

BRIGHT MOTORS

CAR SALES ANALYSIS



NOVEMBER 2025

Bright motors

Aim

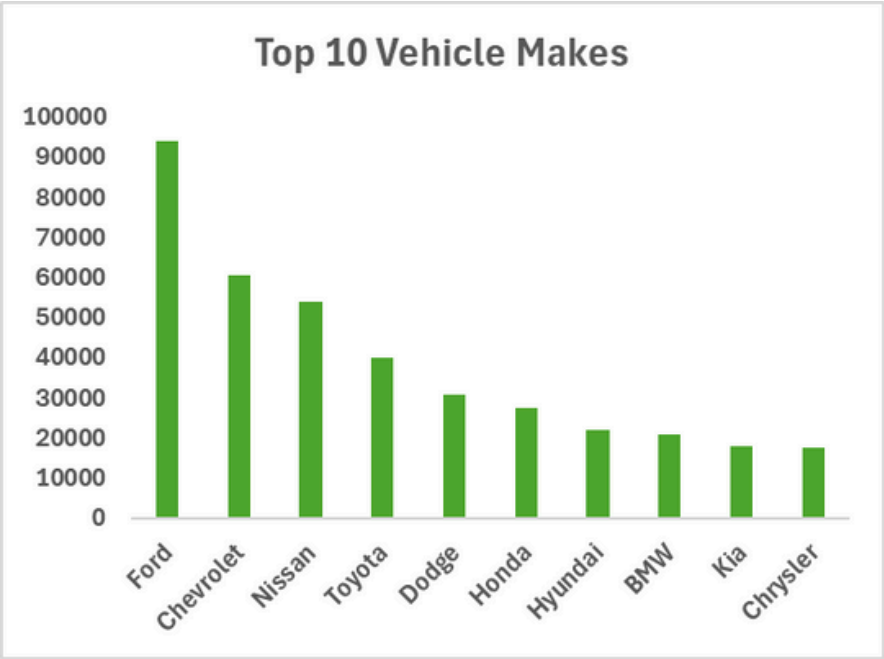
The aim of this presentation is to analyze Bright Motors' historical car sales data in order to uncover key trends, pricing patterns, and performance indicators that can help improve sales performance and guide future strategic decision-making.

Focus

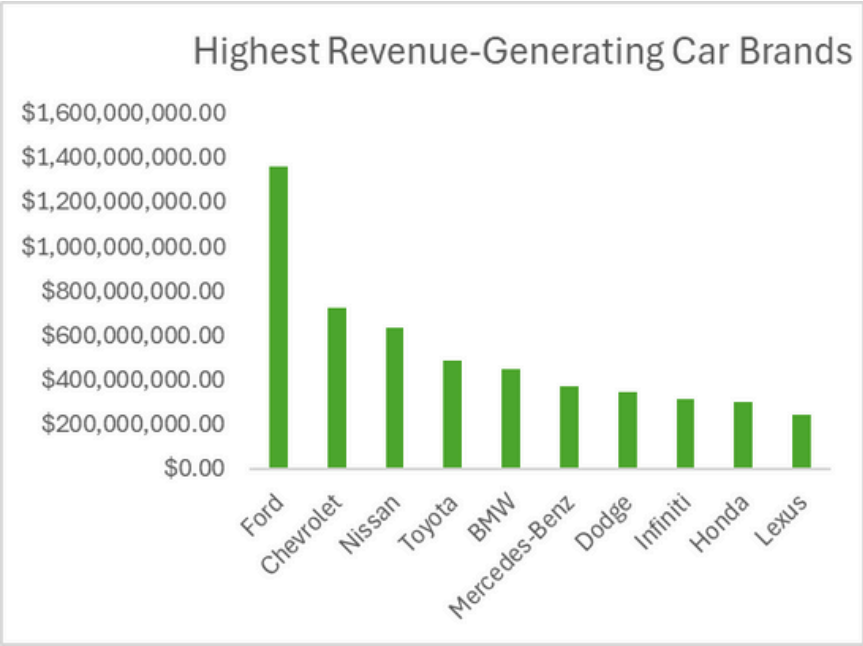
- Analyze key sales trends
- Compare selling price with market value (MMR).
- Identify best selling car categories
- To provide data-driven insights for improving sales strategy

Car Make Sales Trends

- Ford dominates with 93986 sales (**16.8%** of total vehicles.)
- Top 3 brands (Ford, Chevrolet, Nissan) contribute **37%** of all sales highlighting high market concentration.



