

N & M

BRIGHT CAR SALES PERFORMANCE ANALYSIS | Sales Performance Overview

REVENUE

7bn

UNITS SOLD

540K

AVERAGE SELLING PRICE

14K

NUMBER OF CARS SOLD

ab
al

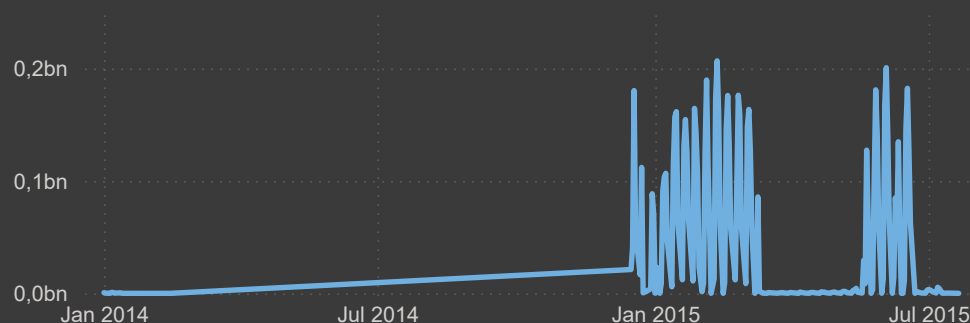
SALE YEAR BY MONTH

✓ 2014
✓ 2015

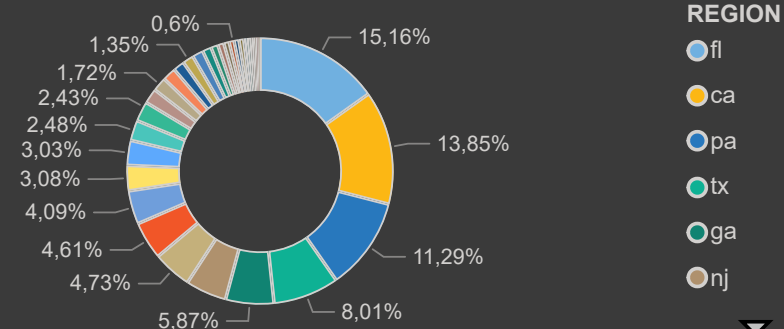
PERFORMANCE TIER

High Margin
Low Margin

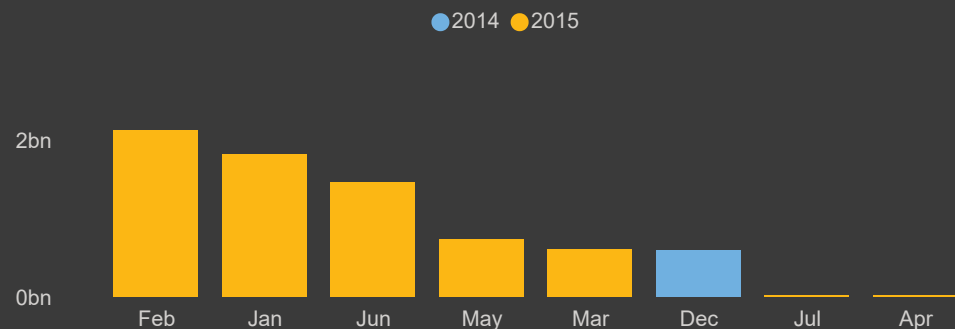
REVENUE TRENDS OVER TIME



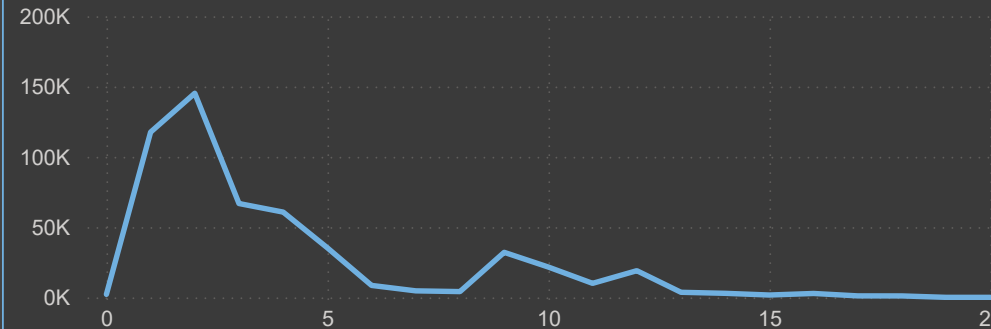
SALES BY REGION



MONTHLY SALES



SALES BY HOUR OF THE DAY



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BRIGHT CAR SALES PERFORMANCE ANALYSIS | Customer and Vehicle Insights

