



# BEYOND CARS LTD

## **Sales Performance Analysis Report**

January – December 2020

***Towards Growth and Expansion***



# Contents

1. Objectives
2. 2020 summary
3. Facts
4. Insights
5. Recommendations

# Objectives

- ❖ Analyze the performance of the branches across the different regions
- ❖ Identity areas with highest sales
- ❖ Compare sales performance across branches
- ❖ Understand regional preference or market trends

# 2020 Summary

- ❖ *The company's sales volume and growth rate in 2020 were higher compare to industry averages.*
- ❖ *With the increasing demand, we have identified opportunities and proposed strategies for **growth and expansion***



**Between January 1<sup>st</sup> – December 31<sup>st</sup> 2020**

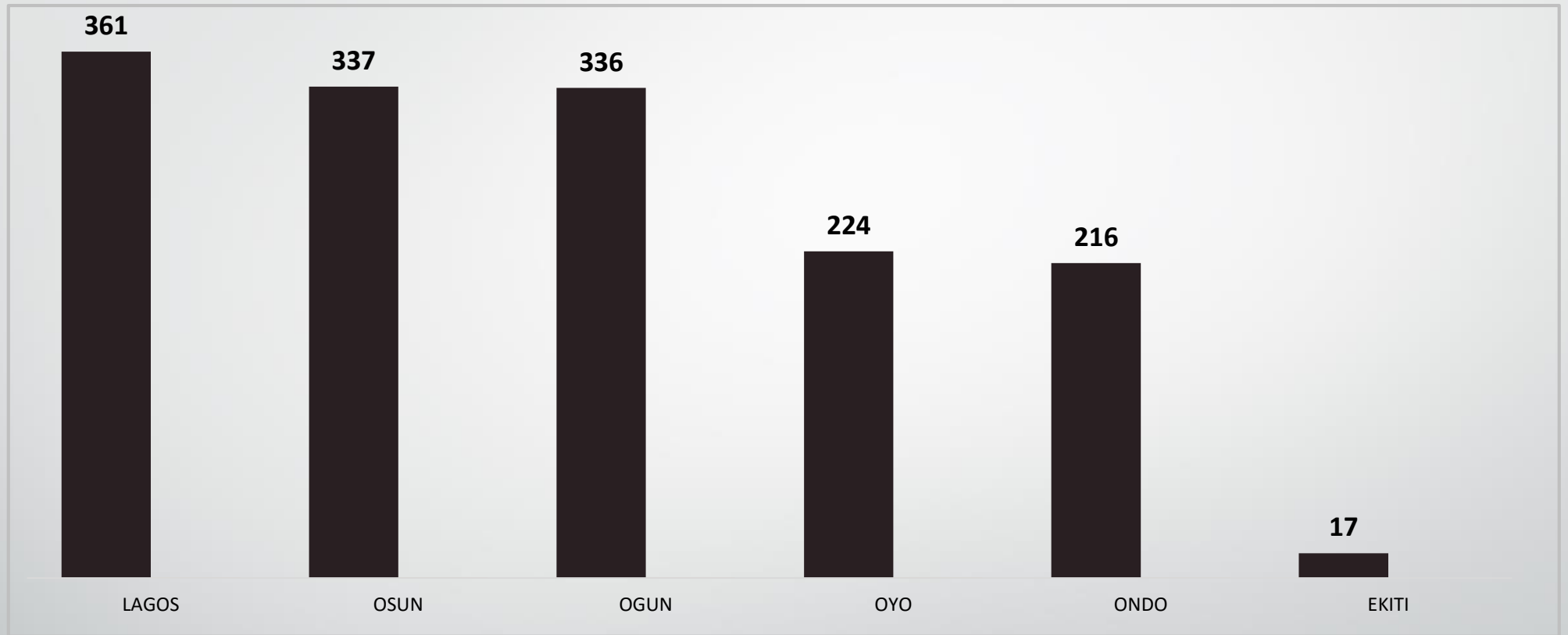
The total number of cars sold across the 6 branches was

