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N&M CAR SALES ANALYSIS

Presented by:
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Agenda

- Overview
- Executive Summary
- Top 4 Regional Sale Performance
- Sales Overview
- Customer and Vehicle Insights
- Profit and Seller Performance
- Conclusion

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Overview

N&M Motors is a fast growing automotive dealership offering a wide range of quality new and pre-owned vehicles at competitive prices. Known for its customer-focused service and reliable vehicle selection, the dealership serves both value-conscious and premium buyers. As N&M Motors expands its market presence, the business is increasingly leveraging data-driven insights to strengthen sales performance, optimize inventory, and better understand emerging customer preferences. This analysis provides leadership with the key trends and strategic opportunities needed to support future growth and profitability.



Executive Summary

Units Sold
540K

Total Revenue
R6bn

Regions

38

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Top 4 Regional Sales Performance

FL is our strongest region, while CA is not too far behind. PA and TX are showing promising growth potential.

FL

15 %

CA

14 %

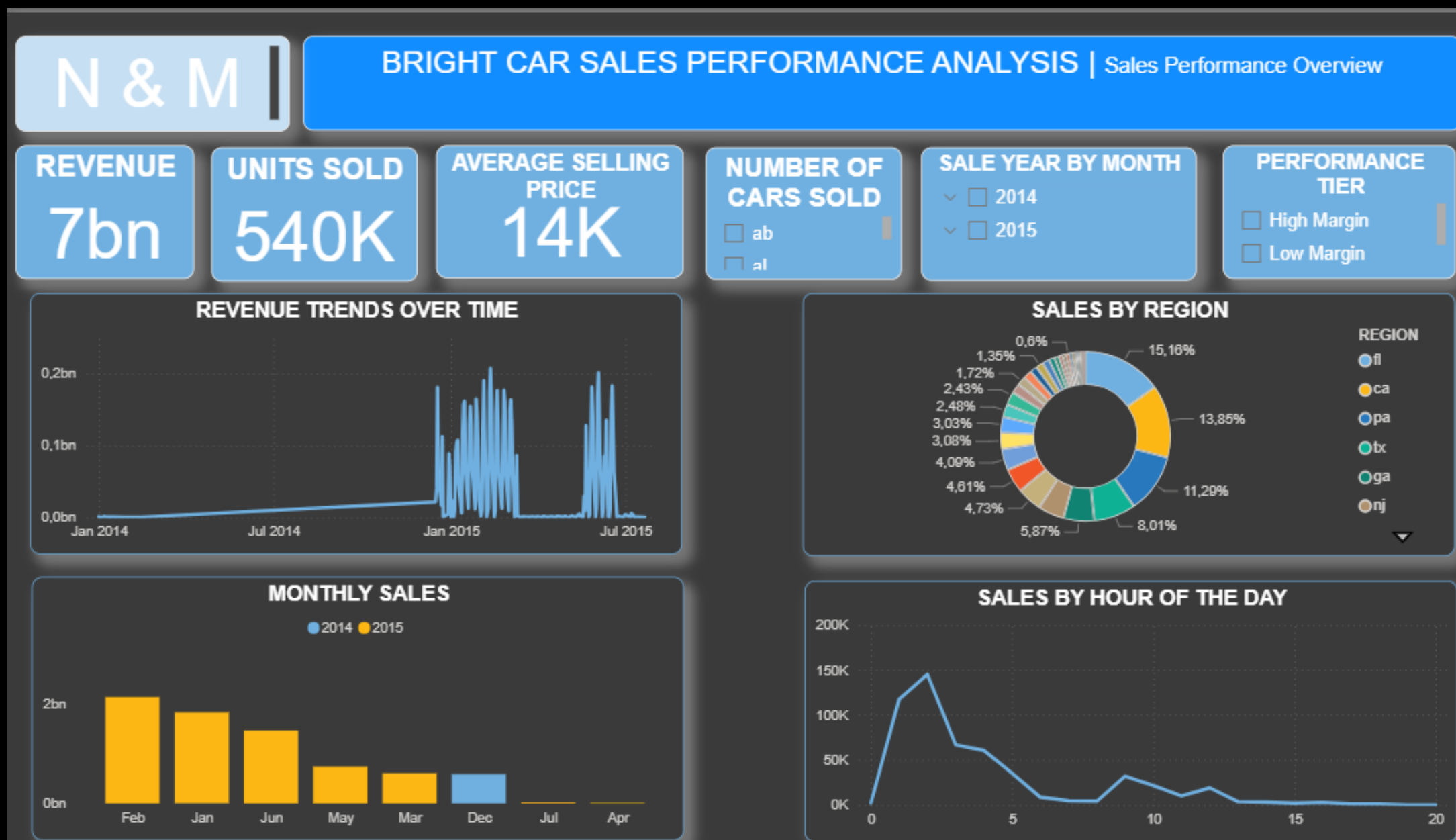
PA

11 %

TX

8 %

SALES OVERVIEW..



Revenue Trends Over Time

- **Insight:** Revenue was low in 2014 but spiked dramatically during 2015.
- **Recommendation:** Analyze the specific cause of the 2015 spikes and repeat the successful strategy.

Sales by Region

- **Insight:** Sales are highly concentrated in just two top regions (FL and CA), while several others underperform.
- **Recommendation:** Optimize performance in top regions and develop targeted strategies for underdeveloped markets.

Monthly Sales

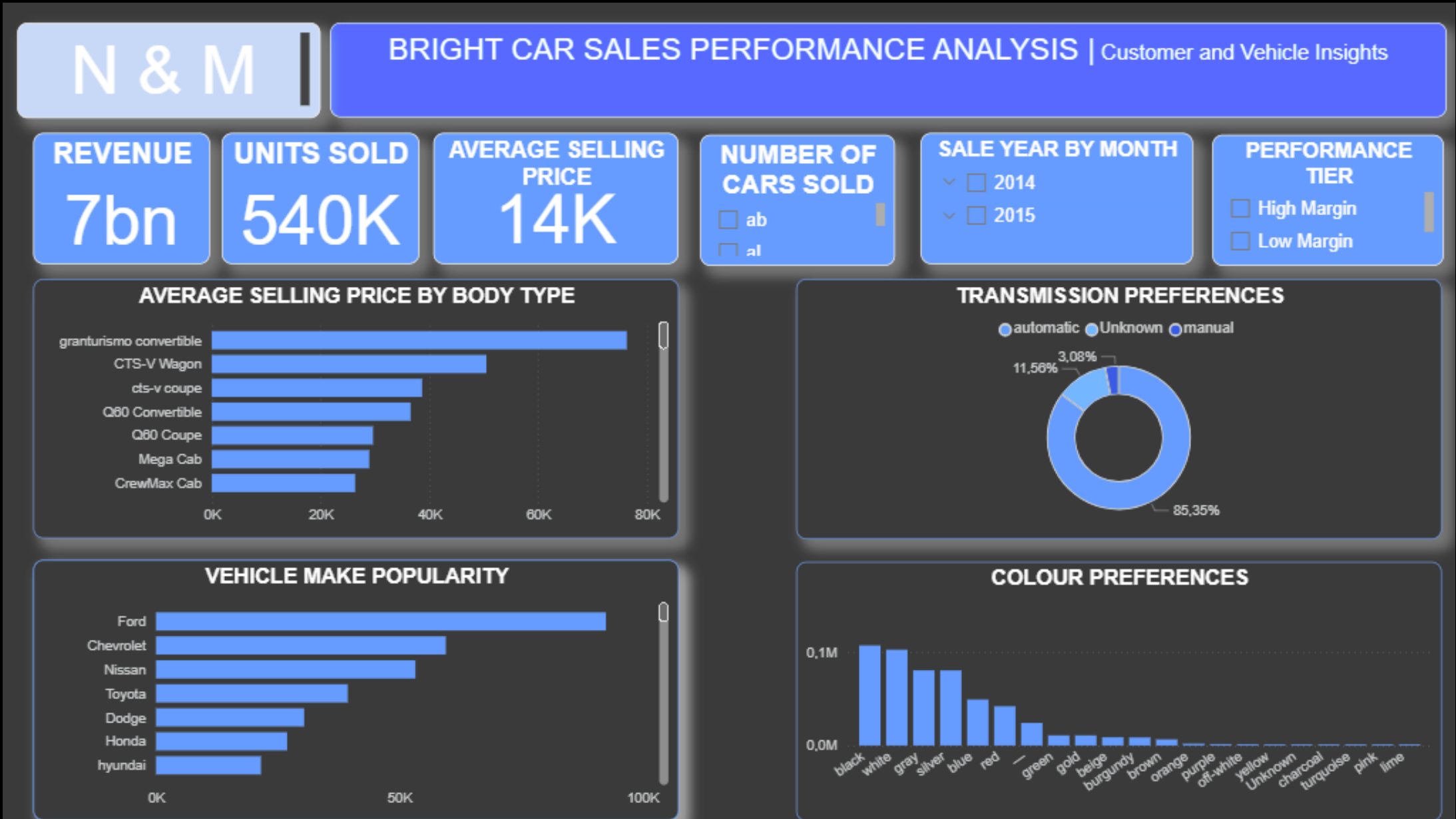
- **Insight:** Sales follow a seasonal pattern, peaking in January and February and declining through the rest of the year.
- **Recommendation:** Align inventory and marketing efforts with peak months; run promotions during low-sales periods.