- Ford dominates with 1,36B in total sales, contributing **18%** of total revenue
- Luxury brands (BMW, Mercedes-Benz, Infiniti, Lexus) feature strongly, showing high revenue despite lower volumes.
- Top 10 makes contribute about **60%** of total market value , confirming a concentrated, competitive market.



| make | Average of price_diff_mmr |
|--------------|---------------------------|
| airstream | \$41,500.00 |
| Aston Martin | \$1,252.00 |
| Lamborghini | \$1,125.00 |
| Lotus | \$500.00 |
| Plymouth | -\$1,150.00 |
| Bentley | -\$1,560.78 |
| Ferrari | -\$2,000.00 |
| Fisker | -\$2,638.89 |

- Airstream leads with a huge +\$41,500 premium, while Aston Martin, Lamborghini, and Lotus also sold above MMR – reflecting high demand and exclusivity
- Fisker, Ferrari, Bentley, and Plymouth sold below market value, showing lower demand or high depreciation.

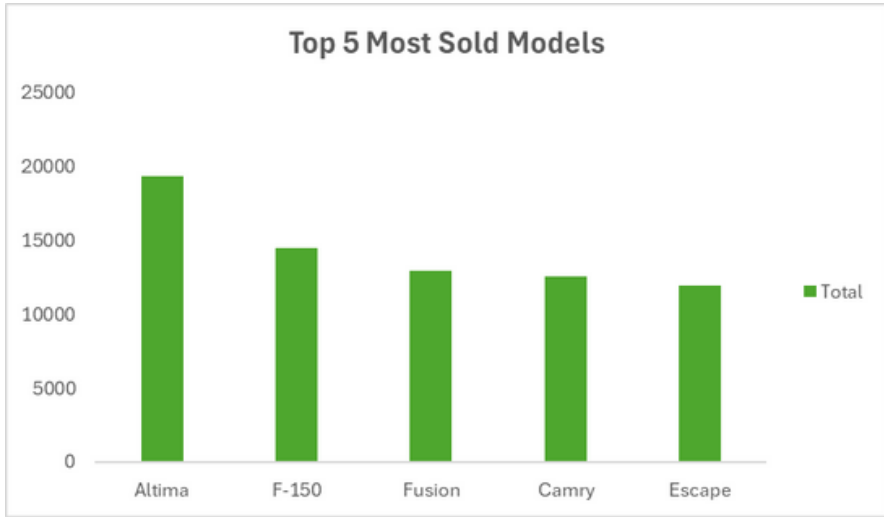
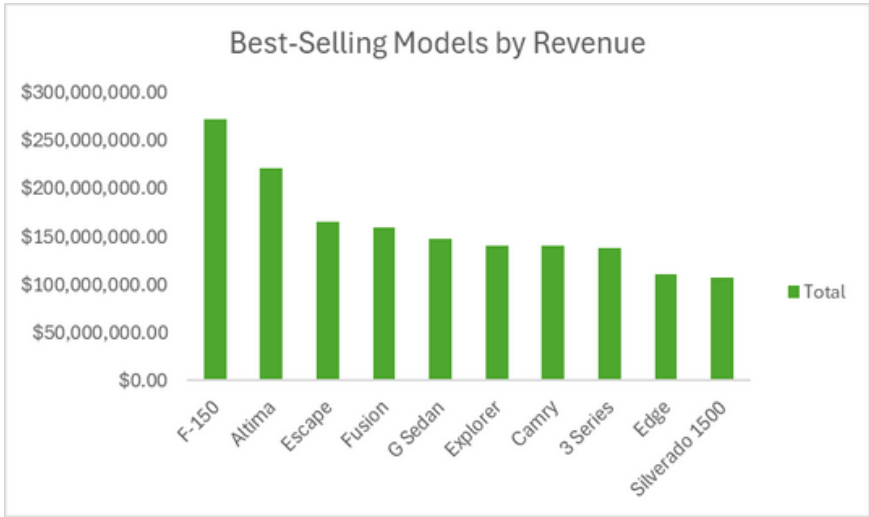
Top Car Models – Revenue & Sales Volume

\$1,603,865,092.00

Total Revenue from Top Models

- The Ford F-150 alone generates \$272.7M - representing **17%** of total revenue from the top models
- Ford has 5 models in the top 10
- This shows extreme dominance by American brands

- Nissan Altima is the Volume King, contributing 27% of the top 5 total.
- Sedans occupy 3 of the top 5 spots (Altima, Fusion, Camry)

