



Welcome to  
**Car Dealer**  
**Sales Analysis**



# Table Of Contents

**1. Revenue & Growth Performance**

**2. Market Dominance & Model Leaders**

**3. Asset Lifecycle & Valuation Analysis**

**4. Geographic Value Distribution**

**5. Customer Preference & Configuration**

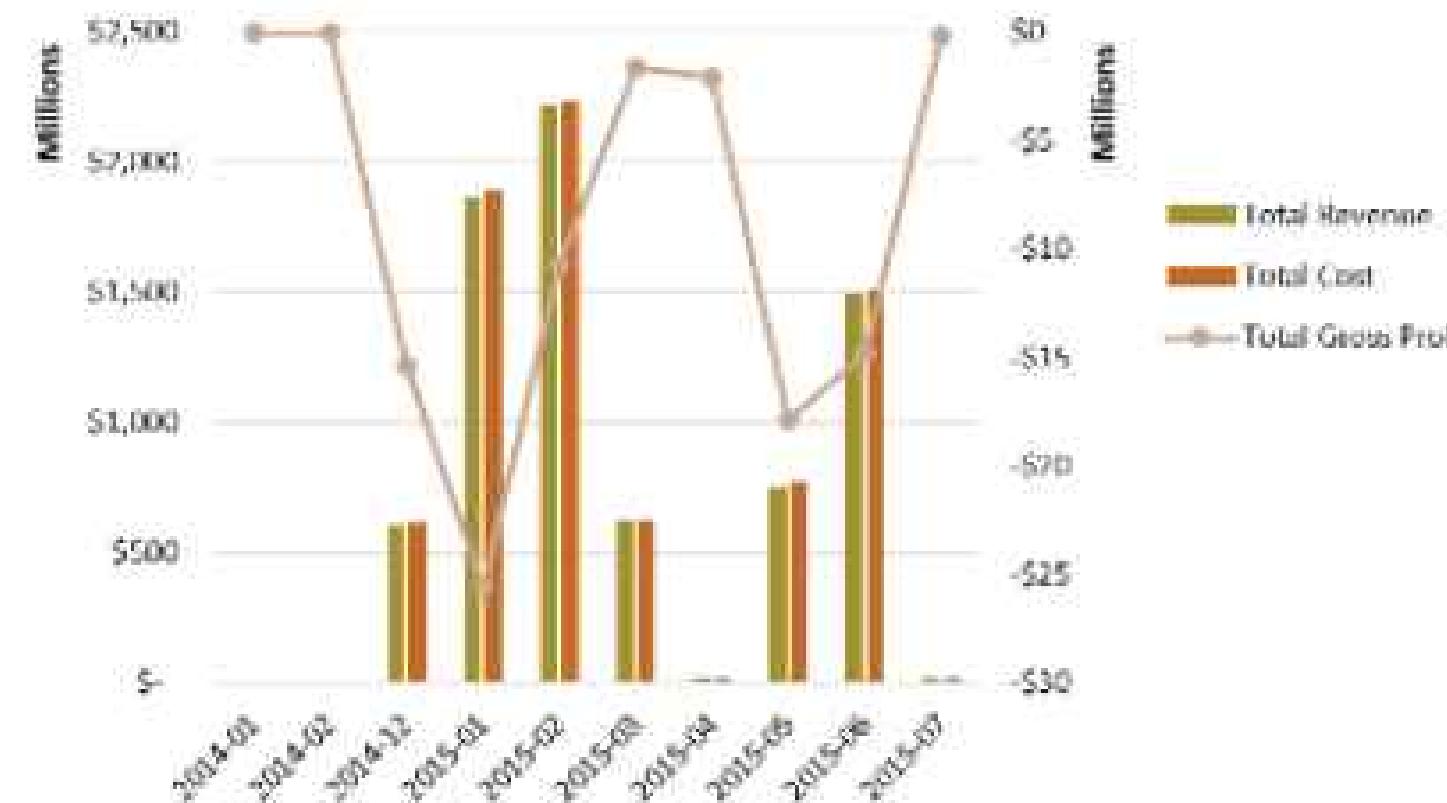