**1,491**

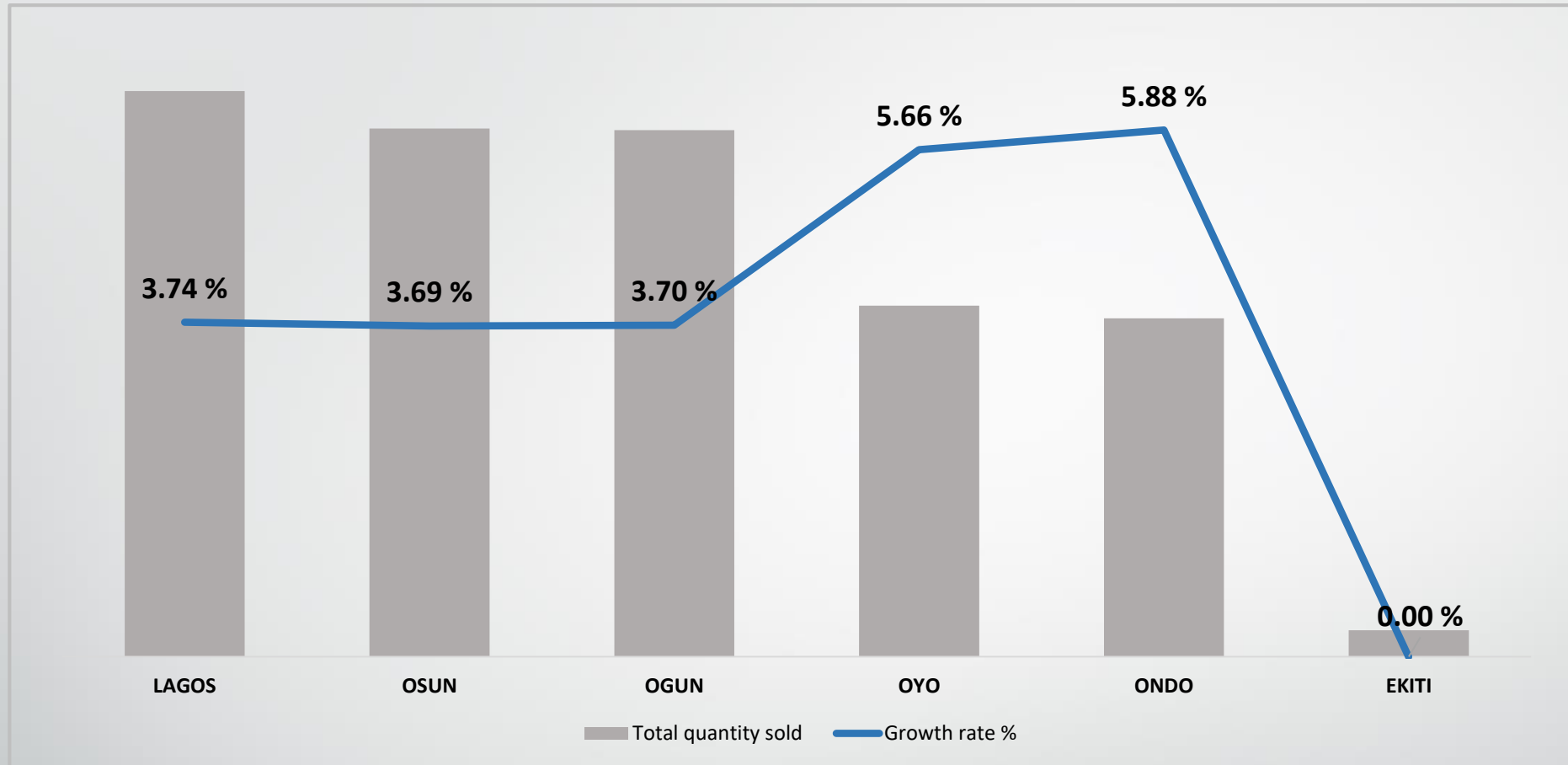
The average monthly growth rate was

**4.27%**

# Facts



In terms of demand Lagos generated the highest sales volume with **361** cars, while Ekiti made the lowest sales volume with **17** cars