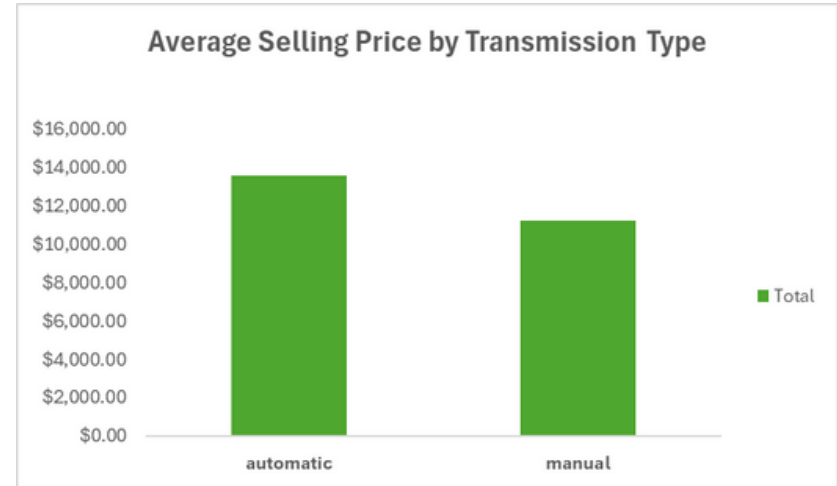
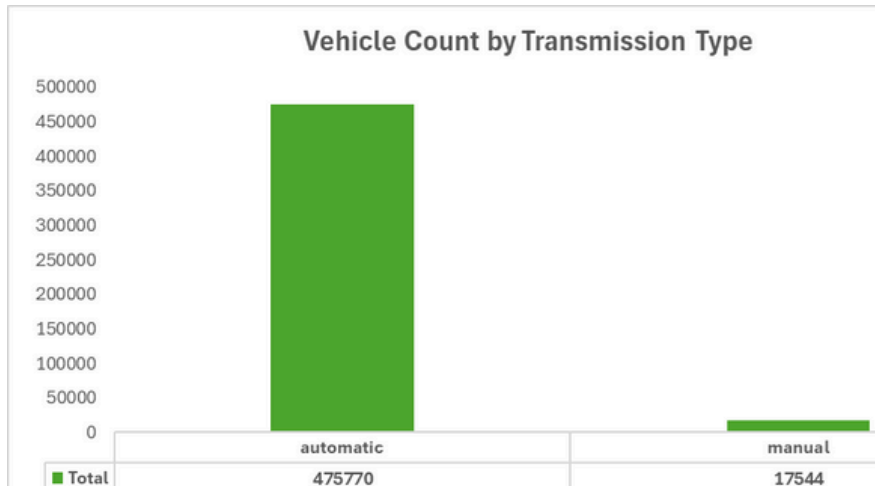


Vehicle Sales by Transmission Type

\$13,456.14

Total Average Vehicle Selling Price

- Automatic transmissions dominate sales, with 475,770 units, accounting for **96%** of total vehicles.
- Manual transmissions are rare, with only 17,544 units (**4%**), showing low market preference.



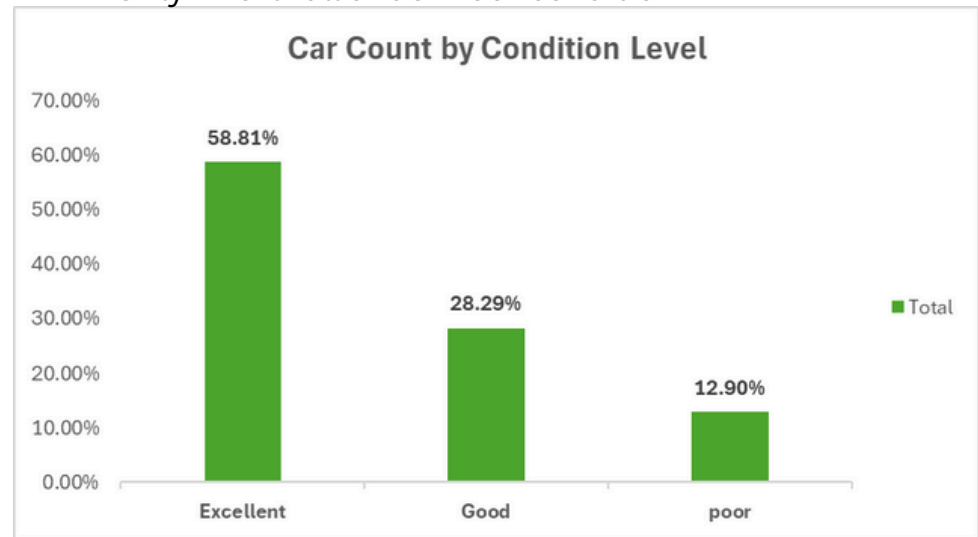
- Automatic transmission vehicles sell for \$2,327 more on average than manual vehicles.