**6. Interior & Trim Analytics**

**7. Strategic Recommendation For Growth**



# Revenue & Growth Performance

Monthly Margin Analysis: Revenue vs Cost Efficiency



Year Revenue Analysis

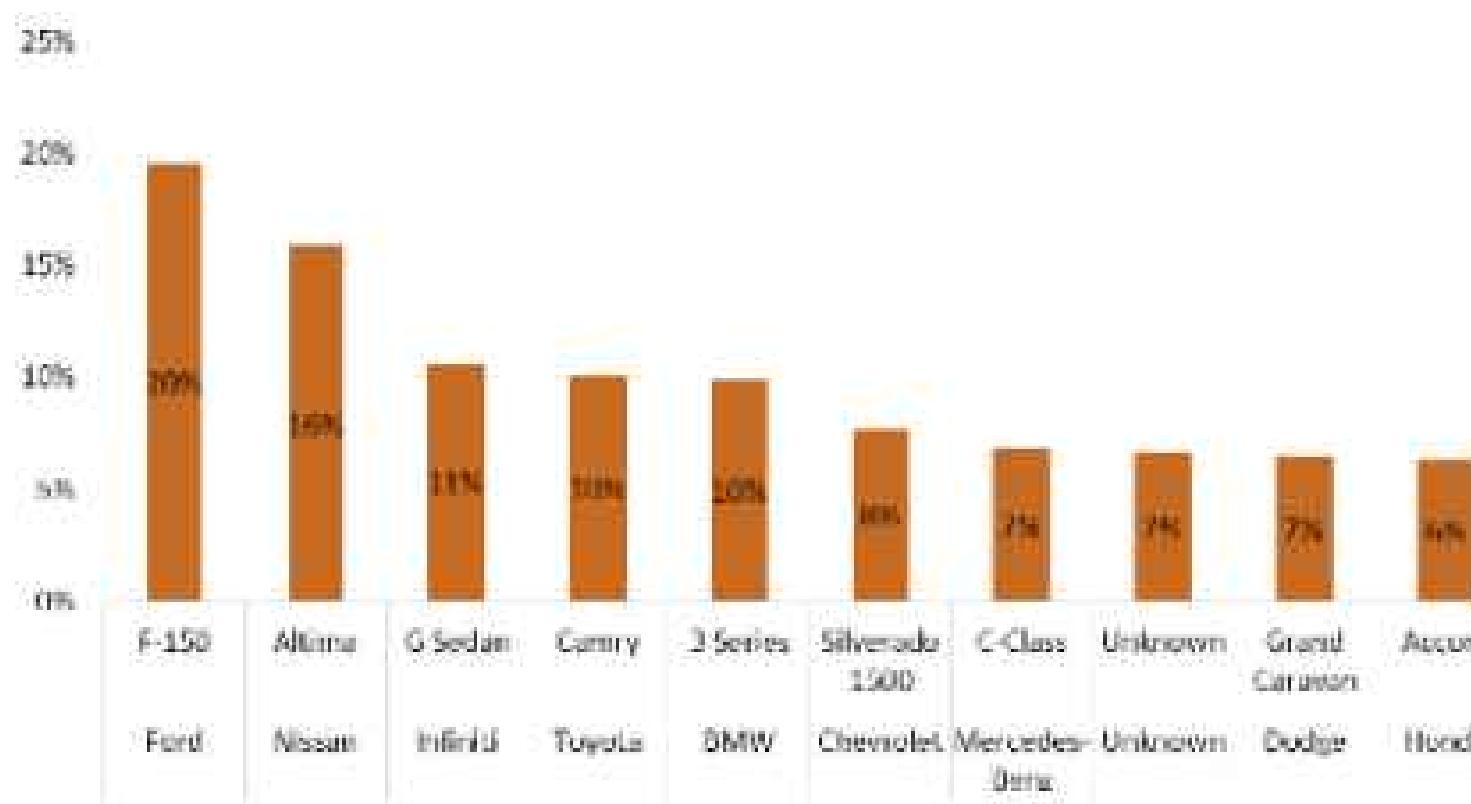
Years	Total Revenue	Previous Year Revenue	Previous Year % Change
2014	\$ 607,649,230	\$ 0	0%
2015	\$ 6,998,363,057	\$ 607,649,230	1052%
Grand Total	\$ 7,606,012,287	\$ 607,649,230	1152%