In terms of growth, Ondo had the highest growth rate of **5.88%** followed by Oyo with growth rate of **5.66%**

**Branch**

Lagos State

**Sales Volume**

361

**Growth Rate**

3.74%

**Top Car**

Ford Fiesta (45%)

**Gender**

Female (75%)

**Age**

31 – 35 years (39%)





**Branch**

Osun state

**Sales Volume**

337

**Growth Rate**

3.69%

**Top Car**

Toyota corolla (46%)

**Gender**

Female (83%)

**Age**

26 – 30 years (43%)



**Branch**

Ogun state

**Sales Volume**

336

**Growth Rate**

3.70%

**Top Car**

Honda Civic (46%)

**Gender**

Male (81%)

**Age**

26 – 30 years (39%)



**Branch**

Oyo state

**Sales Volume**

224

**Growth Rate**

5.66%

**Top Car**

Hyundai Sonata (56%)

**Gender**

Male (65%)

**Age**

26 – 30 years (36%)



**Branch**

Ondo state

**Sales Volume**

216

**Growth Rate**

5.88%

**Top Car**

Nissan Rogue (69%)

**Gender**

Male (68%)

**Age**

36 – 40 years (37%)



**Branch**

Ekiti State

**Sales Volume**

17

**Growth Rate**

0.00%

**Top Car**

Nissan Rogue (47%)

**Gender**

Male (88%)

**Age**

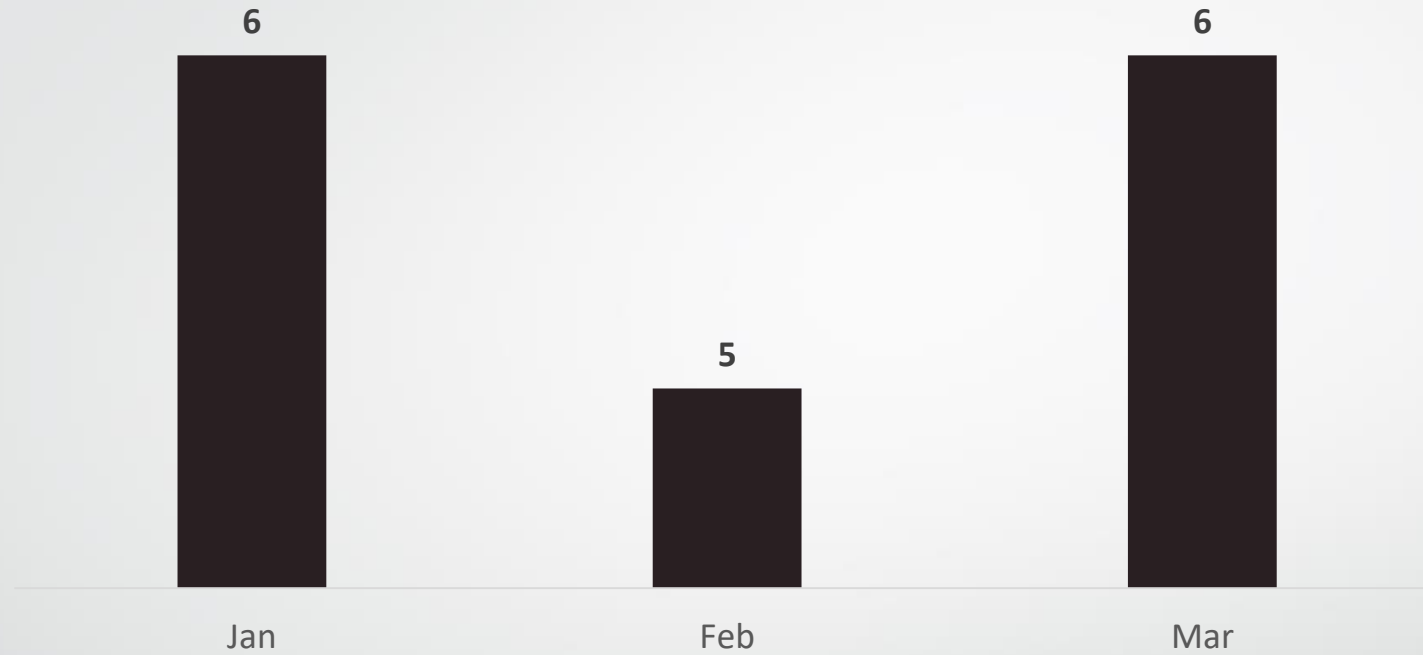
31 – 35 years (37%)



