

Executive Performance Report

Dealer Sales & Service Intelligence – SwiftAuto Traders

Executive Summary

This analysis evaluated dealer-level sales and profitability performance while integrating service reliability indicators to provide a holistic view of operational health.

The objective was to support regional leadership with structured performance visibility and risk awareness.

Sales Performance Insights

Dealer Variability

Profit and quantity analysis revealed material performance differences across Dealer IDs.

Some dealers demonstrated:

- High volume but moderate margin
- Lower volume but stronger profit contribution
- Year-over-year variability requiring deeper operational review

This indicates potential differences in pricing strategy, model mix, or local market conditions.

Model-Level Profitability

Trend analysis highlighted:

- Fluctuating profitability by model over time
- Specific models driving disproportionate profit contribution
- Opportunity to optimise model distribution across the dealer network

The Hudson model deep dive provided granular visibility into model-specific dealer performance.

Service & Risk Insights

Recalls & Operational Exposure

Recall analysis by model and affected system identified potential risk clusters.

Monitoring recall concentration enables:

- Inventory risk mitigation
- Service resource planning
- Brand protection measures

Customer Sentiment

Sentiment analysis across reviews revealed patterns of:

- Positive perception drivers
- Neutral experience segments
- Negative feedback concentration areas

Linking sentiment with recall exposure provides actionable improvement pathways.

Strategic Implications

This dashboard enables leadership to:

- Rank dealer performance objectively
- Identify profit concentration risks
- Monitor service-related vulnerabilities
- Align sales and operational intelligence
- Support data-driven regional planning

The integration of financial and operational metrics ensures performance decisions are not made in isolation.
