

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



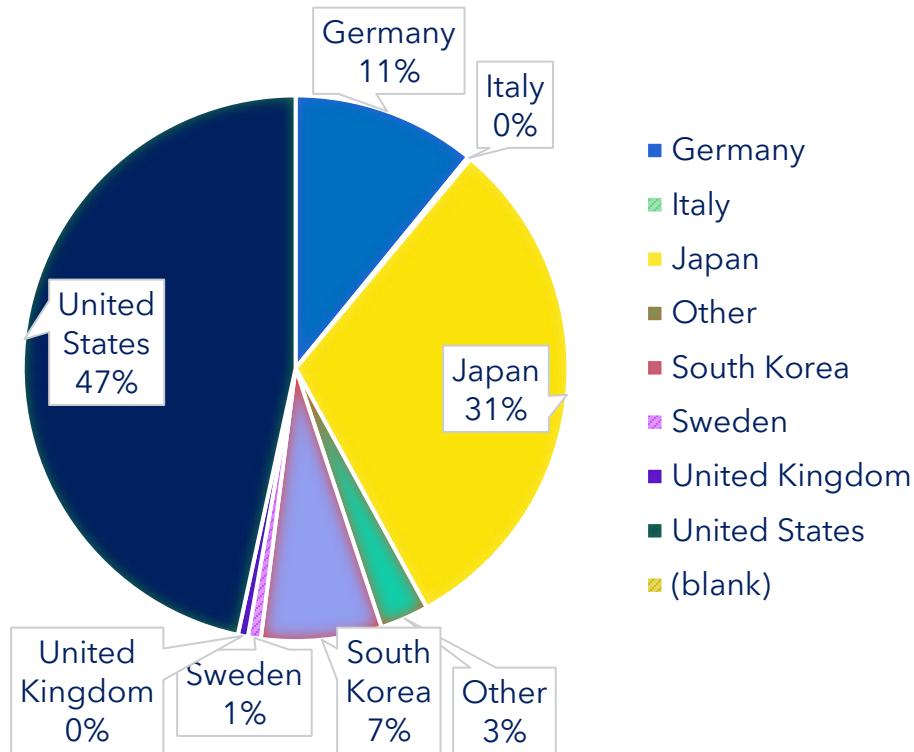
The purpose of this project is to analyze the Bright Car Sales dataset, which records daily vehicle transactions and pricing for Bright Motors.

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.

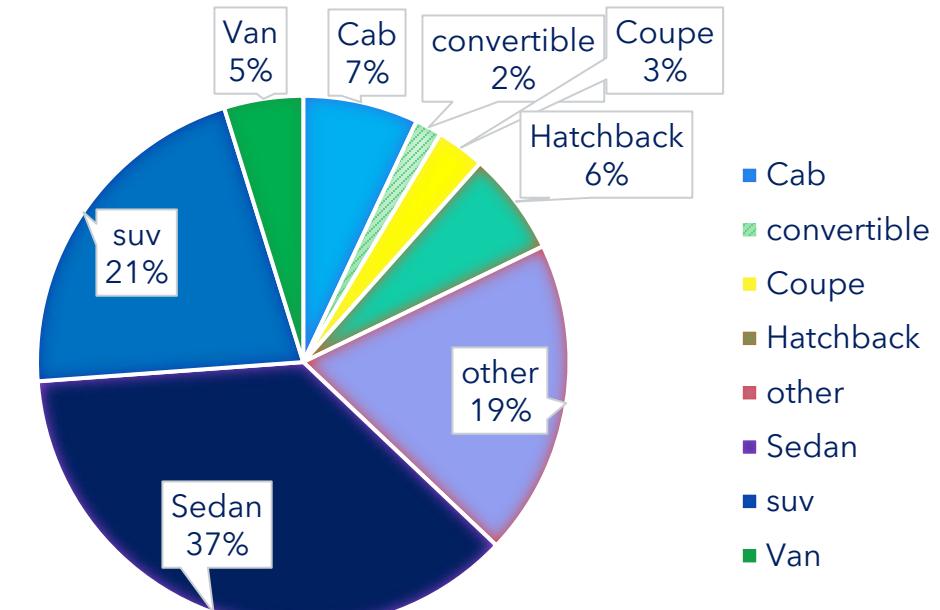
The findings will guide strategic decisions in sales, marketing, and inventory optimization.

