Vantage Car Ltd

Sales Performance Analysis Report

January – December 2020

Towards Growth and Expansion

Contents

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**

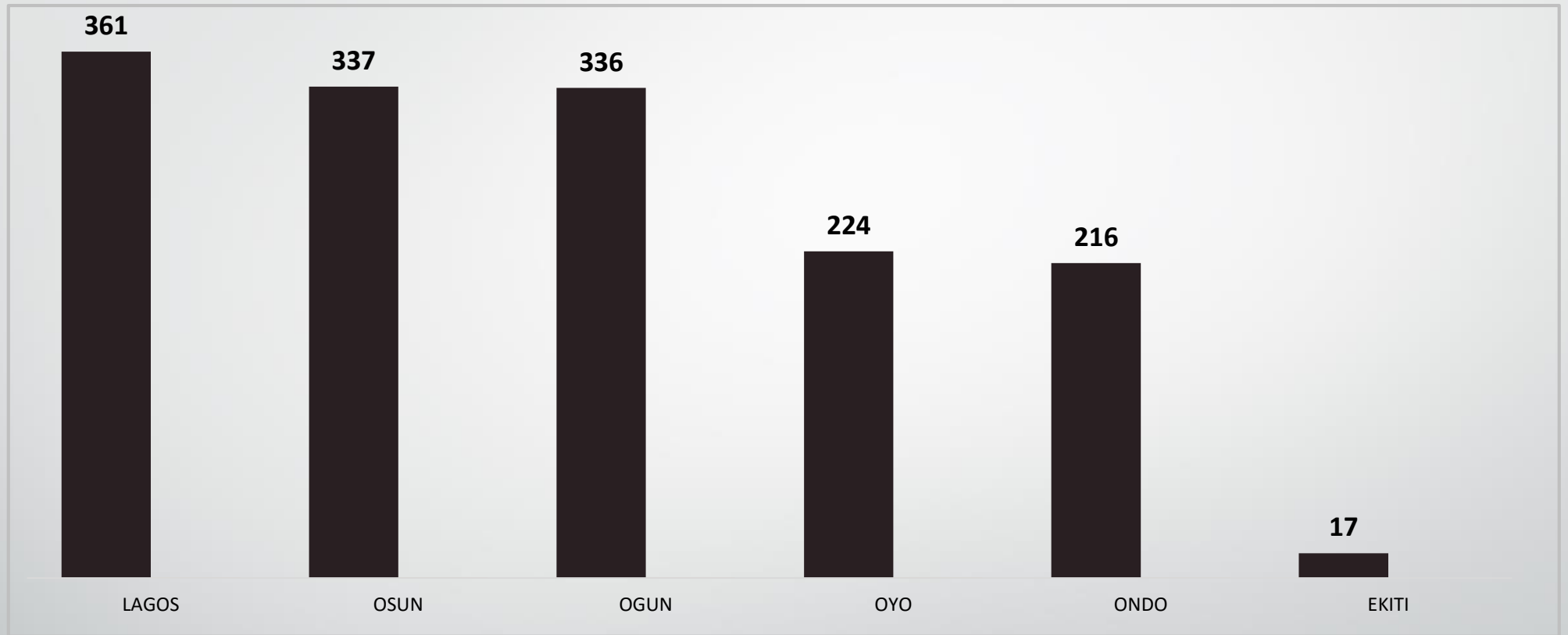# Between January 1ˢᵗ – December 31ˢᵗ 2020

