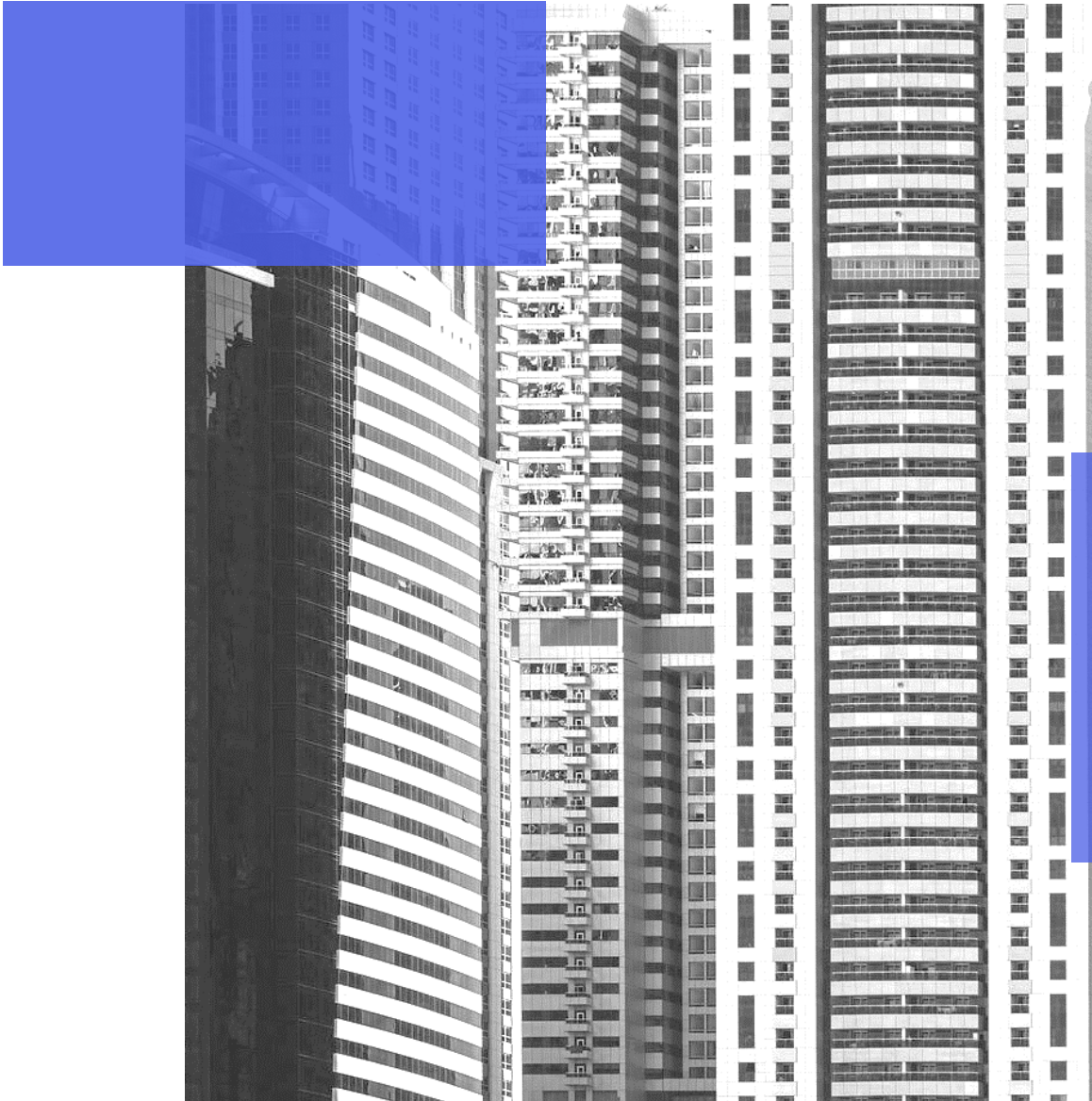


BRIGHT MOTORS

CAR SALES INSIGHTS





INSIGHTS

KEY PERFORMANCE INDICATORS (KPI'S)