Sales Performance by State and Vehicle Condition

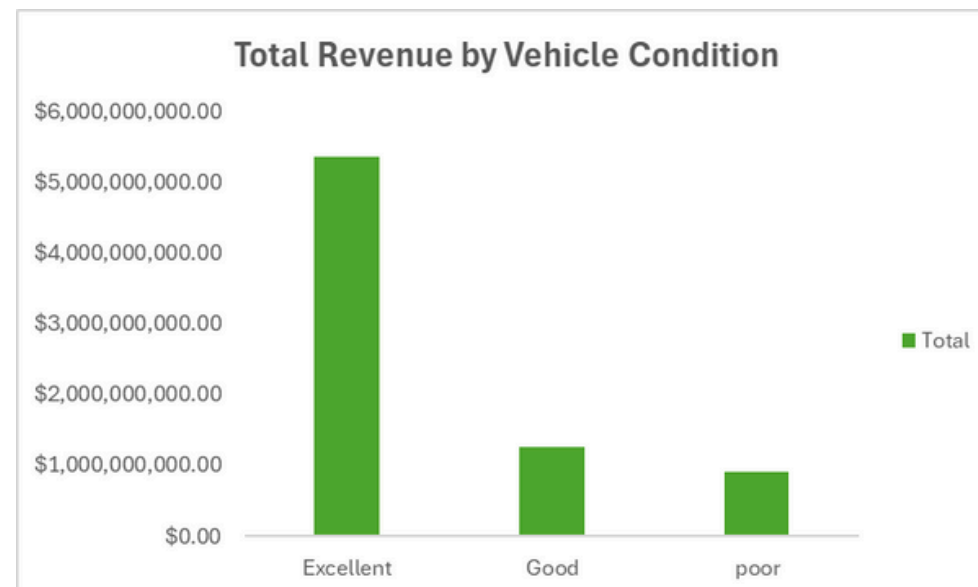
- Florida (82,903) and California (73,125) lead by a large margin, together contributing over **27%** of total sales.
- Alabama (26), Nova Scotia (61), Oklahoma (72), and New Mexico (171) have minimal sales.
- These very low counts may reflect limited dealership presence, or weaker local demand.

| state | Count of state |
|-------|----------------|
| fl | 82903 |
| ca | 73125 |
| pa | 53889 |
| tx | 45909 |
| ga | 34748 |
| ab | 928 |
| nm | 171 |
| ok | 72 |
| ns | 61 |
| al | 26 |

- Most Vehicles Are in Excellent Condition – nearly 59% of all vehicles are rated excellent
- Good condition make up ~28%
- Only 12.9% fall under Poor condition



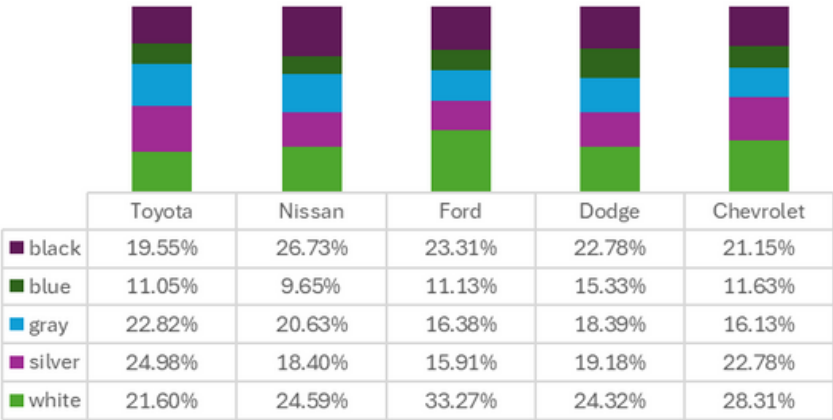
- Excellent Condition Drives 71% of Revenue
- Despite representing only 13% of inventory, Poor condition vehicles generate \$910M in revenue - demonstrating exceptional value per vehicle.