Sales by Hour of the Day

- **Insight:** Most sales occur between 8 AM and 4 PM, peaking around 10 AM.
- **Recommendation:** Ensure adequate staffing during peak hours and create flexible shopping options for off-peak times.

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Customer and Vehicle Insights



Average Selling Price by Body Type

- **Insight:** The **Granturismo convertible** sells for a significantly higher price (over R80K) than all other models, which generally fall under R40K.
- **Recommendation:** Focus marketing efforts on the high-margin Granturismo model to maximize revenue per sale.

Transmission Preferences

- **Insight:** The market overwhelmingly prefers **automatic transmissions** (85.35%) over manual transmissions (11.56%).
- **Recommendation:** Optimize inventory to prioritize automatic vehicles and reduce stock levels of manual models to match demand.

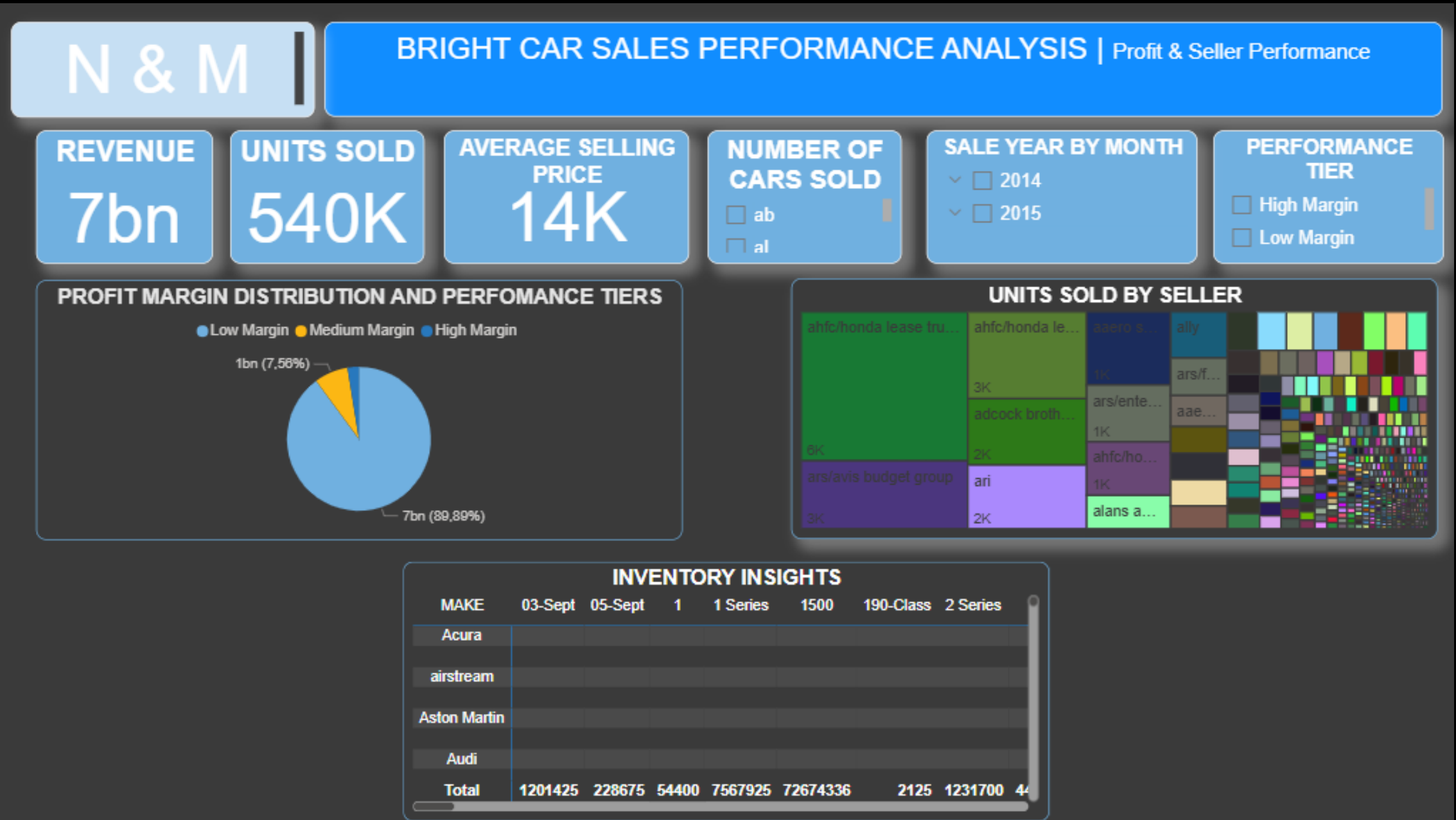
Vehicle Make Popularity

- **Insight:** **Ford** is by far the most popular vehicle make, selling nearly 100K units, significantly more than the next popular brand, Chevrolet (approx. 70K units).
- **Recommendation:** Maintain strong supply chains with Ford to meet high demand; investigate strategies to increase the market share of other brands like Toyota and Honda.

Colour Preferences

- **Insight:** **Black** is the most popular car color by a large margin (over 0.1M units), while colors like pink, turquoise, and off-white have very low demand.
- **Recommendation:** Ensure a high inventory of black vehicles and manage stock levels for less popular colors efficiently to avoid oversupply.

Profit and Seller Performance



Profit Margin Distribution