TOP 5 CATEGORIES

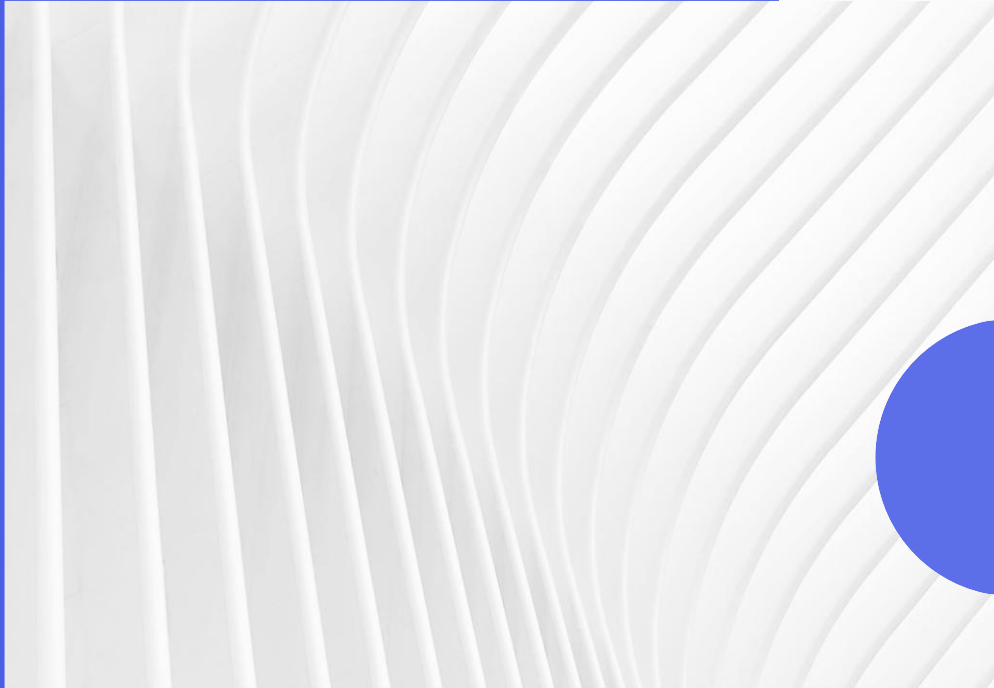
VEHICLE DATA OVERVIEW

MARKET VALUE INSIGHTS

SALES BEHAVIOR INSIGHTS

RECOMMENDATIONS

PURPOSE



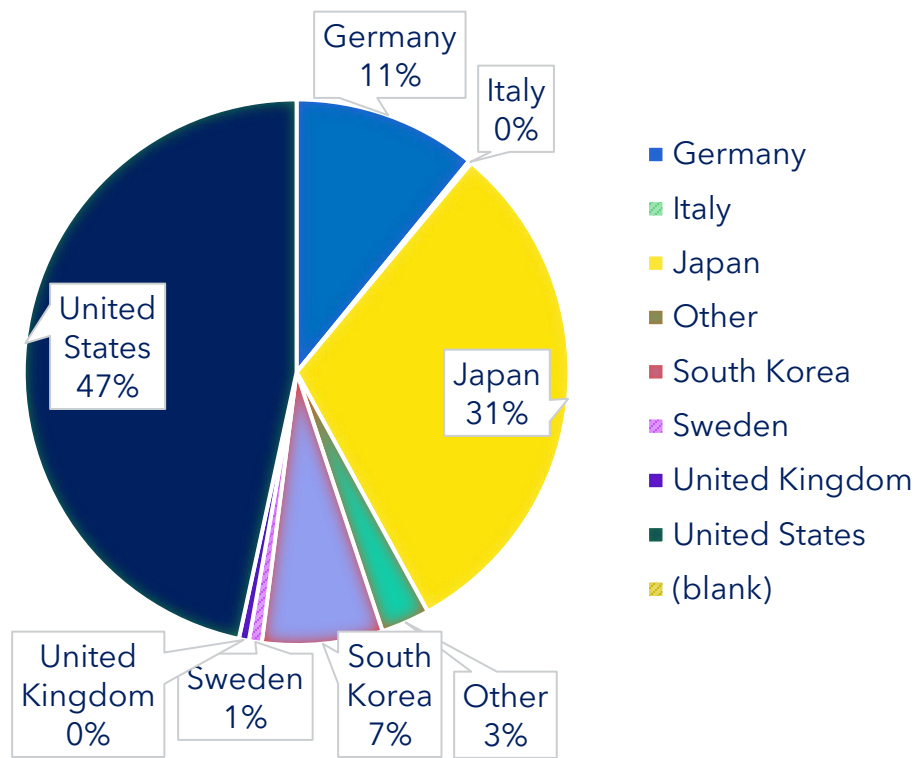
The purpose of this project is to analyze the Bright Car Sales dataset, which records daily vehicle transactions and pricing for Bright Motors.

With a new Head of Sales focused on expanding the dealership network and improving performance, this analysis aims to uncover key trends and actionable insights.

The findings will guide strategic decisions in sales, marketing, and inventory optimization.

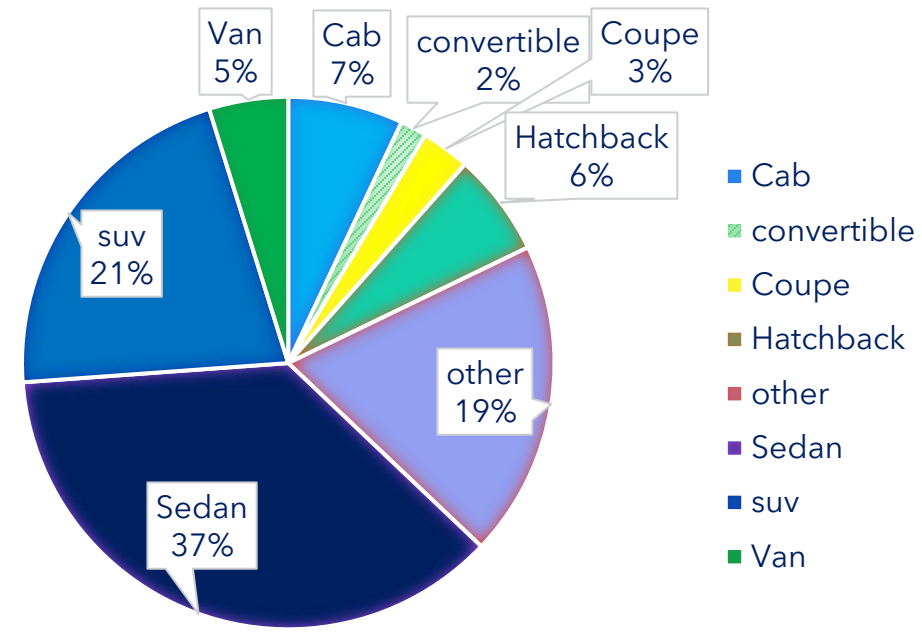
VEHICLE OVERVIEW

VEHICLE BY COUNTRY



47% of all vehicles sold are from the United States making it the most dominant contributing country