VEHICLE OVERVIEW

VEHICLE BY COUNTRY



VEHICLE COUNT BY BODY TYPE

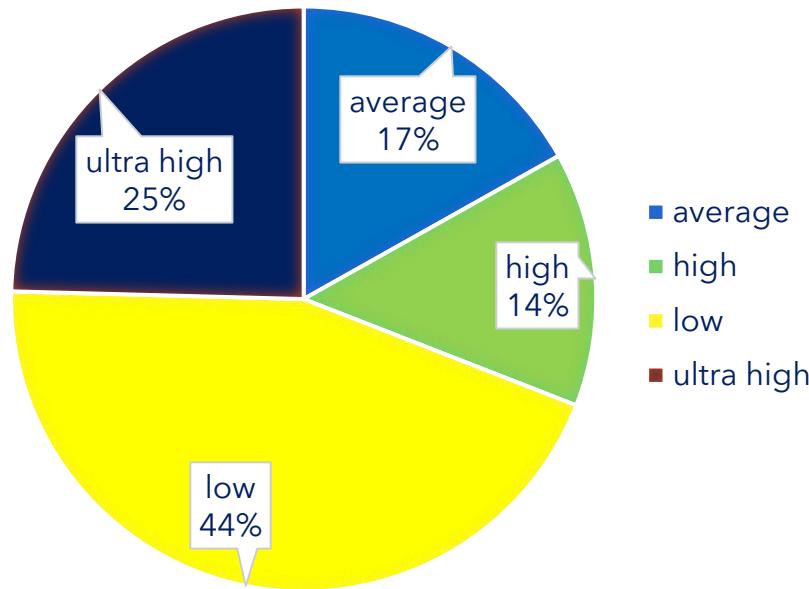


47% of all vehicles sold are from the United States making it the most dominant contributing country