## Key Insights

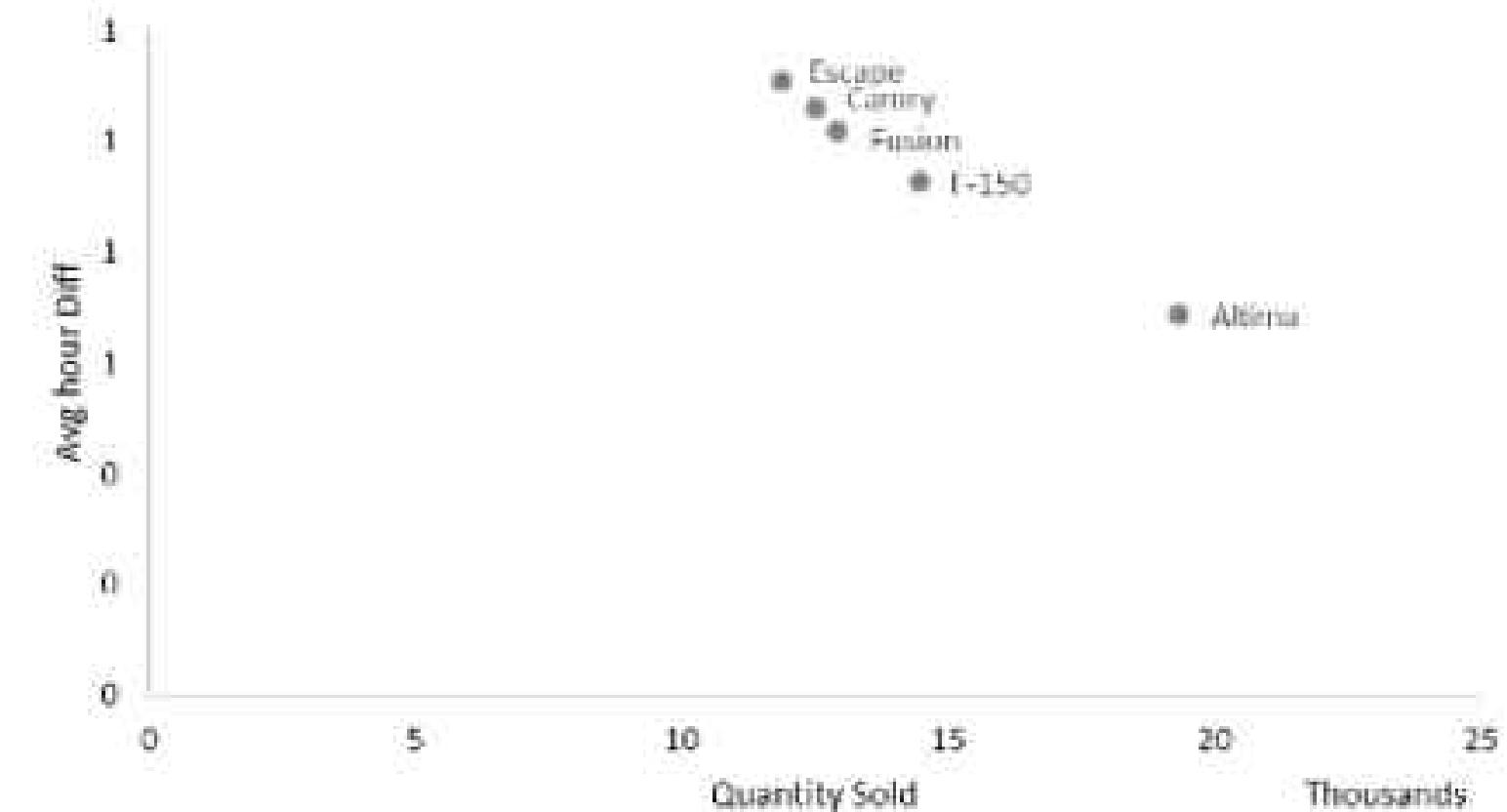
- In 2015, revenue increased dramatically by 1052%, reaching \$6.9B. Performance peaked in February, which alone generated 29.1% of total annual revenue.

# Top Model Market Dominance

Top 10 Market Dominance: Revenue Leaders By Make & Model



Top 5 Sales Volume VS Average Purchase Frequency (Hourly)

