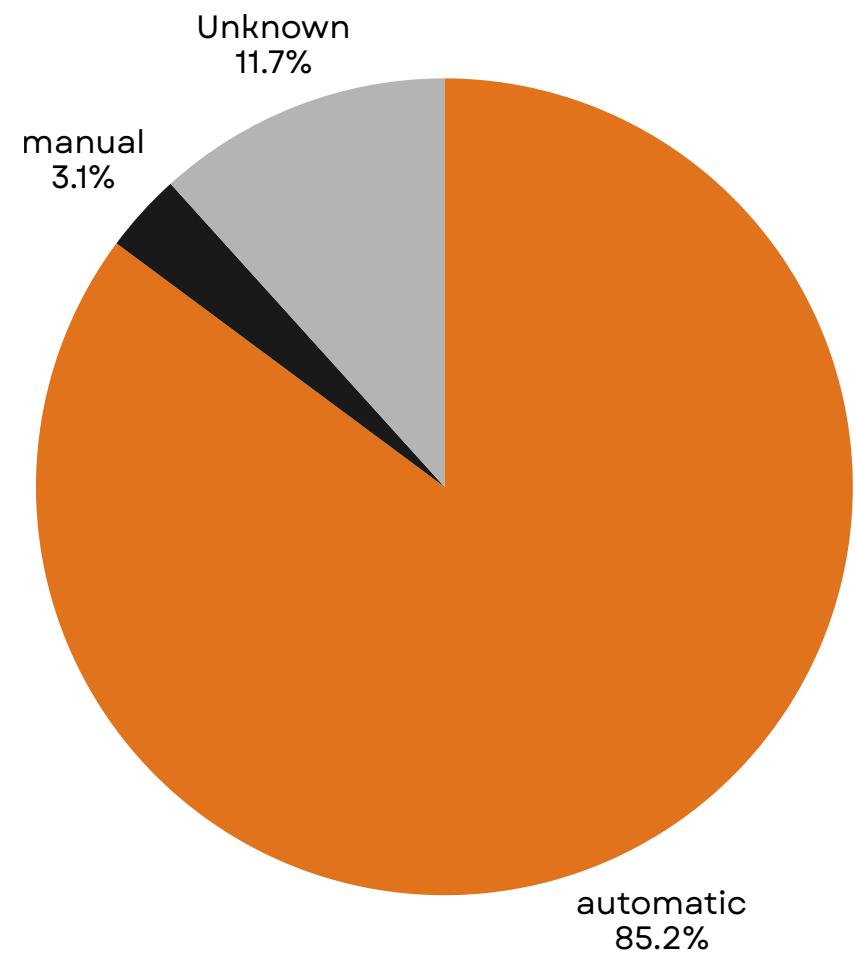
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Branch	2014 Revenue
ford motor credit company llc	17538000
nissan-infiniti lt	16397230
nissan infiniti lt	15898356
mercedes-benz financial services	14108900
santander consumer	13104175

Branch	2015 Revenue
ford motor credit company llc	323422125
nissan-infiniti lt	255707330
the hertz corporation	241464223
nissan infiniti lt	200259965
avis corporation	195402380

- Ford motor and Nissan Infiniti ranked highest across both years.

# Sales by transmission



- 85% of the cars we sold are automatic transmitted cars

# Thank You