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

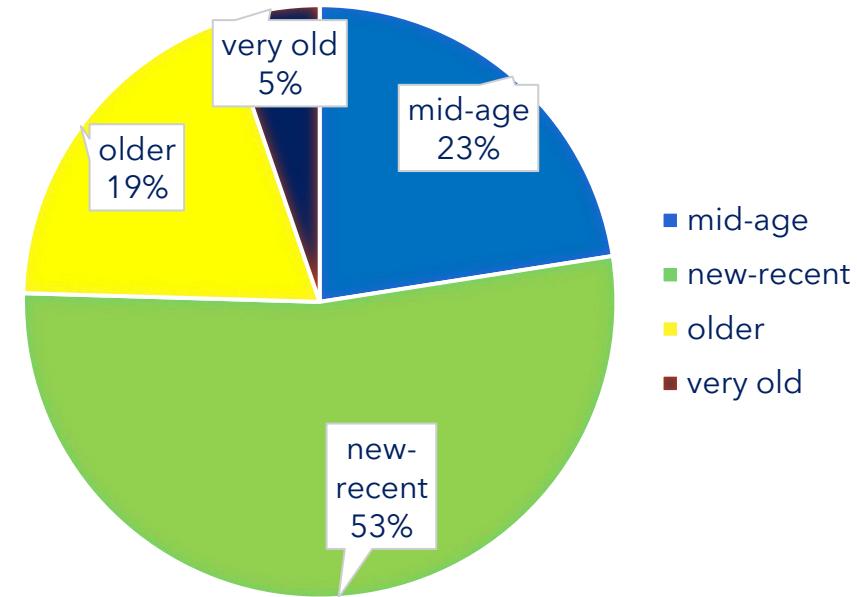
VEHICLE OVERVIEW

COUNT BY MILEAGE BUCKET



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

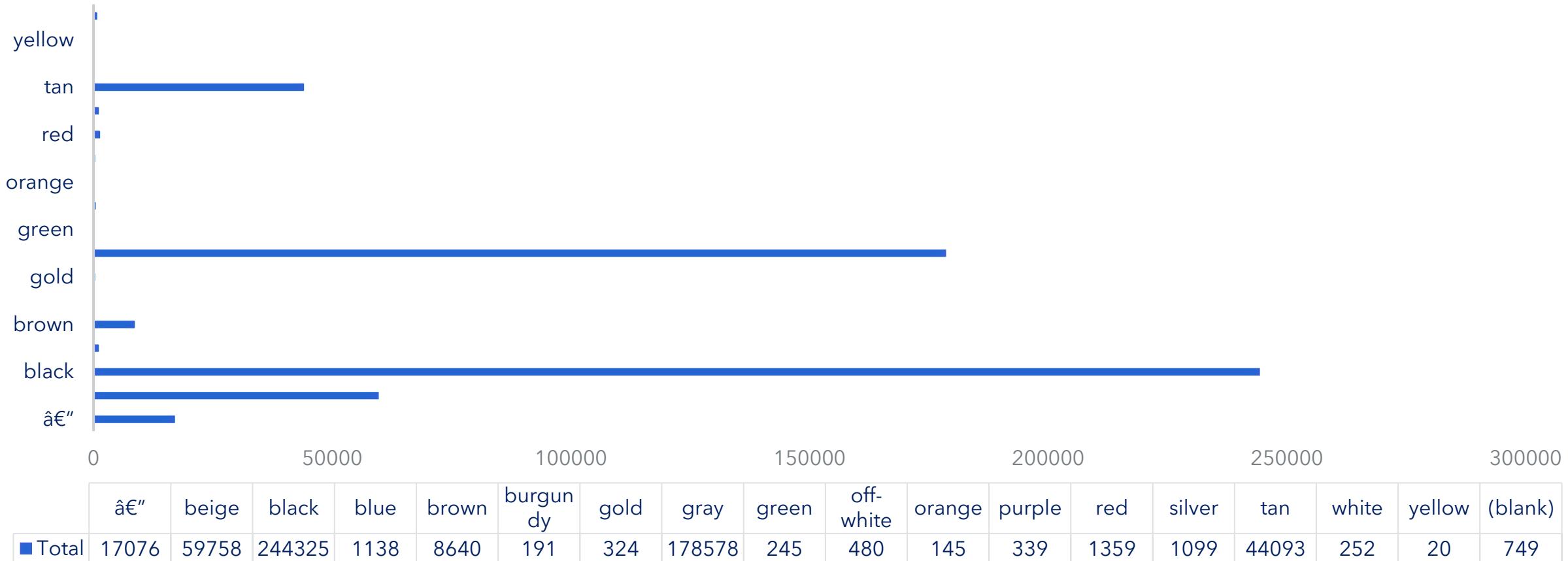
COUNT BY VEHICLE AGE



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