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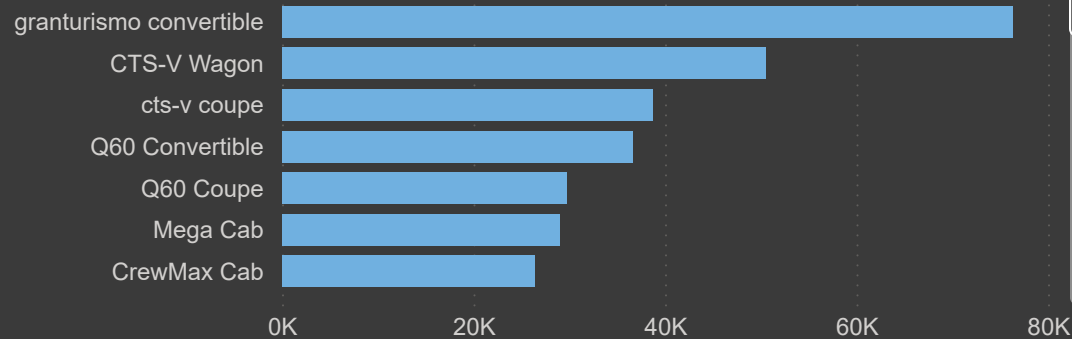
SALE YEAR BY MONTH

2014
2015

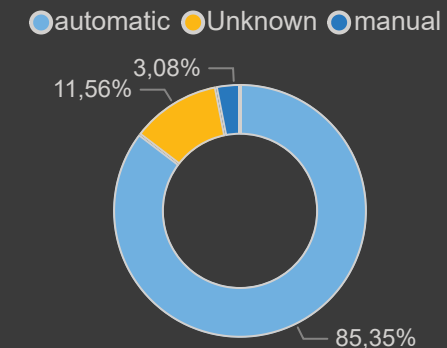
PERFORMANCE TIER

High Margin
Low Margin

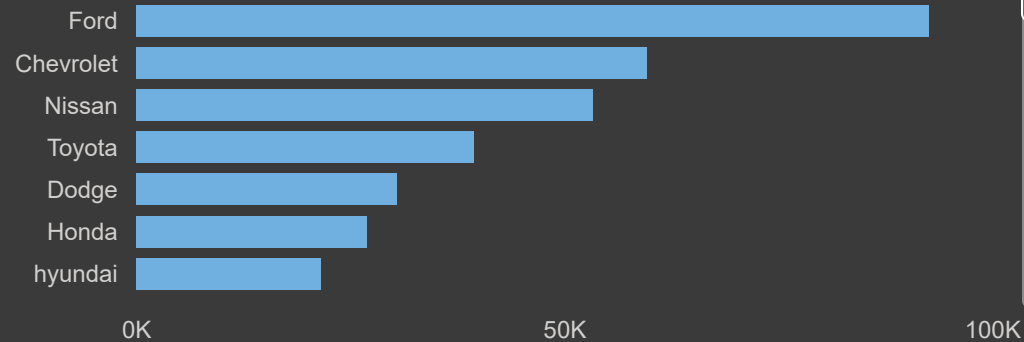
AVERAGE SELLING PRICE BY BODY TYPE



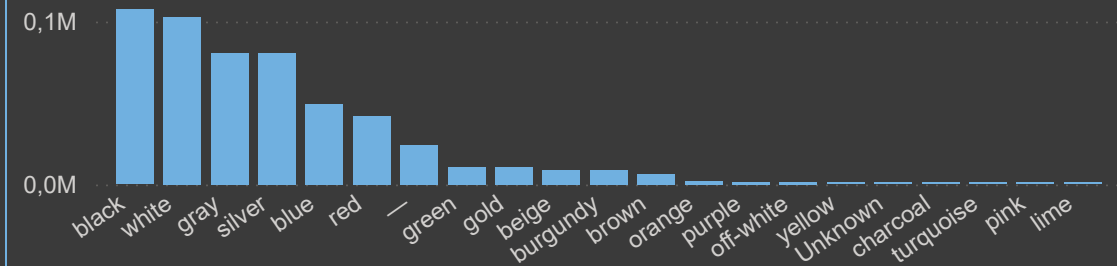
TRANSMISSION PREFERENCES



VEHICLE MAKE POPULARITY



COLOUR PREFERENCES



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BRIGHT CAR SALES PERFORMANCE ANALYSIS | Profit & Seller Performance

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SALE YEAR BY MONTH

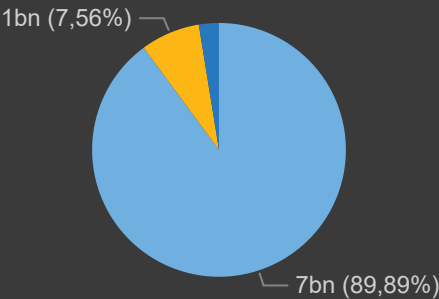
2014
2015

PERFORMANCE TIER

High Margin
Low Margin

PROFIT MARGIN DISTRIBUTION AND PERFORMANCE TIERS

Low Margin Medium Margin High Margin



UNITS SOLD BY SELLER



INVENTORY INSIGHTS

MAKE	03-Sept	05-Sept	1	1 Series	1500	190-Class	2 Series
Acura							
airstream							
Aston Martin							
Audi							
Total	1201425	228675	54400	7567925	72674336	2125	1231700