# Insights

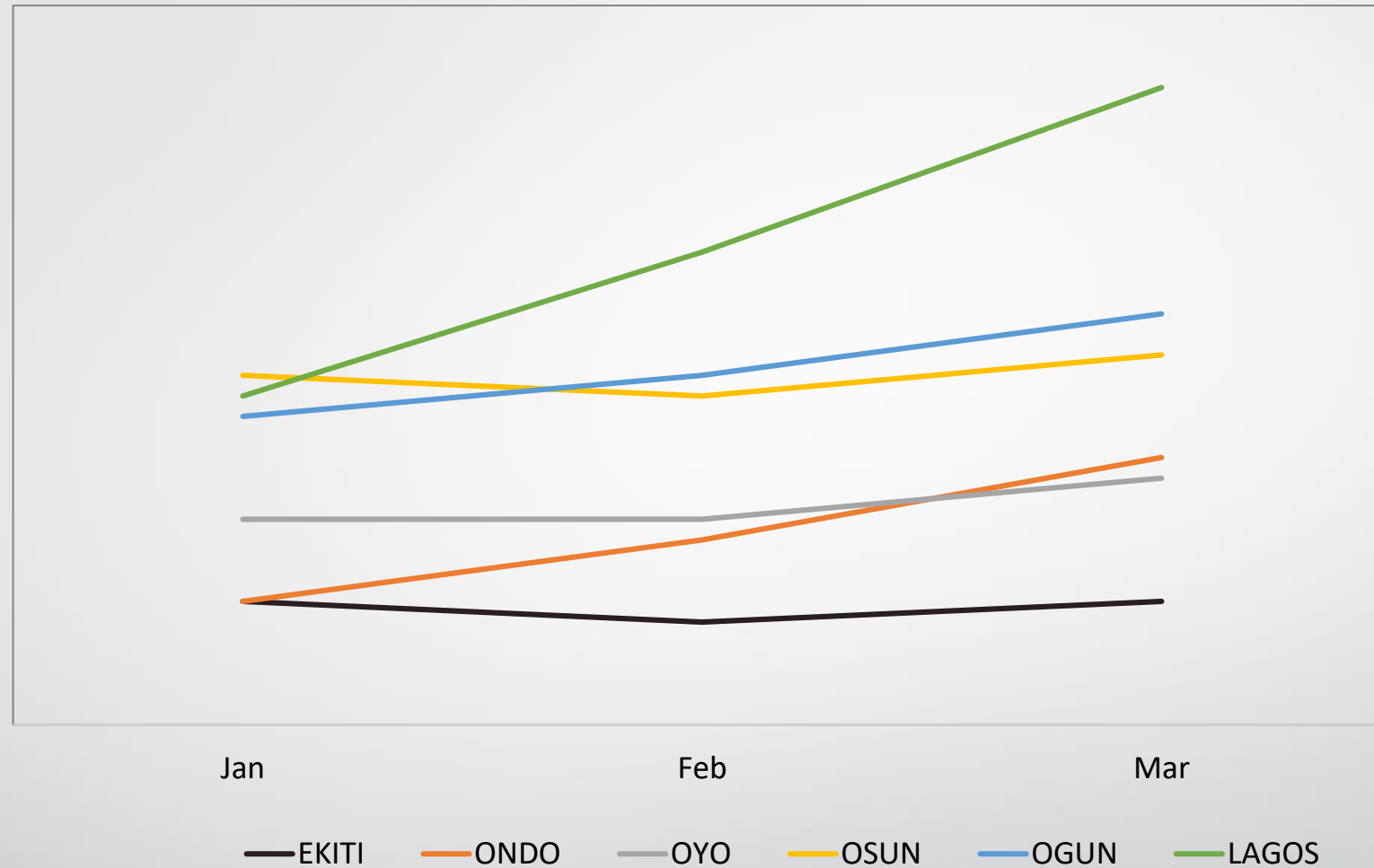
Row Labels	% Filter Branch	Total Quantity Sold
Lagos State	24.2 %	361
Osun State	22.6 %	337
Ogun State	22.5 %	336
Oyo State	15.0 %	224
Ondo State	14.5 %	216
<b>Grand Total</b>	<b>98.9 %</b>	<b>1,474</b>