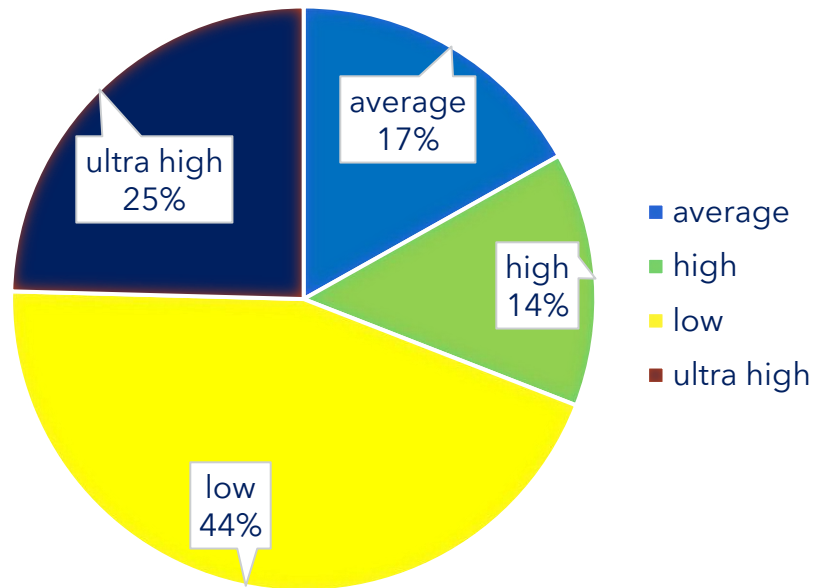
VEHICLE COUNT BY BODY TYPE



Sedans are the most common body type at 37%, while convertibles and coupes combined make up less than 5%

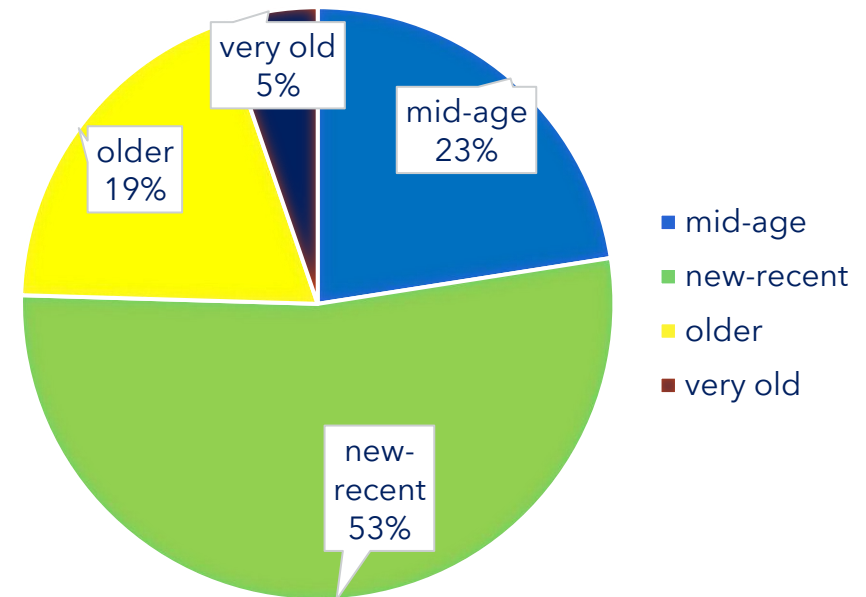
VEHICLE OVERVIEW

COUNT BY MILEAGE BUCKET



The low mileage category dominance indicates a strong market availability of well-maintained cars