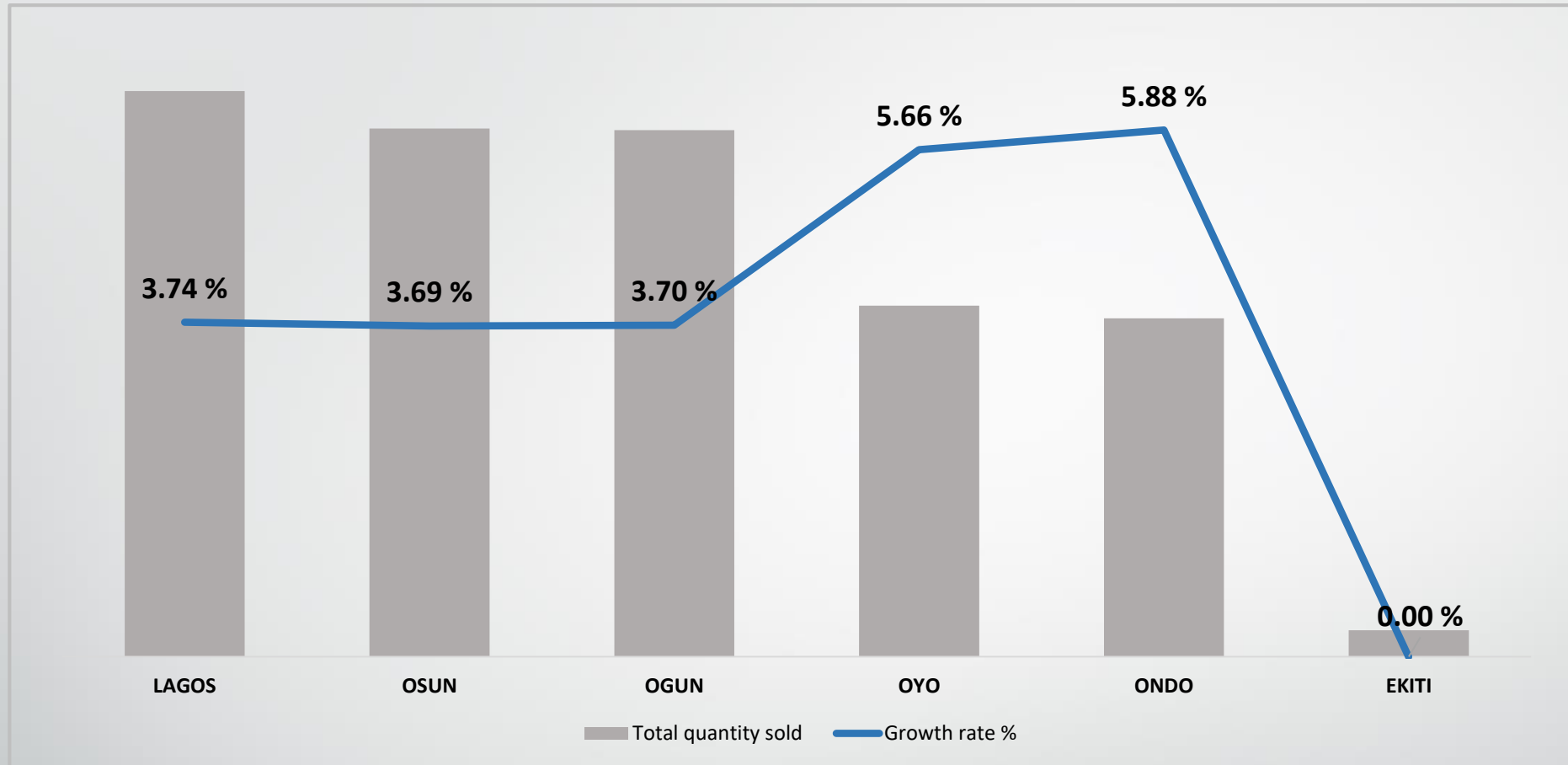The total number of cars sold across the 6 branches was

