



Welcome to
**VEHICLE SALES,
PROFITABILITY & MARKET
PERFORMANCE ANALYSIS**



Dataset Period: 2014–2015

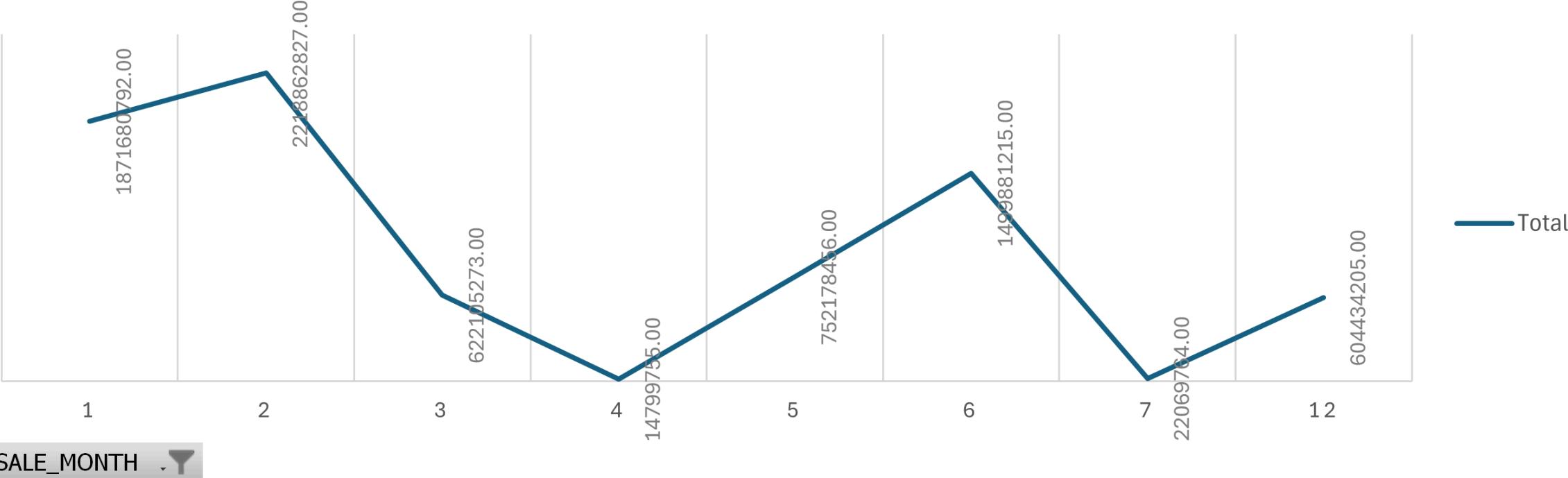


Executive Summary (High-Level Insights)

- Majority of vehicles sold fall within Low Margin and Negative Margin tiers.
- Vehicle condition score strongly influences selling price, with well-maintained cars generating the most revenue.
- The year 2015 shows a dramatic growth spike in sales activity and total revenue.
- State-level sales reveal clusters of strong performance, while others have low yet high-margin potential.
- High odometer readings correlate with lower profitability, highlighting aging stock challenges.
- Vehicle age, price-to-MMR ratio, and condition emerge as the strongest profitability drivers.