VEHICLE OVERVIEW

VEHICLE BY INTERIOR TYPE

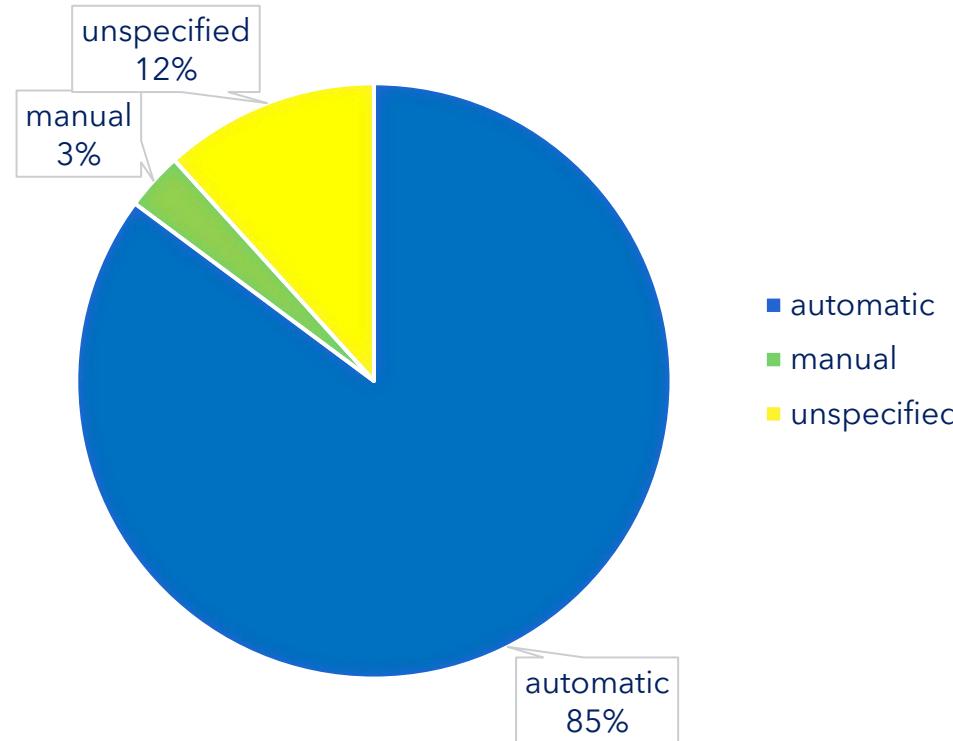


Black interior attributes 41% of interior demand

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.

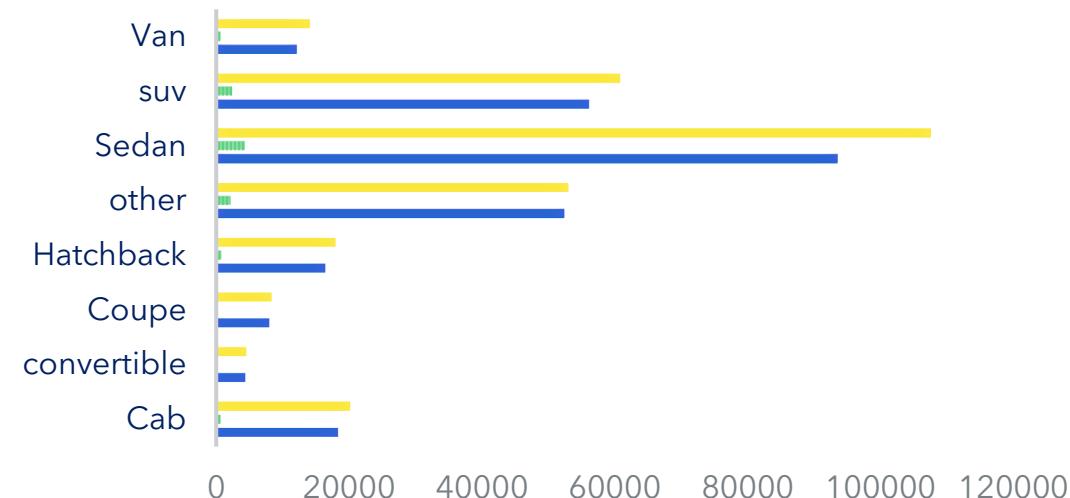
Manual transmissions being at 3% indicate a minimal market presence.