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
Grand Total	98.9 %	1,474

❖ Approximately **99%** of the sales volume came from 5 branches (Lagos, Osun, Ogun, Oyo and Ondo state)
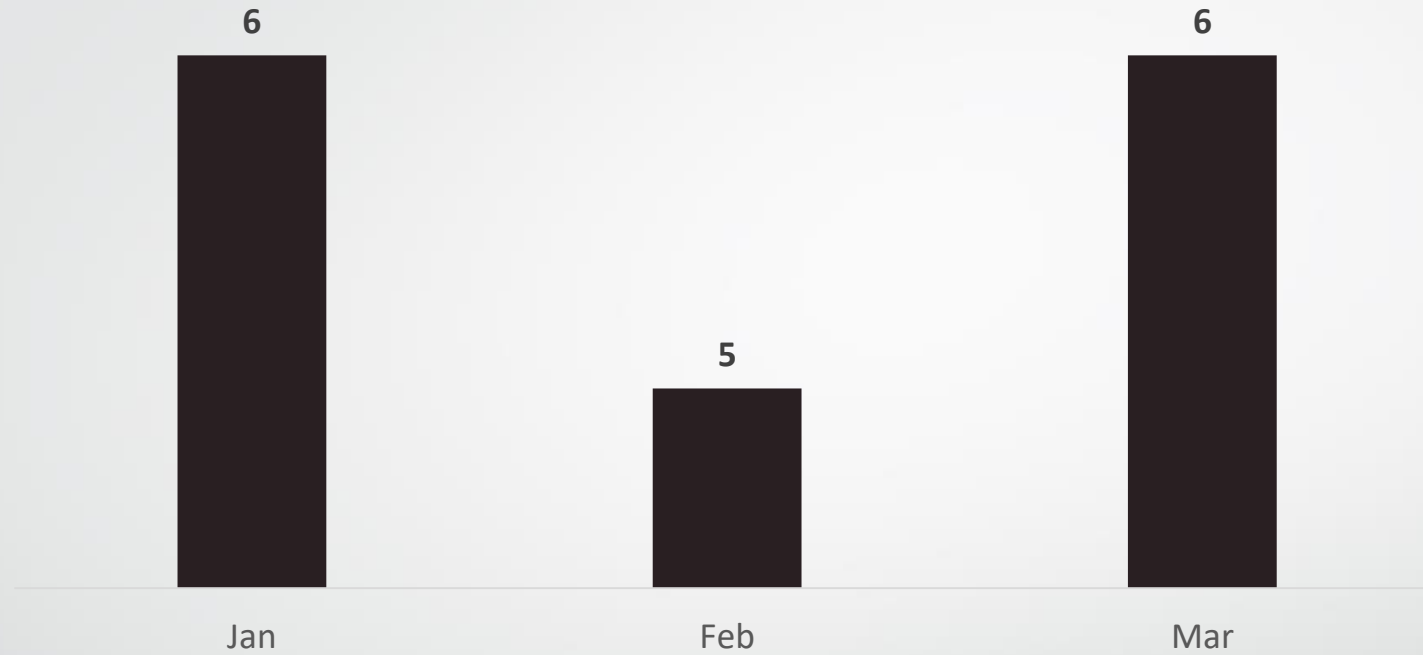
❖ The branch in **Ekiti** has not been operational since April
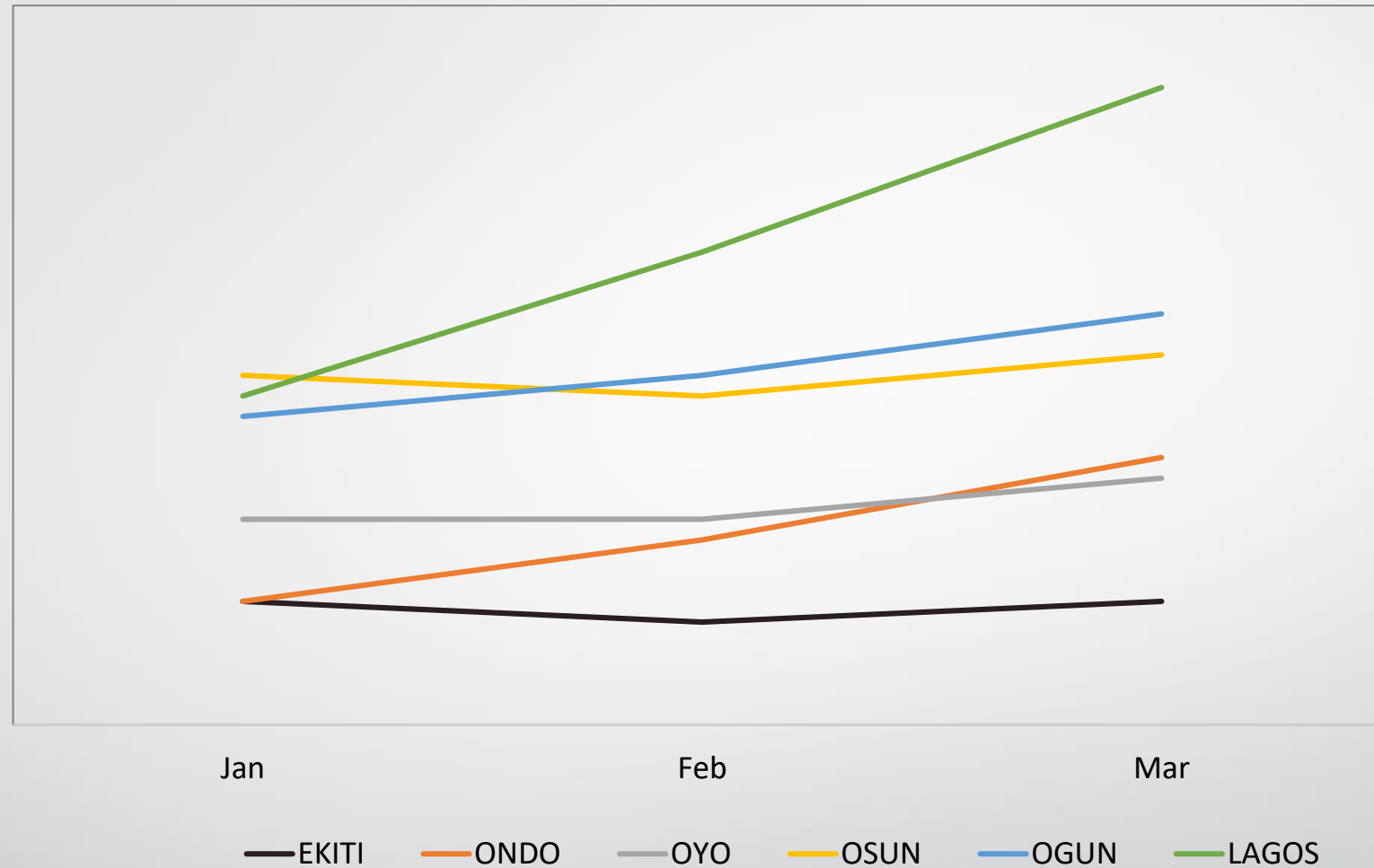
❖ During these 3 months of operation, the performance of **Ekiti** branch was **quite low** compare to other branches