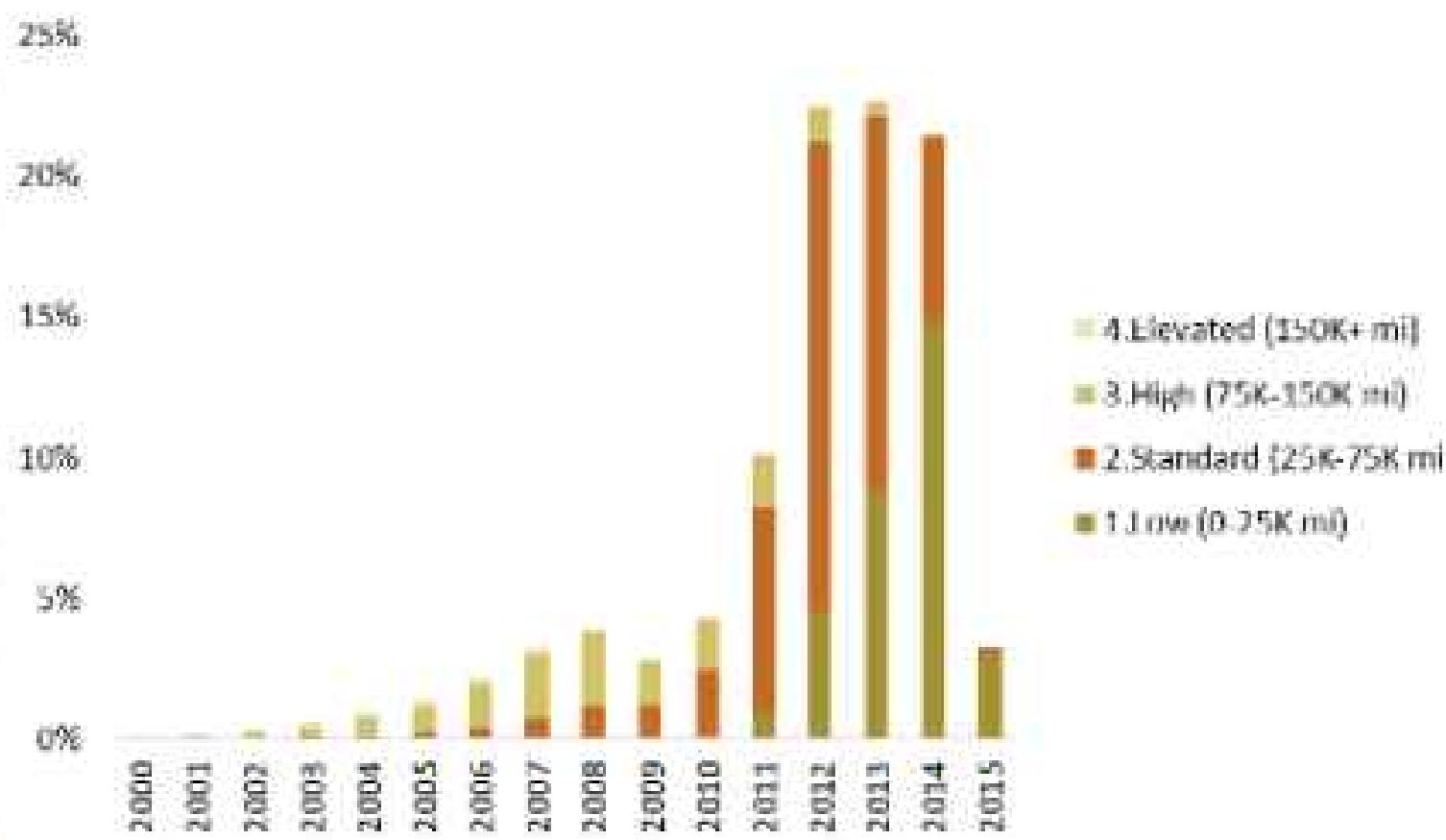


## Key Insights

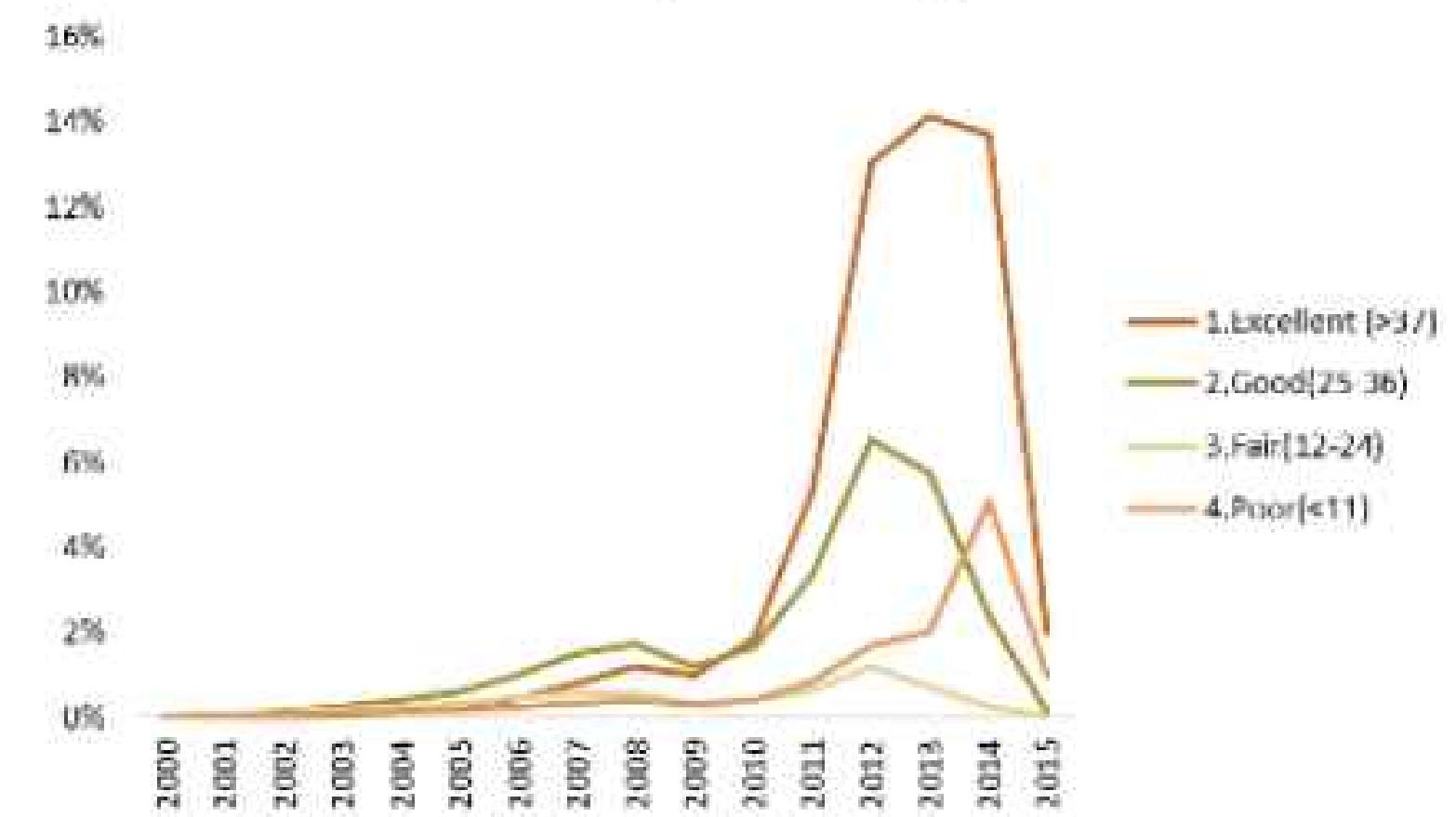
- Revenue leadership is driven by the Ford F-150, accounting for 20% of total revenue. In contrast, the Nissan Altima leads volume performance, selling 19,349 units (27.17%) at a consistent rate of one unit per hour.