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

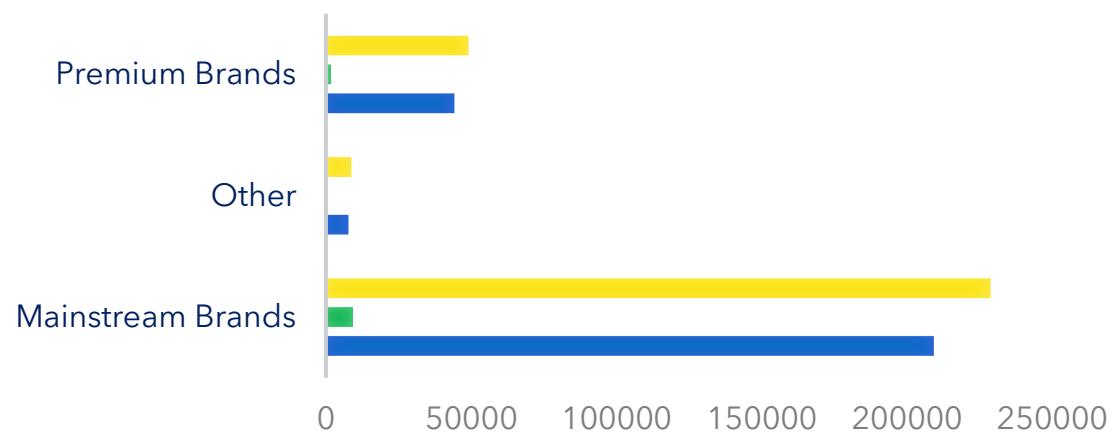
MARKET PRICE EVALUATION BY BODY TYPE



	Cab	convertible	Coupe	Hatchback	other	Sedan	suv	Van
below market	20176	4505	8281	17959	53003	107618	60805	14068
at market	619	163	274	722	2146	4284	2373	654
above market	18312	4346	7969	16370	52400	93534	56114	12116

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

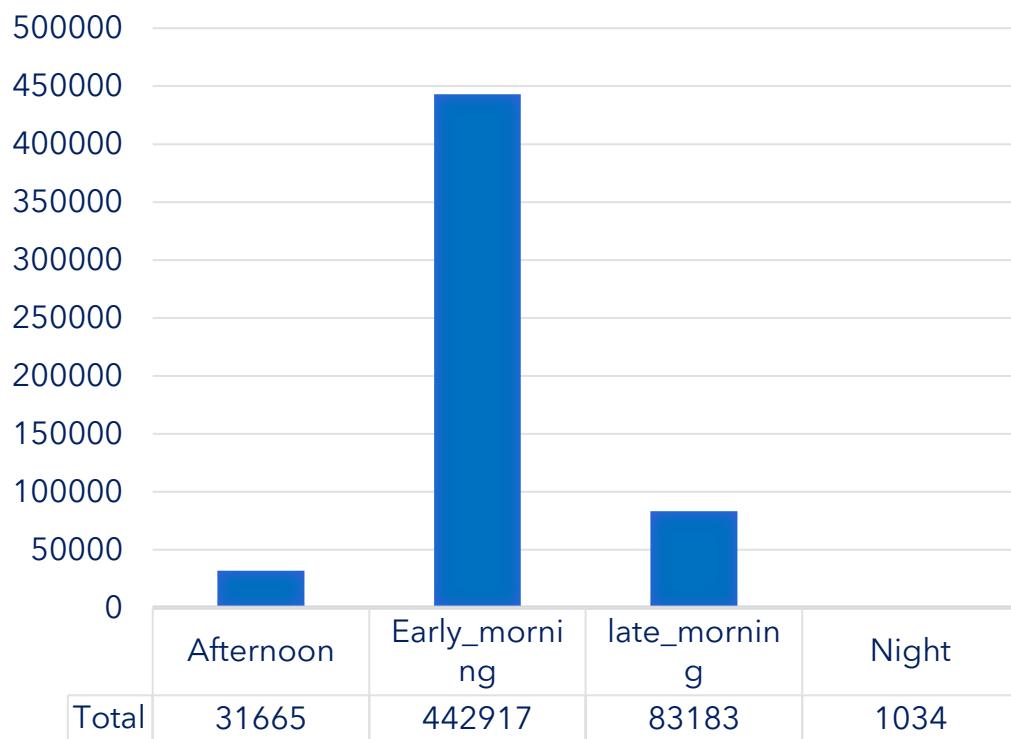


	Mainstream Brands	Other	Premium Brands
below market	228674	8733	49008
at market	9287	262	1686
above market	209156	7779	44226