Sum of SELLINGPRICE

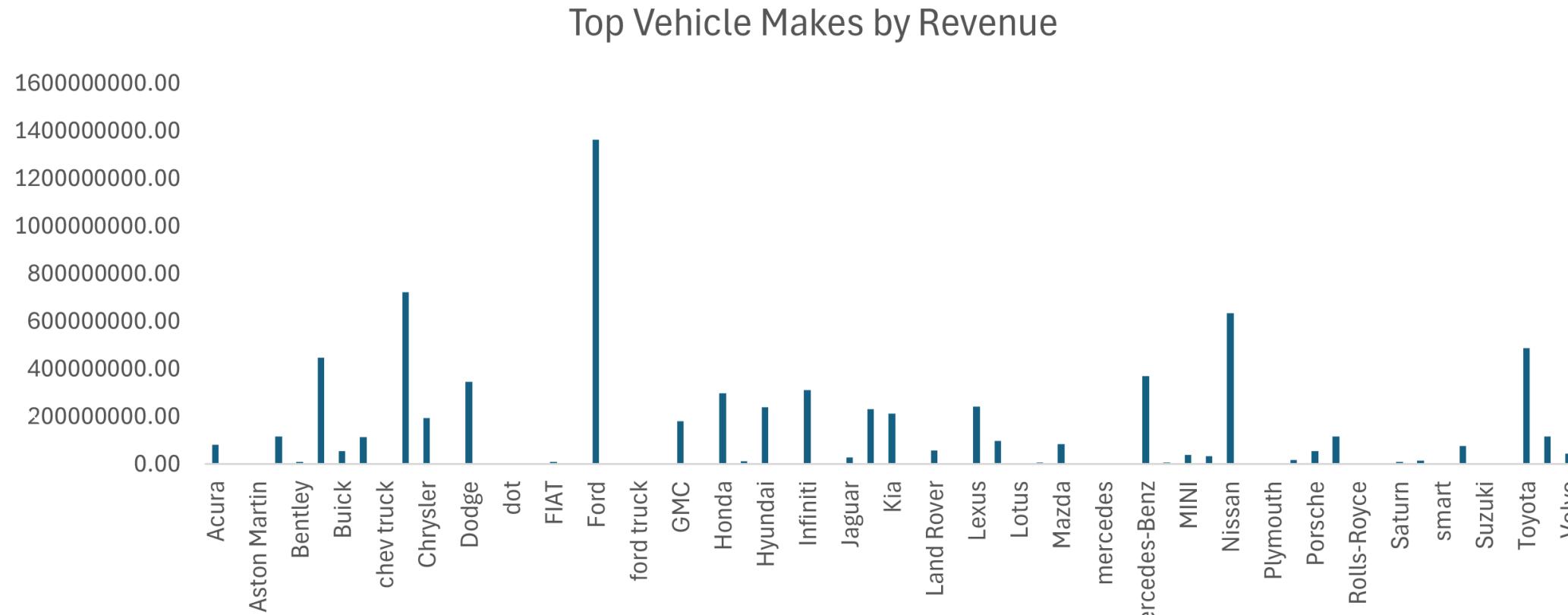
SALES TREND BY MONTH



Sales Trend by Month

- Sales and revenue fluctuate strongly month to month.
- There are clear high-sales months and low-sales periods.
- Certain months consistently produce higher revenues, indicating demand seasonality.