# Asset Lifecycle & Valuation Analysis

Revenue Correlation To Vehicle Age & Mileage



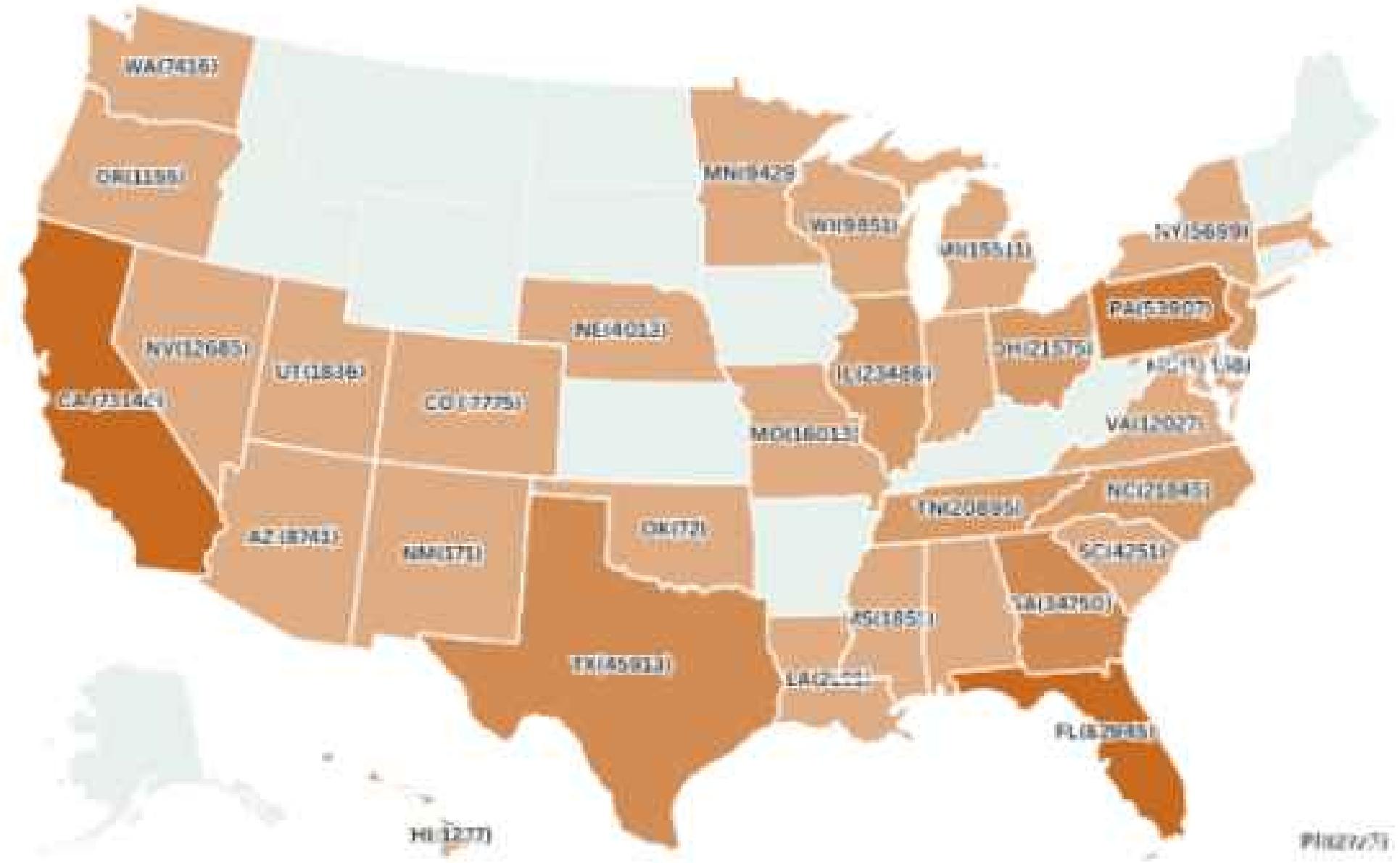
Condition Tier Distribution By Manufacturing Year



## Key Insights

- Vehicles manufactured between 2012 & 2014 represent our highest-velocity assets, generating 66% of total revenue. This three-year window significantly outperforms the remaining seven years in the Top 10 manufacturing list, driven largely by their premium "excellent" condition & standard mileage appeal.