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
Grand Total	**89.3 %**	**1,332**

❖ 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
Grand Total	17	1,491

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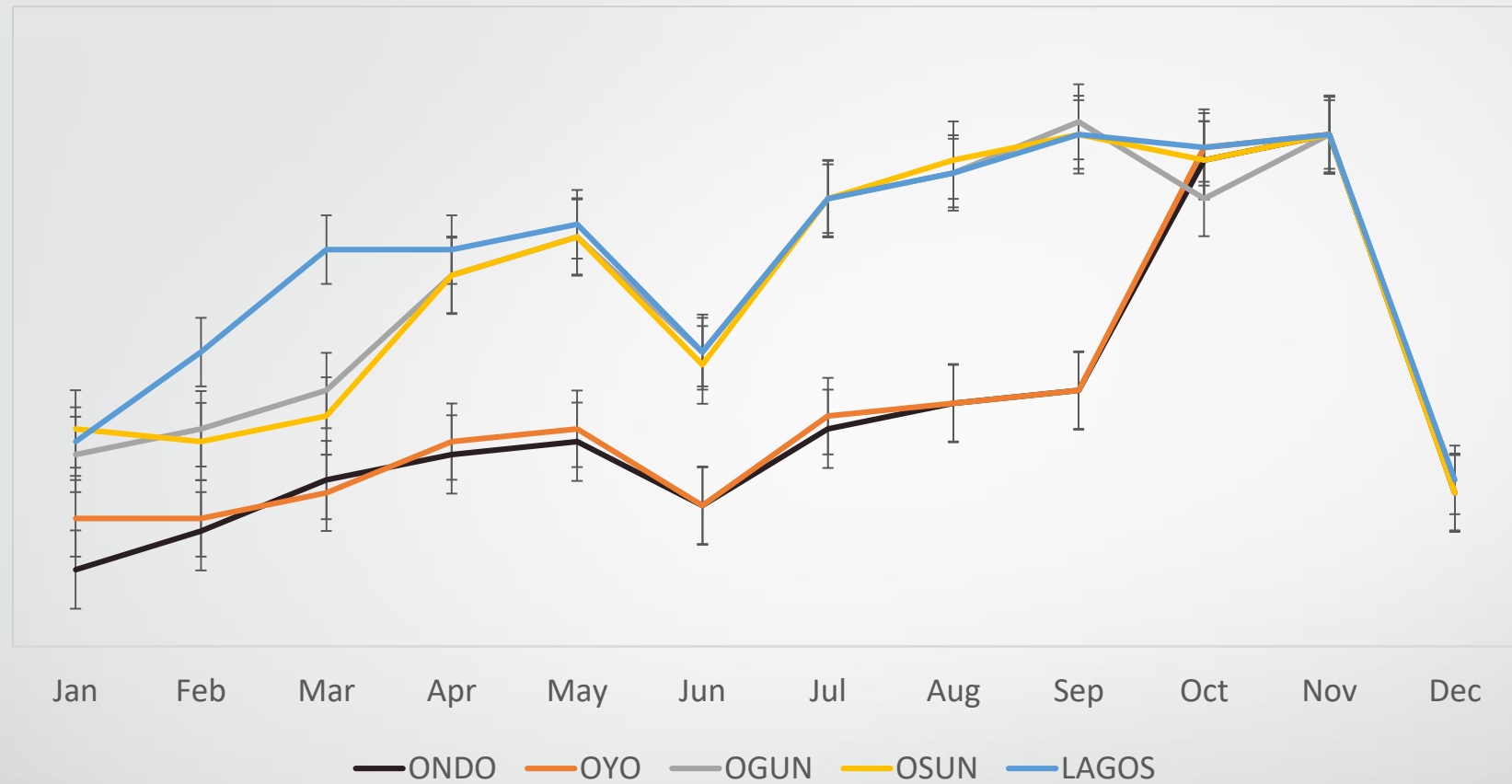
❖ The top branches all experienced the same trend in; **June, July, August and December**

❖ 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**

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 2nd 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