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

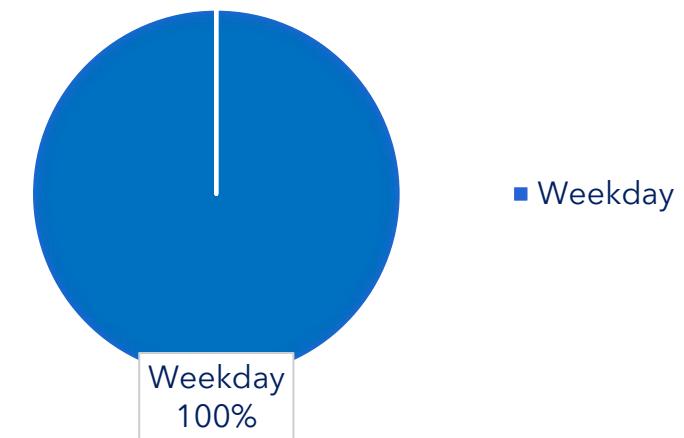
SALES BEHAVIOR INSIGHTS

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

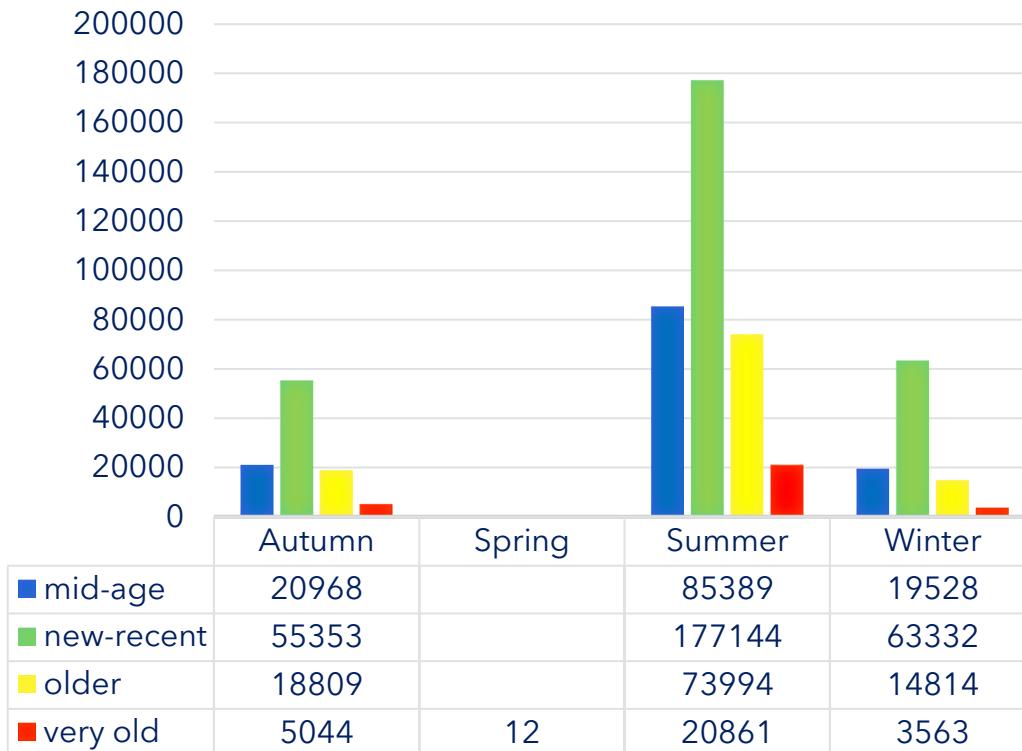
SALES BY DAY DAY CLASSIFICATION



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

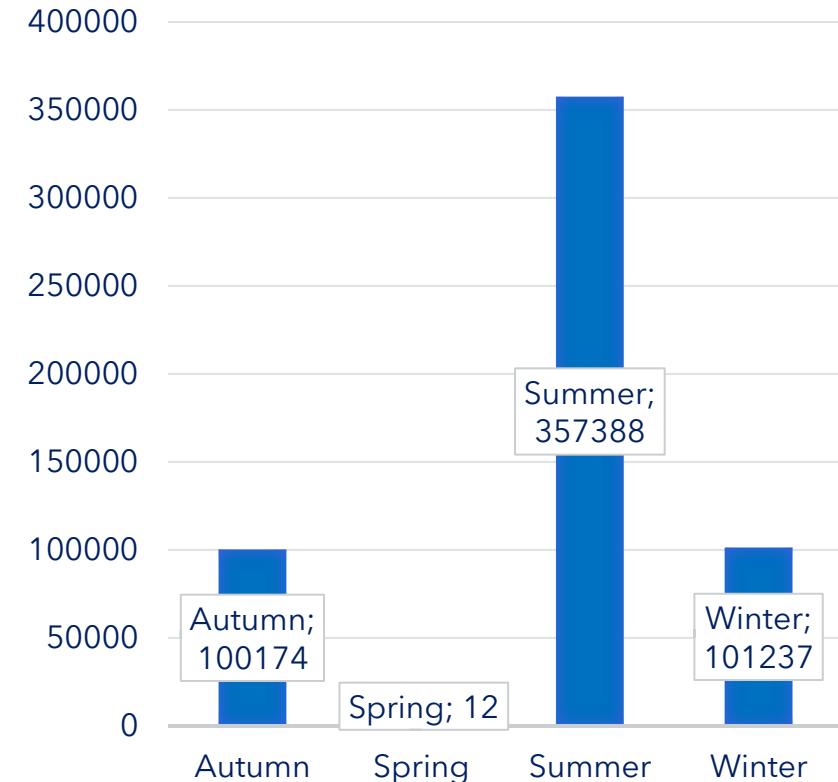
SALES BEHAVIOR INSIGHTS

VEHICLE AGE CATEGORY BY SEASON