# Geographic Value Distribution

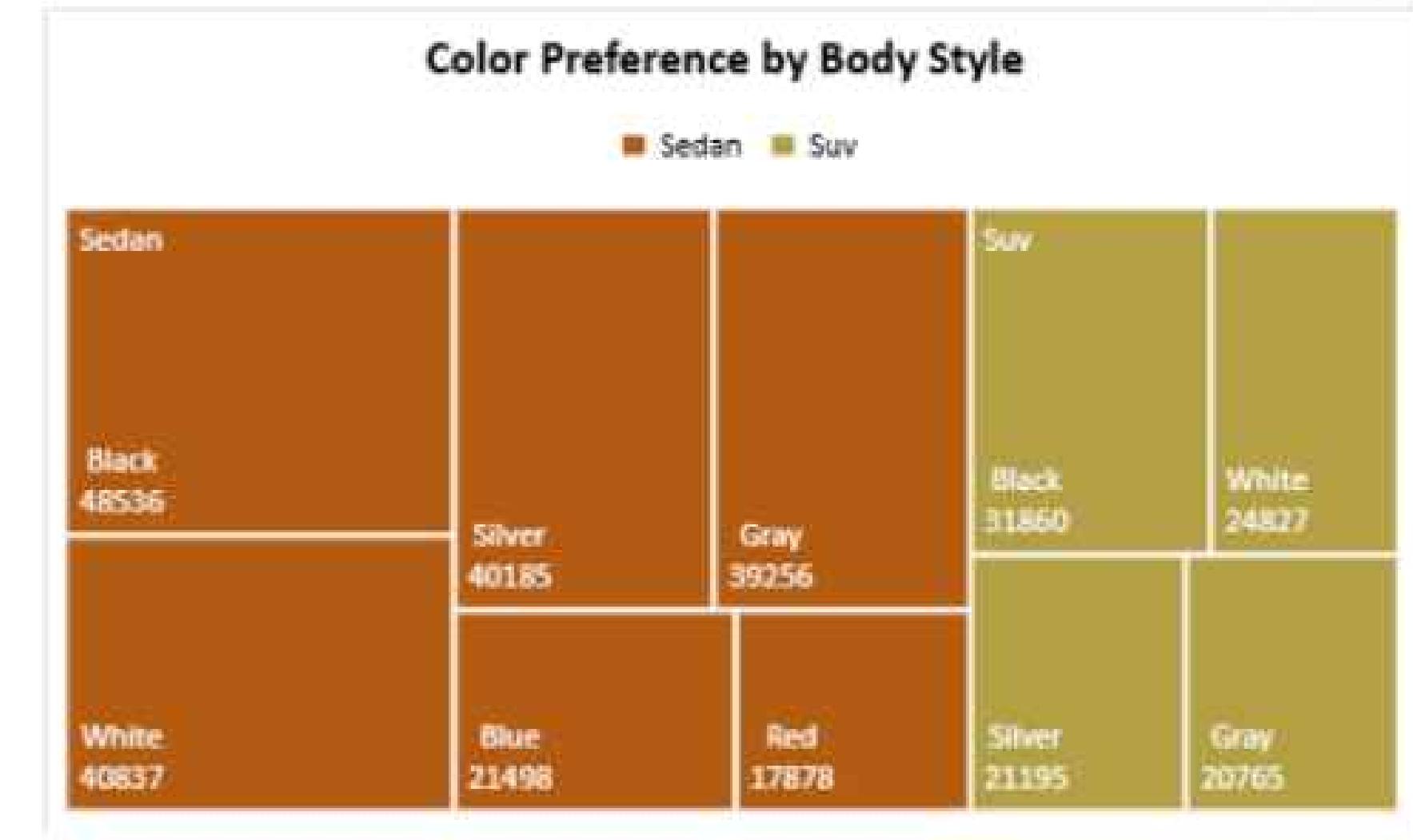


## Key Insights

- Sales volume concentration is strongest in Florida and California, which together account for nearly 28% of total units sold, supported by a high concentration of premium, fast-moving assets.