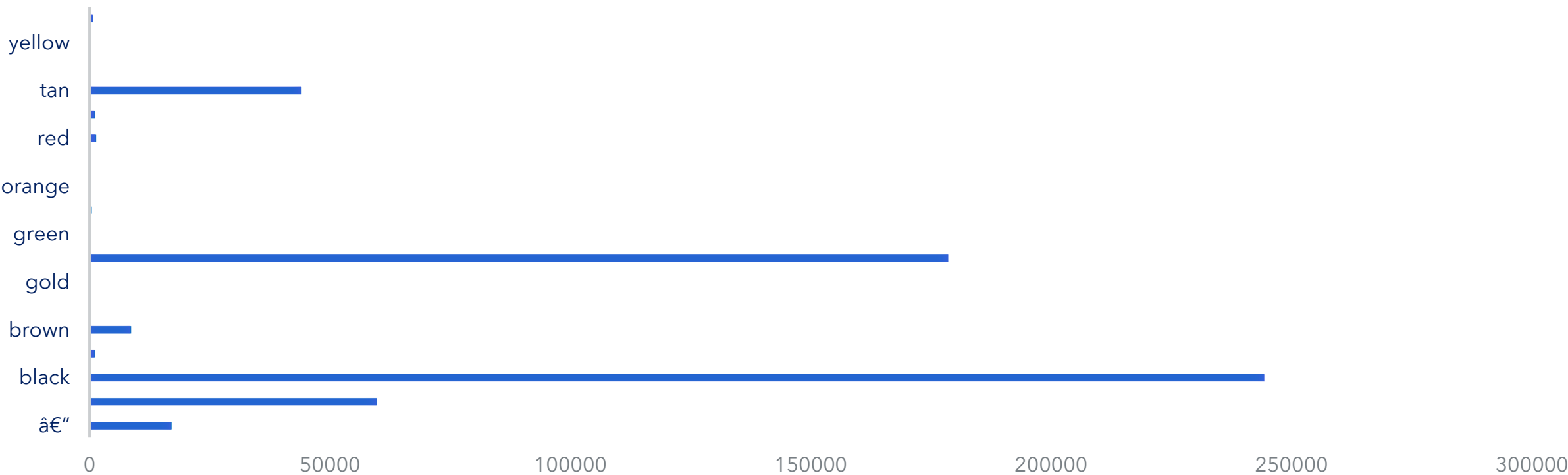
COUNT BY VEHICLE AGE



The new to recent vehicle age indicates that most inventory is relatively modern

VEHICLE OVERVIEW

VEHICLE BY INTERIOR TYPE

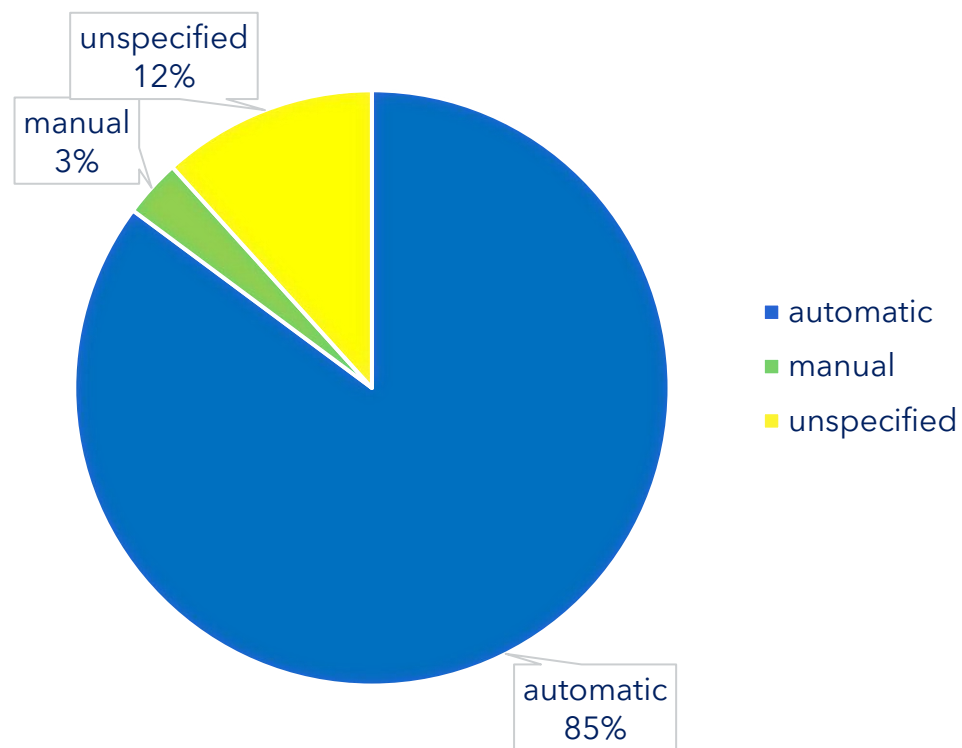


	â€	beige	black	blue	brown	burgun dy	gold	gray	green	off- white	orange	purple	red	silver	tan	white	yellow	(blank)
■ Total	17076	59758	244325	1138	8640	191	324	178578	245	480	145	339	1359	1099	44093	252	20	749

Black interior attributes 41% of interior demand
Bright colors such as orange, purple, and yellow make up under 1% of interiors, suggesting limited buyer demand

VEHICLE OVERVIEW

VEHICLE COUNT BY TRANSMISSION



Automatic transmissions dominate the market making the overall vehicle specification market demands as:

Automatic sedan configurations form the largest inventory segment.