- ❖ Approximately **99%** of the sales volume came from 5 branches (Lagos, Osun, Ogun, Oyo and Ondo state)



❖ The branch in **Ekiti** has not been operational since April





- ❖ During these 3 months of operation, the performance of **Ekiti** branch was **quite low** compare to other branches

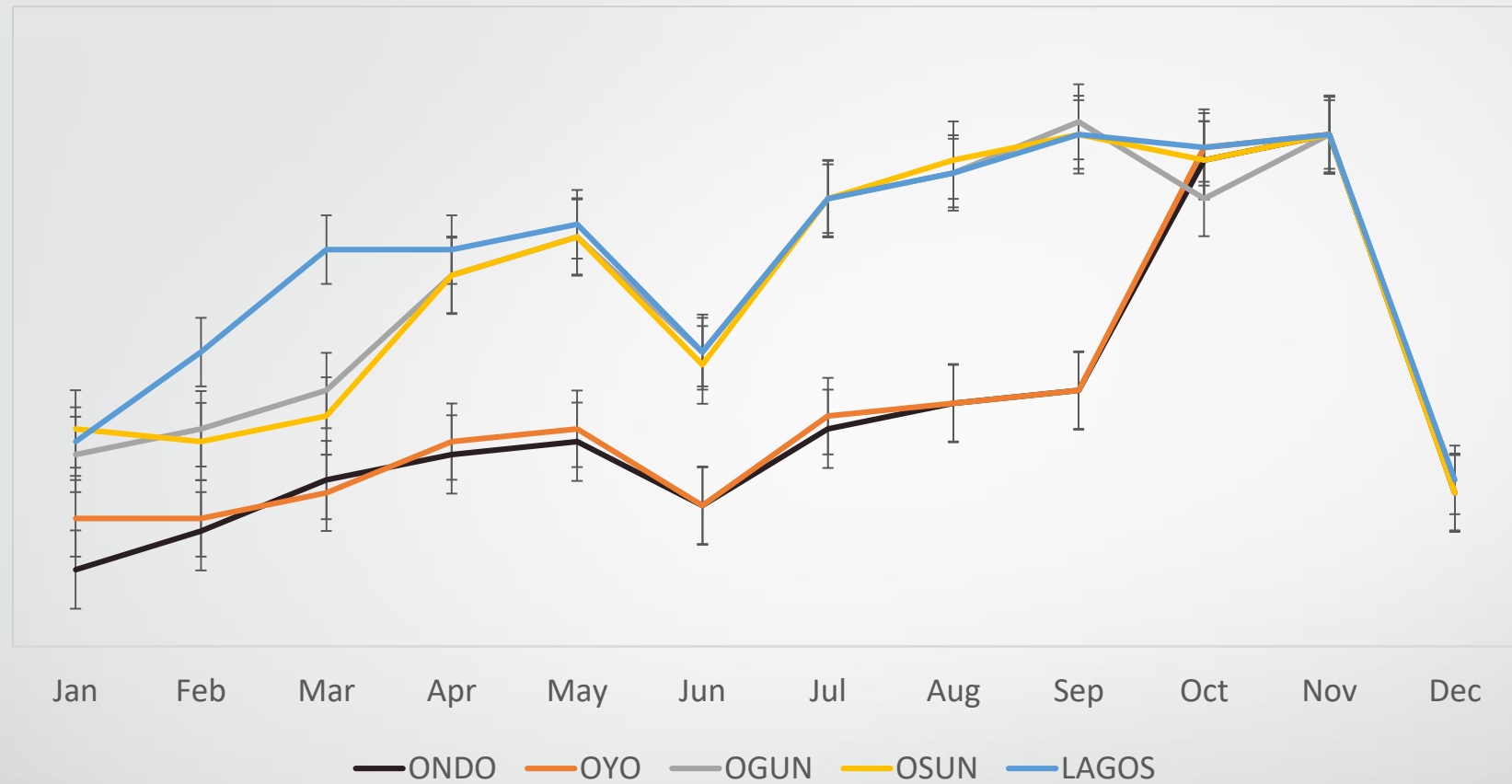


Row Labels	% of the filter brand	Total quantity sold
Ford	24.7 %	368
Toyota	24.3 %	362
Honda	13.6 %	203
Nissan	13.5 %	201
Hyundai	13.3 %	198
<b>Grand Total</b>	<b>89.3 %</b>	<b>1,332</b>

- ❖ Approximately **90%** of the total sales volume came from 5 major brands (Ford, Toyota, Honda, Nissan, Hyundai)

Row Labels	model count	Total quantity sold
Ford	3	368
Toyota	4	362
Honda	2	203
Nissan	2	201
Hyundai	2	198
Chevrolet	1	147
Mercedes-Benz	1	5
Kia	1	4
Volkswagen	1	3
<b>Grand Total</b>	<b>17</b>	<b>1,491</b>

- ❖ Top **5 brands** (Ford, Toyota, Honda, Nissan, Hyundai) has **2-4** selling models
- ❖ Bottom **4 brands** (Chevrolet, Mercedes-benz, Kia, Volkswagen) has **1** selling model



- ❖ The top branches all experienced the same trend in; **June, July, August and December**

- ❖ There is no general effect by gender on sales volume
- ❖ The average age does not have significant effect on the sales volume
- ❖ The most active age range across branches is **26 – 48 years**