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

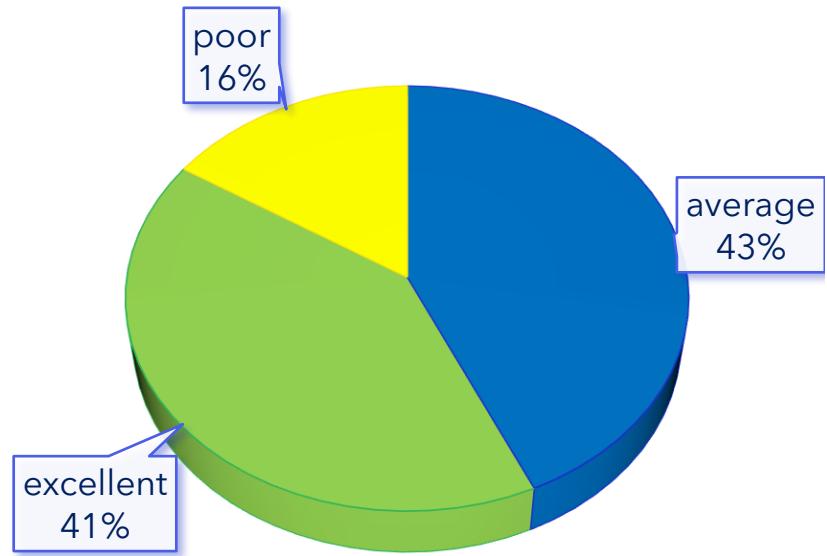
SALES BY SEASON



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

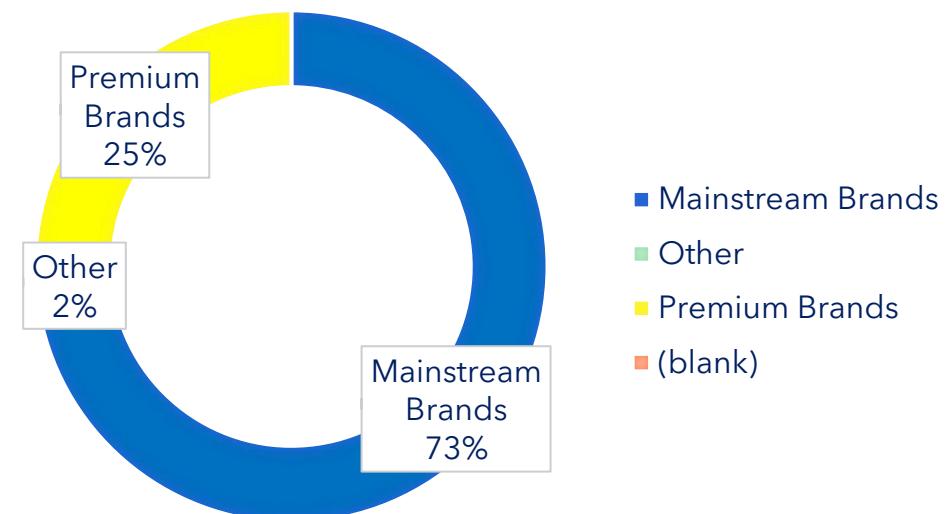
SALES BEHAVIOR INSIGHTS

TOTAL SALES BY CONDITION



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

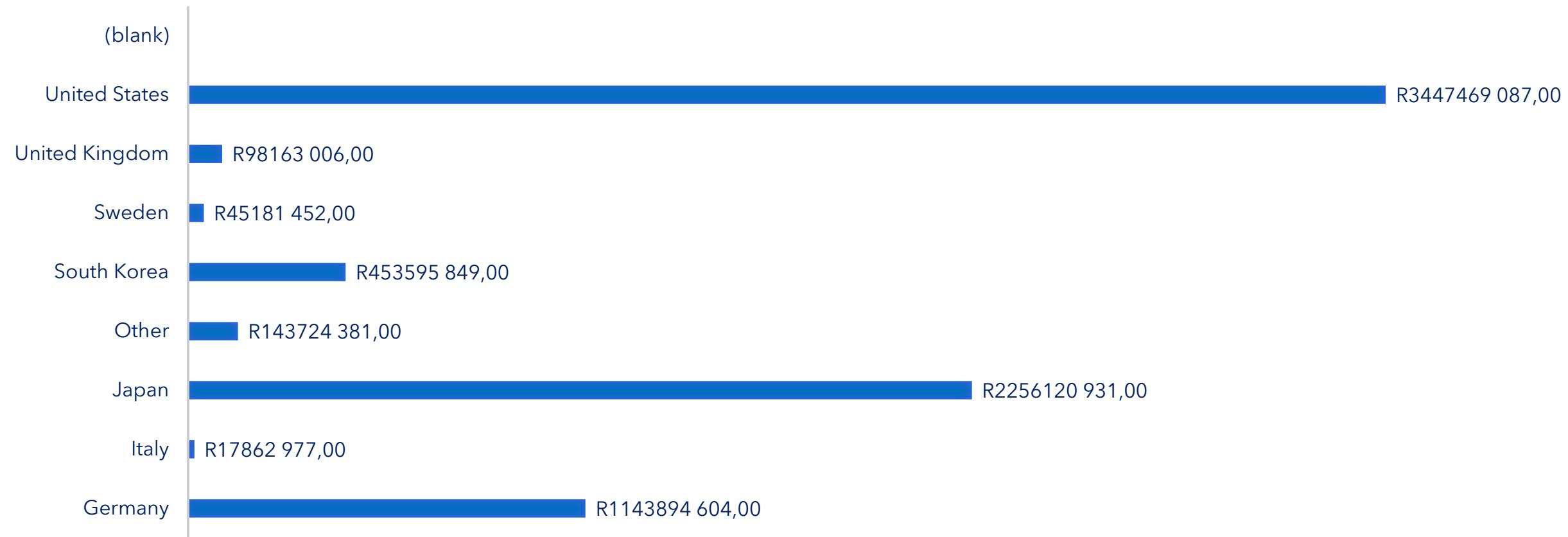
SALES BY BRAND CATEGORY



Mainstream brands dominance indicates a clear market preference

SALES BEHAVIOR INSIGHTS

SALES BY COUNTRY CATEGORY



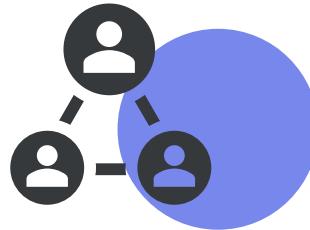
The United States leads revenue with R3.4 million , which is significantly higher than any other country category. Sweden and Italy contribute less than 1% to total sales value, indicating minimal market presence

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.