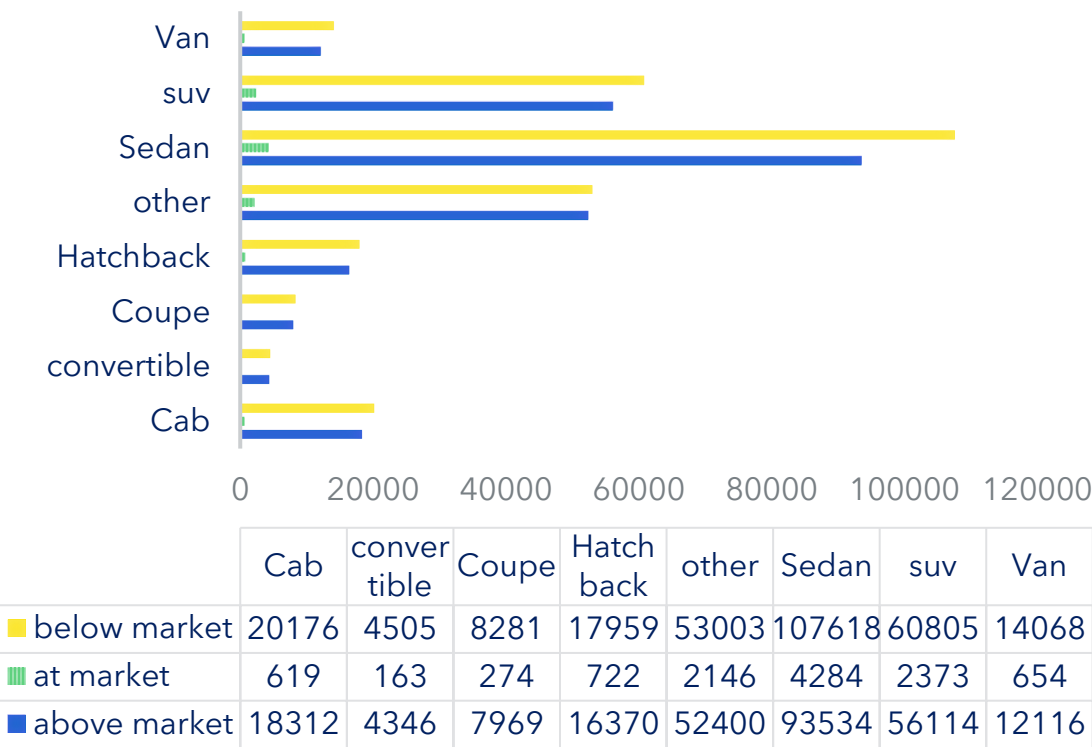
Manual transmissions being at 3% indicate a minimal market presence.

Low mileage + recent-age vehicles indicate a modern low-wear inventory profile and demand.

US car inventory sitting at 47% indicates a high supply concentration.

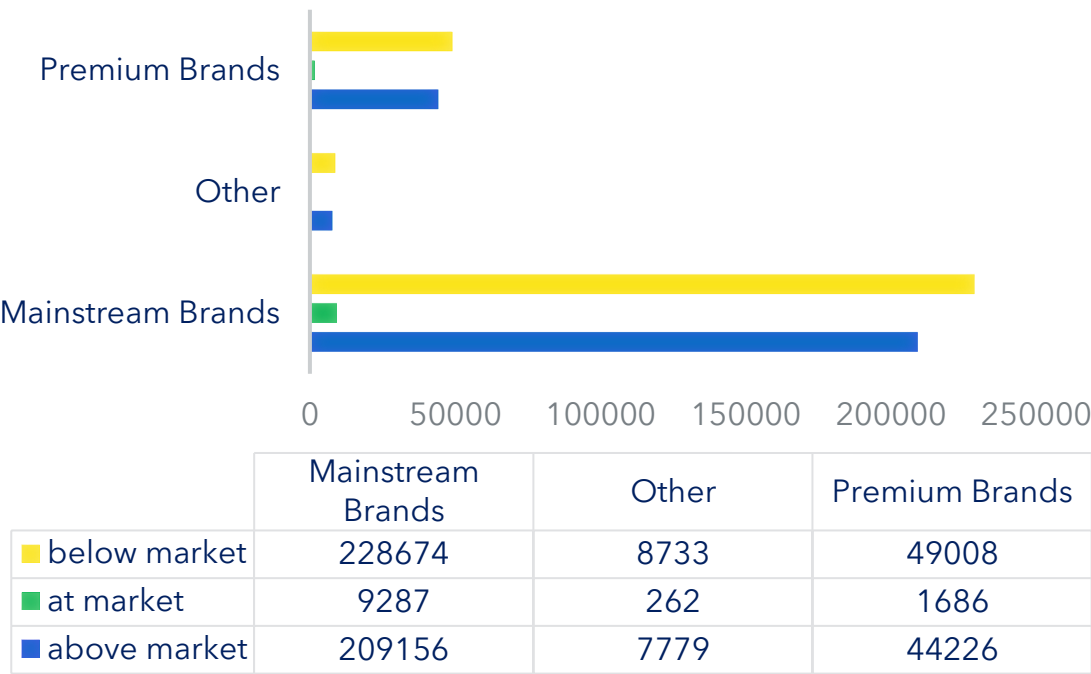
MARKET VALUE INSIGHTS

MARKET PRICE EVALUATION BY BODY TYPE



Sedans and SUVs show the highest proportion of above-market pricing, both accounting for 46% of vehicles available. They are also the most in demand body type.