Sum of SELLINGPRICE

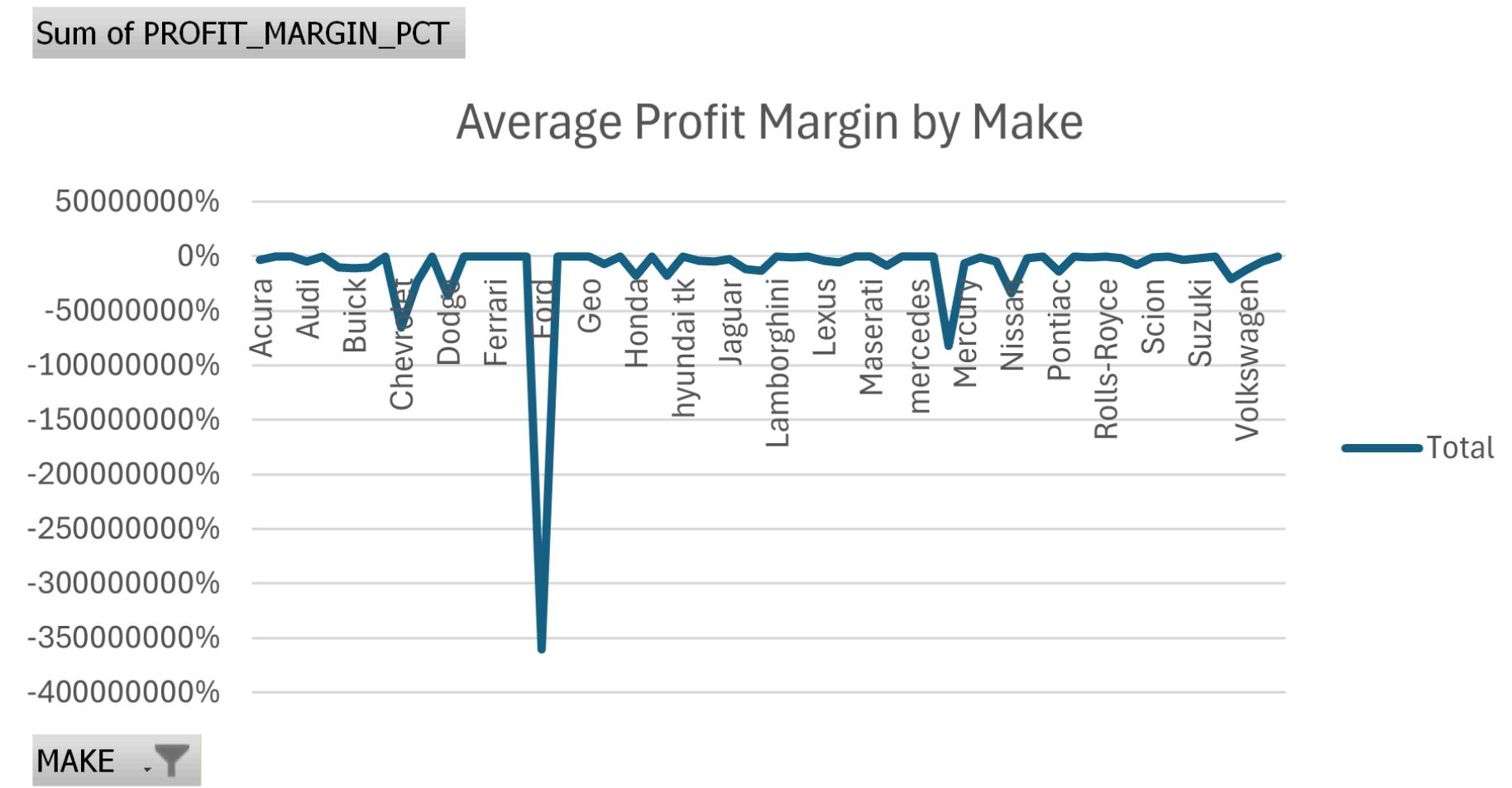


Top Vehicle Makes by Revenue

- A few makes contribute the majority of total revenue.
- Revenue is concentrated among top brands – showing strong buyer preference.
- Lower-ranking makes contribute very little revenue.