JANUARY - DECEMBER 2020

Apr Aug Dec Feb  
Jan Jul Jun Mar  
May Nov Oct Sep

Select Branch

EKITI LAGOS OGUN ONDO OSUN OYO

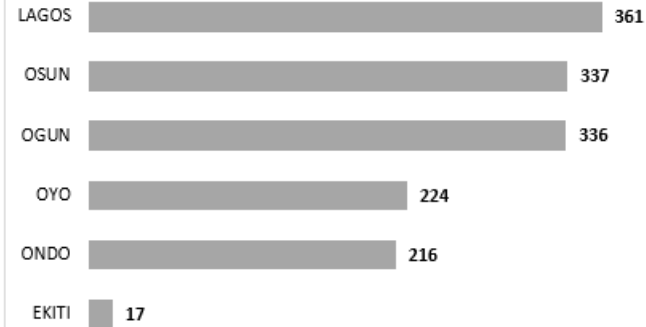
Select Age Range

21-25 ... 26-30 ... 31-35 ... 36-40 ... 41-45 ... 46-50

Select Gender

FEMALE MALE

SALES VOLUME  
by branches



TOTAL SALES VOLUME

1,491

PREVIOUS MONTH SALES

1430

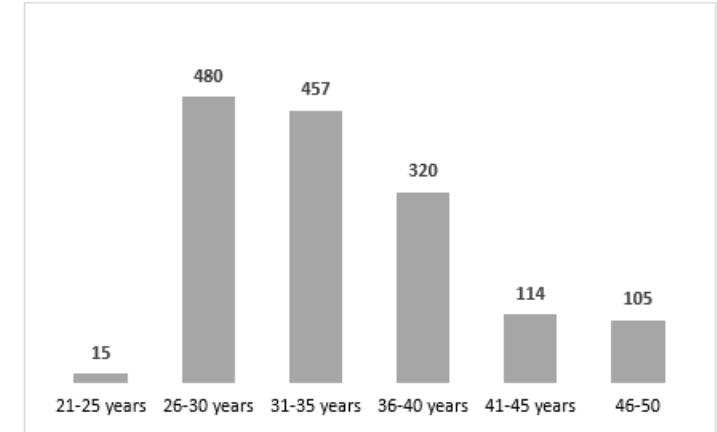
GROWTH RATE

4.27%



Toyota Corolla

SALES VOLUME  
by age range



SALES VOLUME  
by gender



725

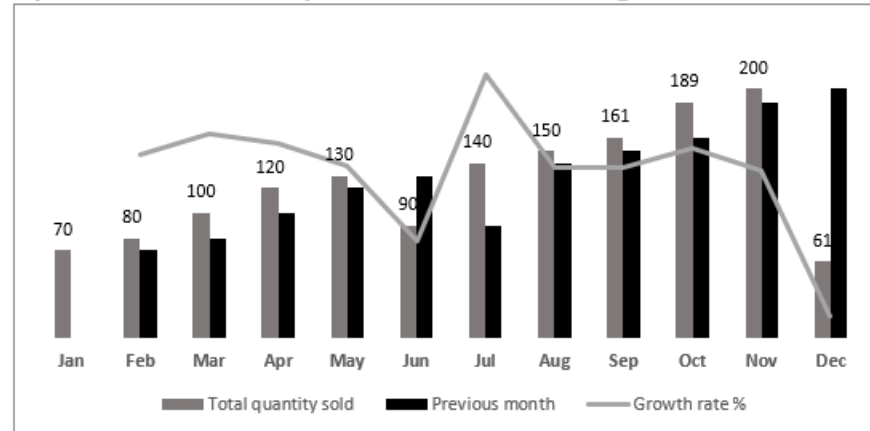


766

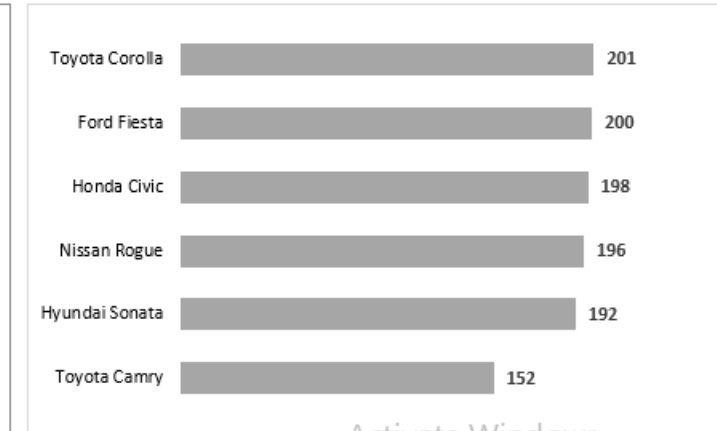


■ FEMALE ■ MALE

SALES VOLUME  
by current month sale, previous month sale and growth rate %



SALES VOLUME  
by car model



Activate Windows  
Go to Settings to activate Windows.

# Recommendations

## 1. Review Existing Branches

- Assess the performance of current branches in relation to their local market conditions
- Consider relocating or closing branches that are in less favorable areas and are under performing i.e **close down the branch in Ekiti State**

## **2. New Branch Development**

- Conduct comprehensive market research and analysis before selecting new branch locations to ensure they are in areas with favorable demographics and purchasing power.
- Open a 2<sup>nd</sup> branch in Lagos state

### **3. Resource Allocation**

- These five brands (Ford, Toyota, Honda, Nissan, Hyundai) should be available in all the branches, all year, and should be top on the shelf.
- For each brand, have at least 3 models.
- State preferences with respect to top performing models should be explored.



## 4. Trend Analysis

- Perform a thorough analysis of the industry and the environment to gather data to identify the reasons behind the steep drop in sales in **June** and **December**, and the increase in **July** and **August**.
- Compare the performance of existing branches with their respective local market conditions to validate the findings.



# **Questions & Answers**