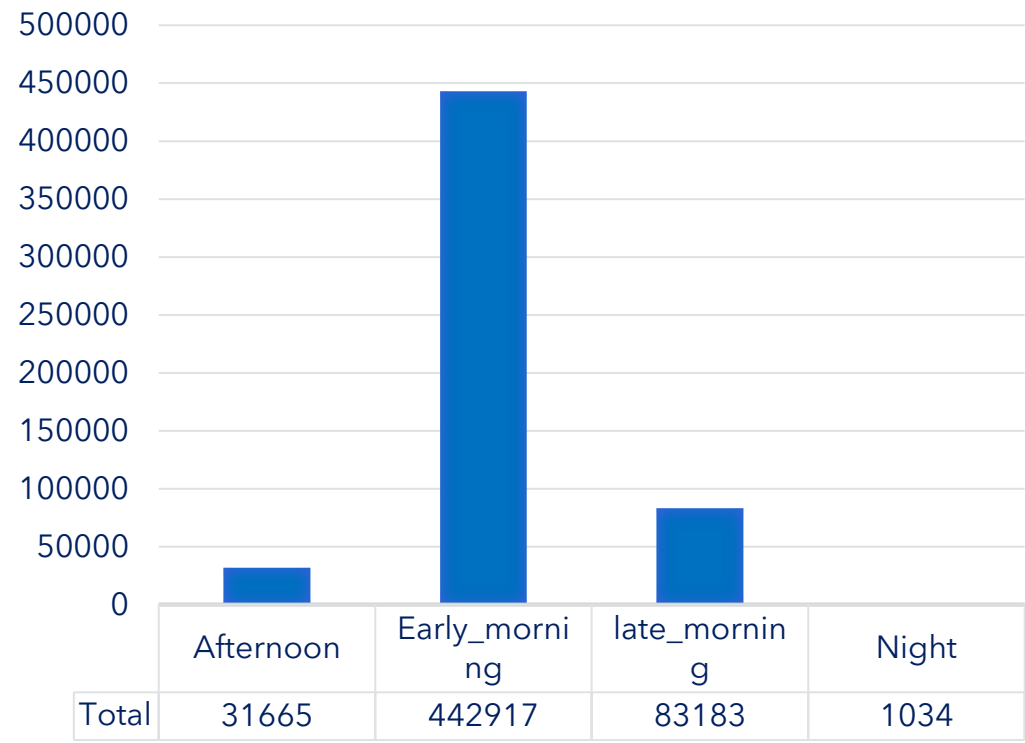
MARKET PRICE EVALUATION BY CAR CLASSIFICATION



Vehicles priced below market are most common in mainstream brands, signaling competitive pricing strategies.

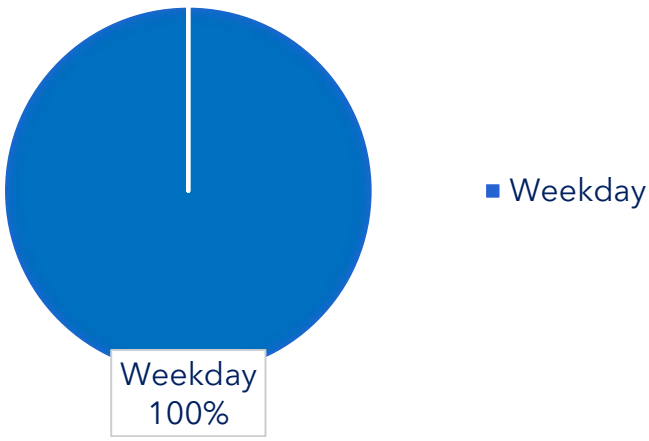
SALES BEHAVIOR INSIGHTS

TIME OF DAY SALES
PATTERN



Late-morning purchases dominates making up 70% of sales making up more than 70% of all time-of-day transactions