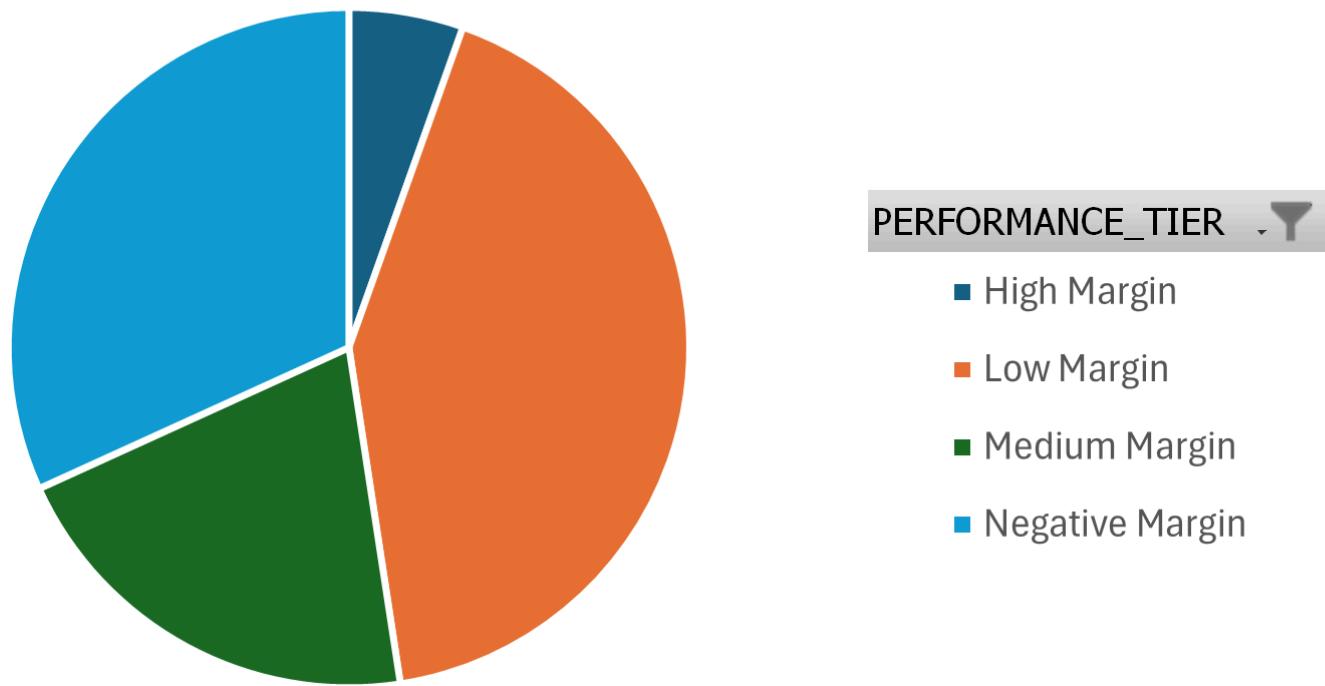
Average Profit Margin by Make

- Profit margin is not consistent across makes.
- Some makes generate strong margins, while others consistently bring low or negative margins.
- Certain brands are costing the business more than they earn.



Count of VIN

Performance Tier Breakdown

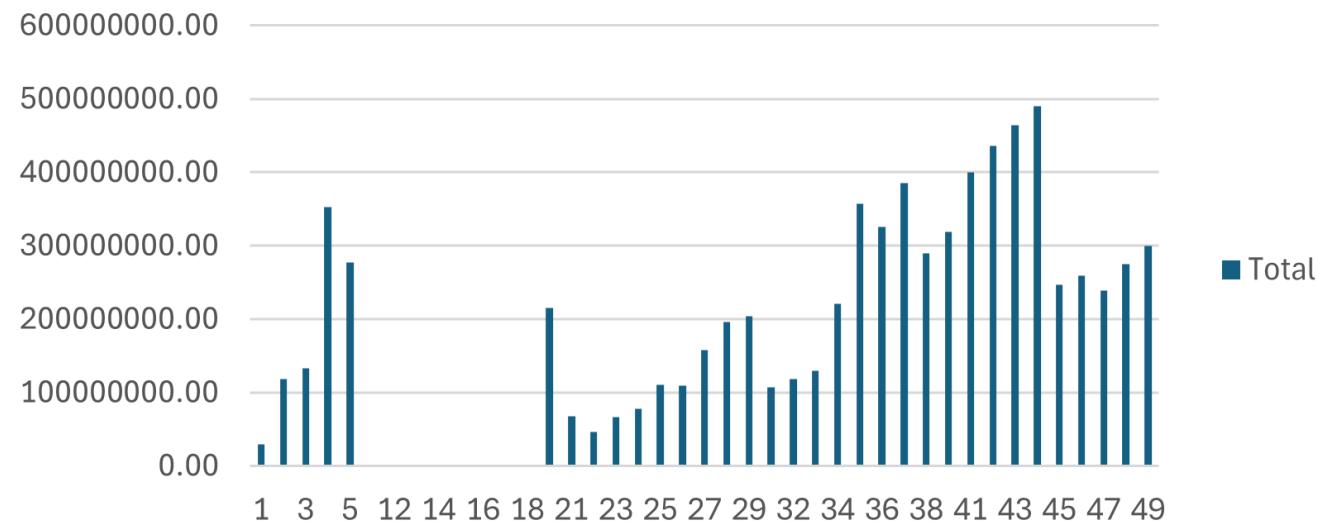


Performance Tier Breakdown

- Low Margin and Negative Margin vehicles form a large portion of total sales.
- High Margin vehicles are the minority.
- The business is selling many units that produce weak or negative profit.