Customer Preferences: Color & Interior

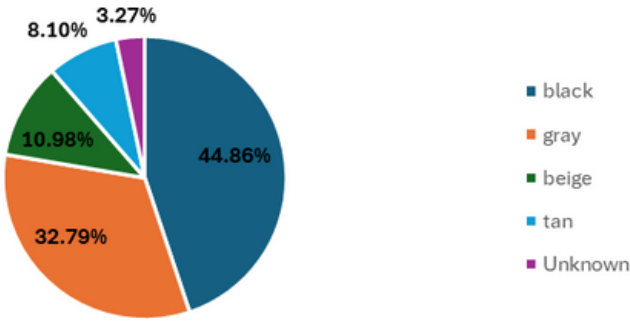
- Ford shows a strong 33% preference for white vehicles
- Black maintains strong 20-27% share across all major brands.

Color Distribution by Car Make



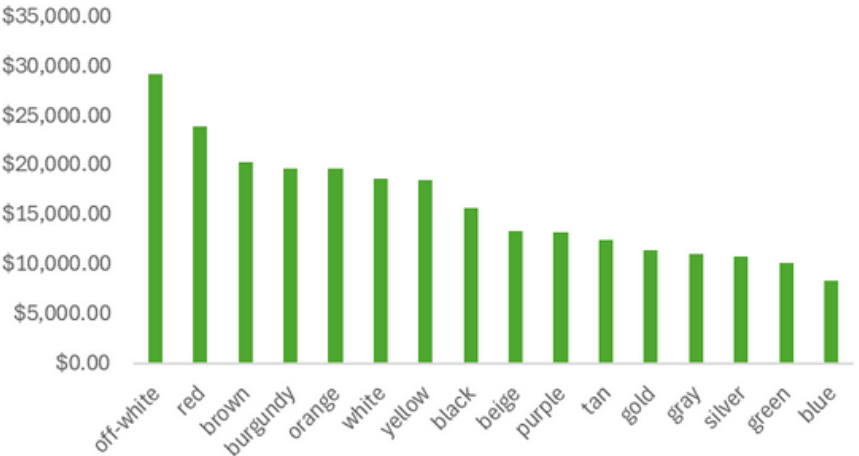
- Black interior represents 45% of all vehicles - nearly half the market.

Most Popular Interior Colors



- Cars with off-white, red, and brown interiors sell for the highest average prices, showing these colors are most valued by buyers.
- Vehicles with blue, green, silver, and gray interiors have the lowest average selling prices, suggesting less demand or appeal.

Average Selling Price by Interior Color

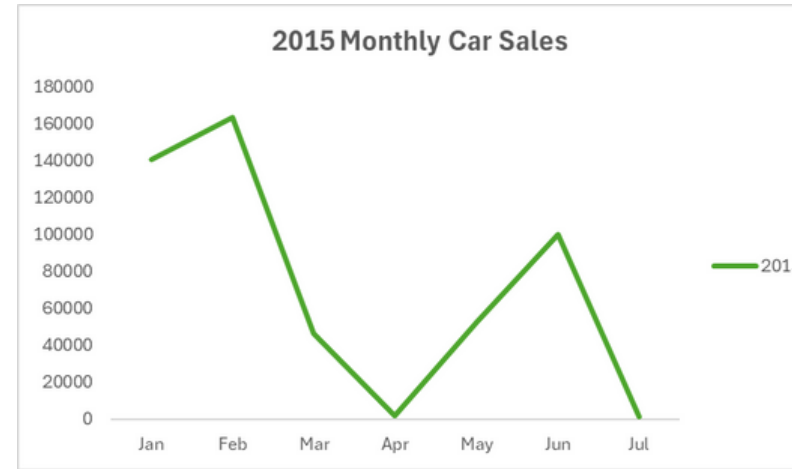


Sales trends by time frame

- December dominates sales: Nearly all 2014 car sales (99.6%) occurred in December



- January and February accounted for over 60% of total sales, showing a strong start to 2015.
- March, May, and June had moderate sales, while April and July were unusually low.



- total sales rose from \$607M in 2014 to nearly \$7B in 2015



Recommendations

1. Prioritize top sellers: Focus marketing and inventory on Ford, Chevrolet, and Nissan to maximize revenue.
2. Models outside the top 5 may need promotional campaigns or price adjustments to improve turnover.
3. Consider strategic campaigns or partnerships to grow sales in underperforming regions
4. Consider refurbishing Good/Poor condition vehicles to improve resale value