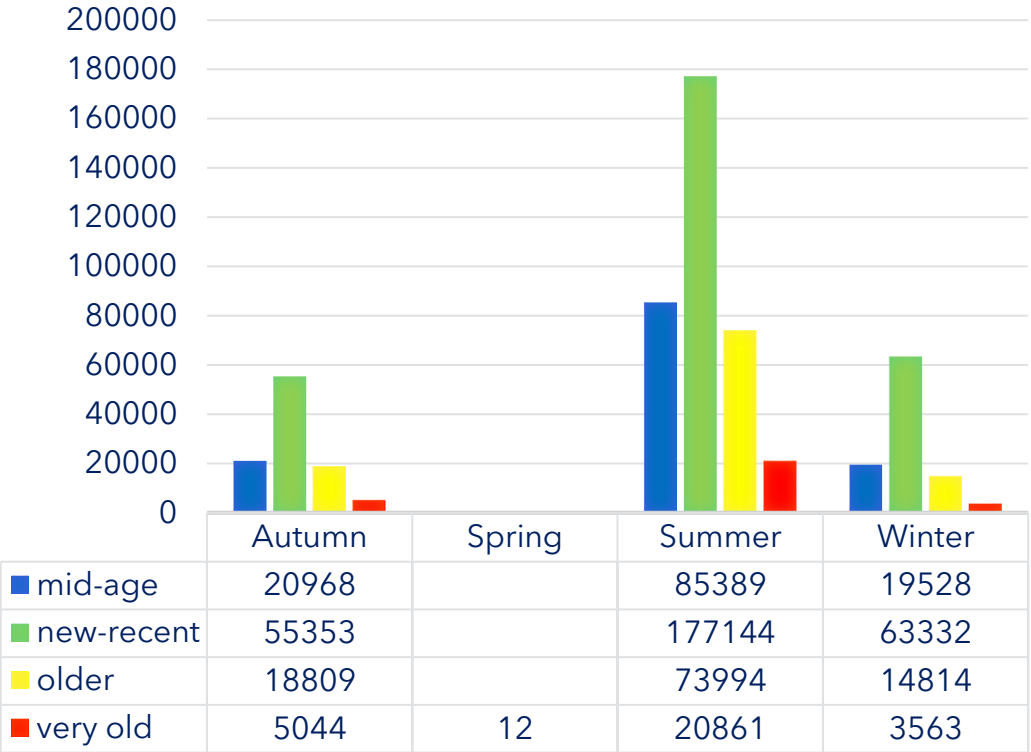
SALES BY DAY
DAY
CLASSIFICATION



100% of sales occurred on weekdays
There are no operations during weekends

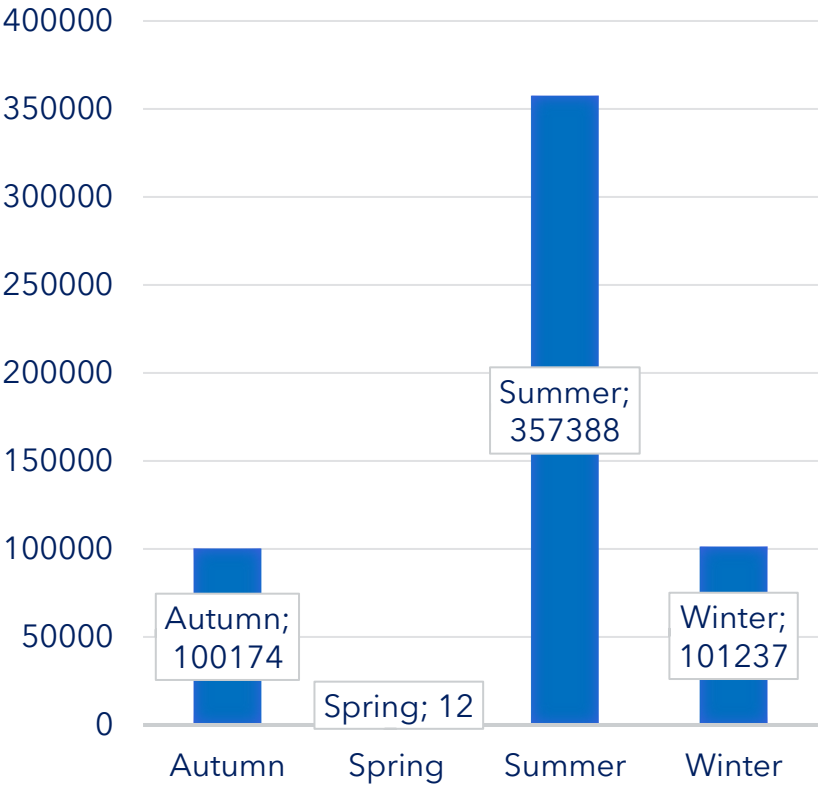
SALES BEHAVIOR INSIGHTS

VEHICLE AGE CATEGORY BY SEASON



All seasons significantly outperform spring in sales making up 99% of sales.

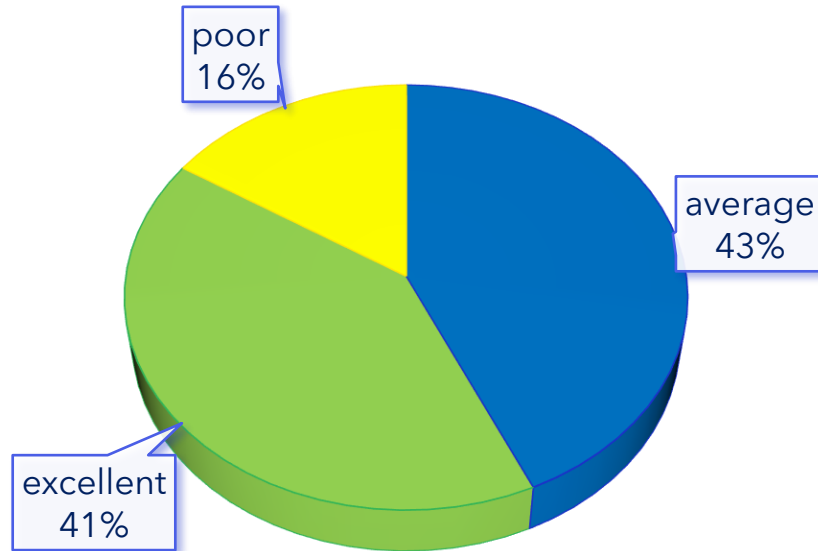
SALES BY SEASON



Summer shows the highest sales volume more than triple the seasonal sales in autumn.