Sum of SELLINGPRICE

Condition Score vs Selling Price

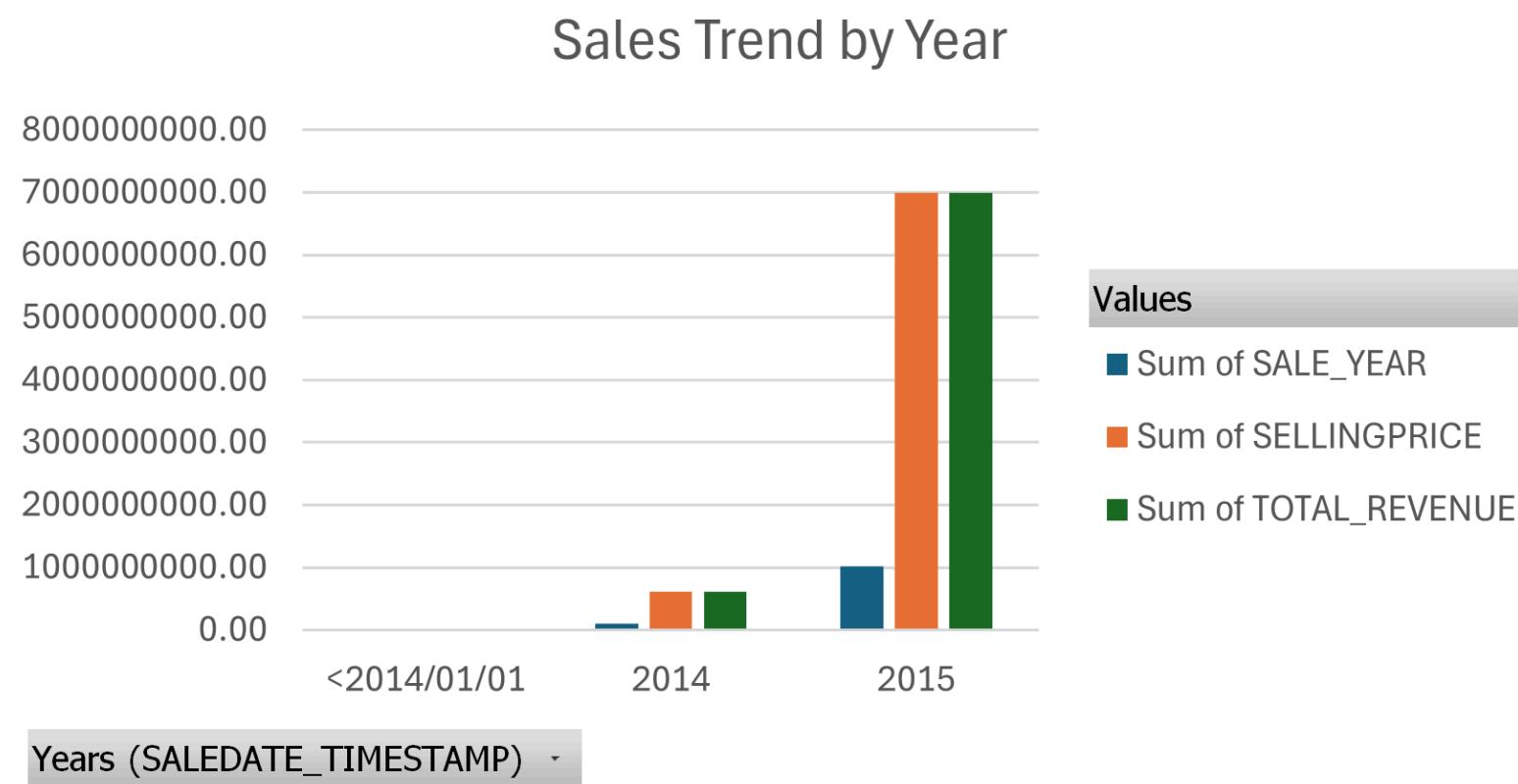


CONDITION

Condition Score vs Selling Price

- Selling price increases as vehicle condition improves.
- Low condition = low price, regardless of make.
- High-value vehicles are almost always in better condition.