# Customer Preference & Body Styles

Body	Automatic	Manual	Unknown	Grand Total
Sedan	210033	5350	25960	241343
SUV	121963	1797	20084	143844
Hatchback	20974	3268	1995	26237
Minivan	22445	11	3073	25529
Coupe	13248	3142	1362	17752
Crew Cab	14507	107	1780	16394
Wagon	13743	872	1514	16129
Unknown	10340	692	2163	13195
Convertible	8442	1120	914	10476
Supercrew	7707	1	1325	9033

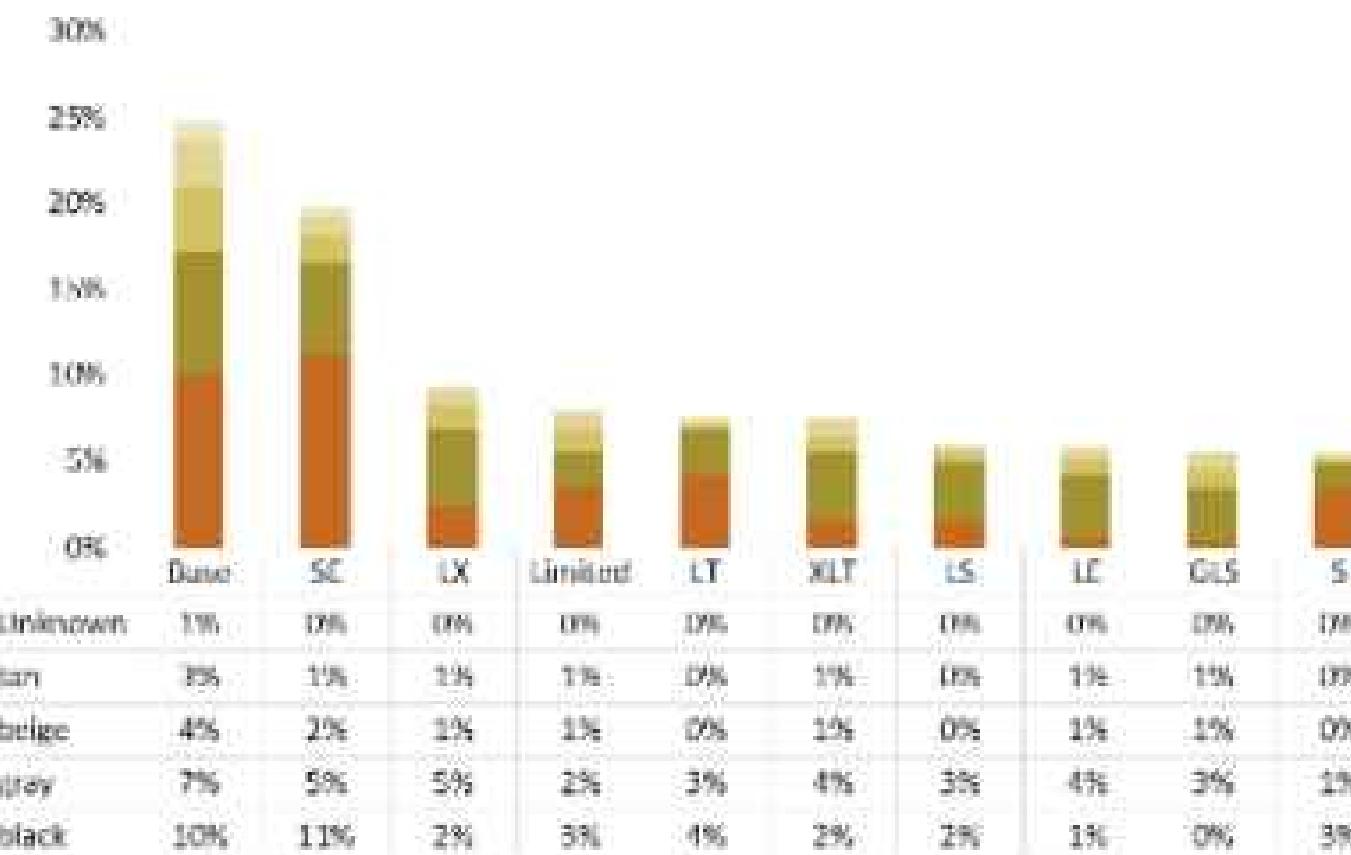


## Key Insights

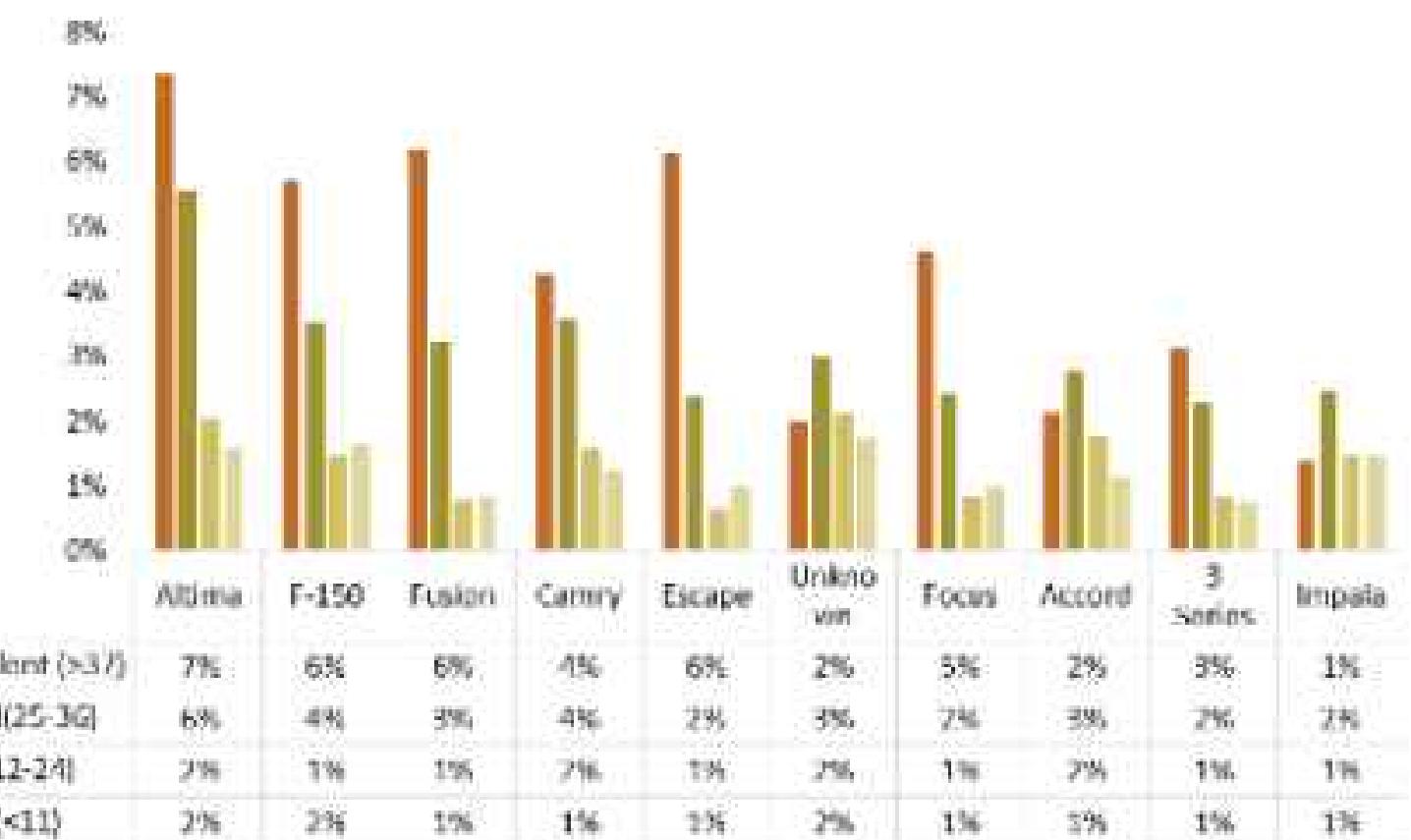
- Automatic sedans and SUVs dominate the market mix, with over 331K units sold. Black and white emerge as the most preferred colors, accounting for 28% of total units sold across these segments.

# Trim Level & Interior Analytics

Sales Quantity By Trim Level &amp; Interior Color



Sales Volume By Interior Condition &amp; Model



## Key Insights

- Base trim dominates the market with a 25% share of total sales, while black interiors lead interior preferences within this trim, representing 10% of base-trim sales volume.
- Across the Top 10 models, vehicles in excellent and good condition dominate demand, collectively accounting for 74% of units sold.

# Strategy Recommendations

## 1. Optimize Inventory for High-Velocity Assets

1. Prioritize sourcing "Excellent" condition vehicles within this year of 2012 and 2014 range, as they currently generate 66% of total revenue.

2. Maintain a steady stock of Standard Mileage (25K-75K mi) units to appeal to the largest buyer segment

## 2. Double Down on Regional Powerhouses

1. Expand operations and inventory depth in Florida and California, which collectively drive nearly 28% of total unit sales.

2. Utilize these regions to move premium, fast-moving assets that require higher visibility.

## 3. Align Fleet with Consumer Preference

1. Body & Transmission: Focus heavily on Automatic Sedans and SUVs, which have sold over 331,000 units.

2 Aesthetics: Prioritize Black and White exteriors (28% of sales) paired with Black interiors.

3 Trim: Ensure the Base trim remains the core of the value proposition, as it holds a 25% market share.

## 4. Leverage "Revenue Leaders" vs. "Volume Leaders"

1. For Revenue: Use the Ford F-150 as the primary revenue driver (20% of total revenue)

2. For Cash Flow: Rely on the Nissan Altima for consistent volume, as it sells at a high-velocity rate of approximately one unit per hour.



Thank  
You

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