Insight: An overwhelming majority (89.89%) of the company's total revenue comes from high margin sales, while low margin sales contribute very little (7.58%).

Recommendation: Protect and expand the high-margin business segment, as it is the primary revenue driver. Investigate the low-margin segment to see if those products or processes can be made more profitable or should be phased out.

Units Sold by Seller

Insight: Seller performance is highly varied; a few sellers are responsible for a large concentration of unit sales e.g., the largest green block, while many others have minimal sales volume like the small colored blocks on the far right.

Recommendation: Recognize and reward top performers. Provide additional training or reallocate resources for low performing sellers to either improve their sales or transition them to other roles.

Conclusion

Key Takeaways

- Profitability is Strong but Concentrated: The business is heavily reliant on high margin sales (89.89%), specific high-value models (Granturismo), and top-performing sellers/regions (FL/CA).
- Clear Market Preferences: Customers favor Ford vehicles, automatic transmissions, and black exteriors.
- Predictable Sales Cycles: Performance peaks seasonally (Jan/Feb) and daily (8 AM – 4 PM).

Strategic Imperatives

- Maximize High Value Streams: Protect and expand the high-margin segment; optimize marketing for top-selling models and preferences (Ford, Black, Automatic).
- Optimize Operations: Align inventory, staffing, and marketing campaigns with identified seasonal and daily peak demands.
- Drive Diversification: Analyze the successful 2015 revenue spikes to replicate success, and develop targeted strategies to improve performance in underdeveloped regions and low-margin segments.

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THANK YOU...