Sum of SALE_YEAR | Sum of SELLINGPRICE | Sum of TOTAL_REVENUE



Sales Trend by Year

- Massive growth from 2014 to 2015 in sales volume and revenue.
- 2015 dominates in total revenue and selling price totals.
- Indicates significant business expansion or better supply in 2015.

Recommendations

Improve Sourcing Strategy

- Target higher-condition vehicles (≥ 30).
- Avoid high-mileage inventory unless extremely discounted.

Strengthen Pricing Discipline

- Align acquisition prices closer to MMR benchmarks.
- Reduce losses from Negative Margin segment.

Focus on High-Demand Makes/Models

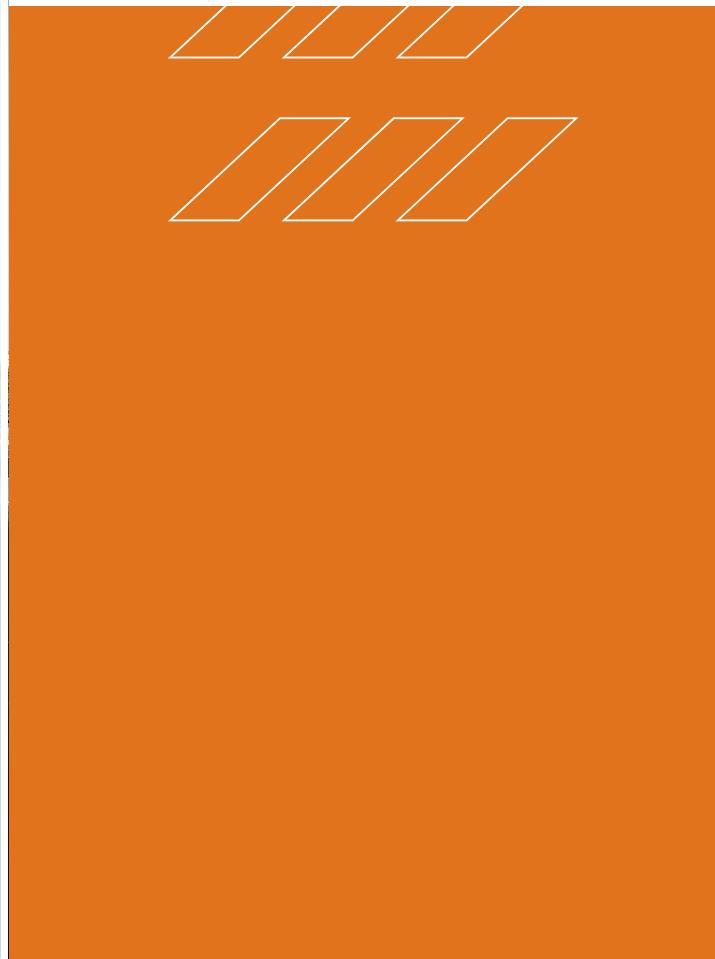
- Ford, Honda, and Kia show strong volume and stable revenue.

Prioritize High-Performing States

- Shift inventory allocation to proven markets.

Customer Segmentation & Marketing

- Promote top-condition vehicles as “Certified Deal Picks”.
- Introduce financing offers for slow-moving but medium-condition stock.



Thank You

This analysis reveals clear opportunities to improve profitability by refining sourcing, pricing, and deployment strategies. By prioritizing high-condition vehicles and aligning prices closer to market benchmarks, the company can dramatically reduce losses and expand high-margin sales.