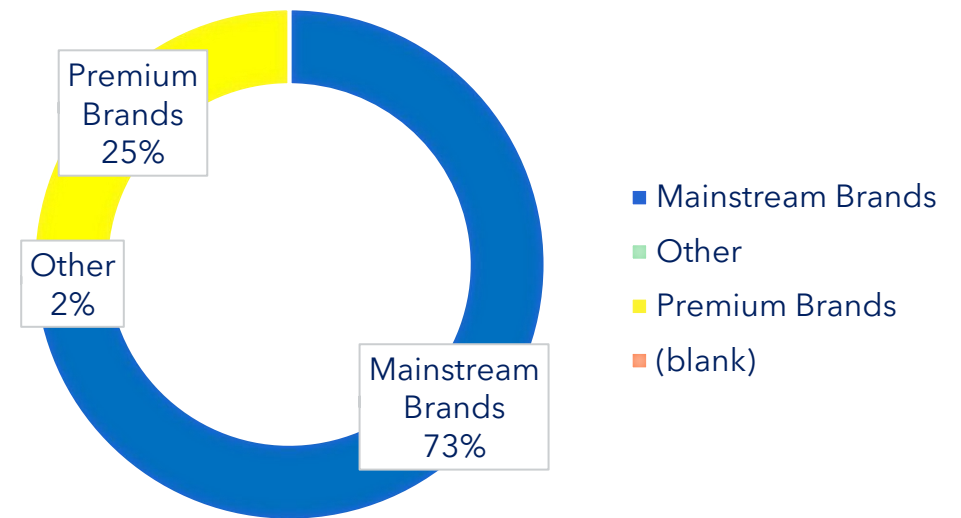
SALES BEHAVIOR INSIGHTS

TOTAL SALES BY CONDITION



Vehicles in excellent and average condition account for 84% of total sales, showing limited movement of poorly-rated inventory

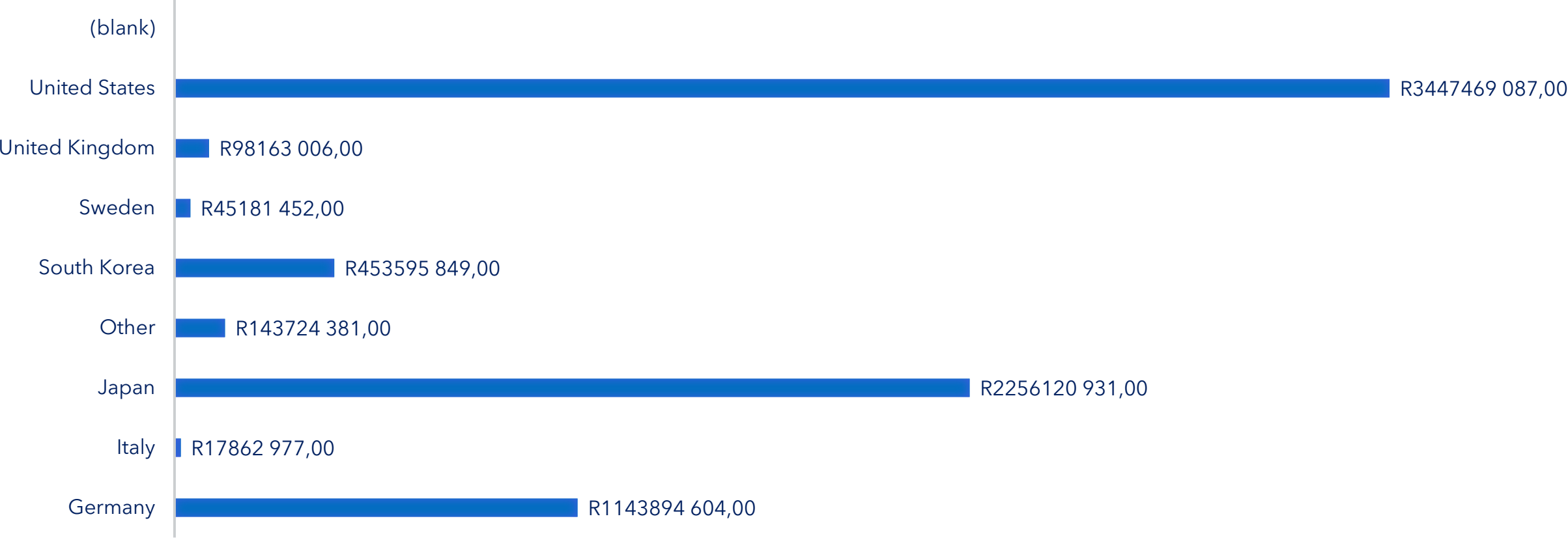
SALES BY BRAND CATEGORY



Mainstream brands dominance indicates a clear market preference

SALES BEHAVIOR INSIGHTS

SALES BY COUNTRY CATEGORY



The United States leads revenue with R3.4 million , which is significantly higher than any other country category. Sweden and Italy contribute less than 1% to total sales value, indicating minimal market presence

KEY INSIGHTS SUMMARY



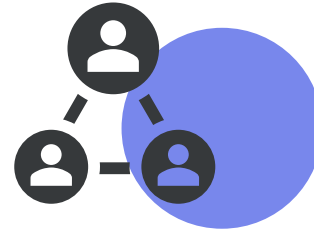
REVENUE

- **Revenue on vehicles**

US (47%) and Japanese (31%)
Sedans & SUVs drive most revenue.

- **Regional Insights**

US leads revenue (R3.4M). Focus
marketing there



NICHE MARKETS

- **Customer Trends**

Gray interiors dominate; summer
and late-morning are peak sales
periods

- **Price, Mileage & Year Trends**

Buyers prefer low-mileage, newer
cars; automatic transmissions
dominate (85%)



RECOMMENDATIONS

- Stock high-demand
Sedans/SUVs with gray interiors.
- Price dynamically for low-
mileage/newer vehicles.
- Focus promotions on high-sales
regions and peak buying times.