

sunday, march 2024

A silver Lexus sedan is parked in front of a large glass building. The car is shown from a front-three-quarter view. A large red circle is overlaid on the car, containing the text "CAR POINT Autos".

**CAR POINT
Autos**

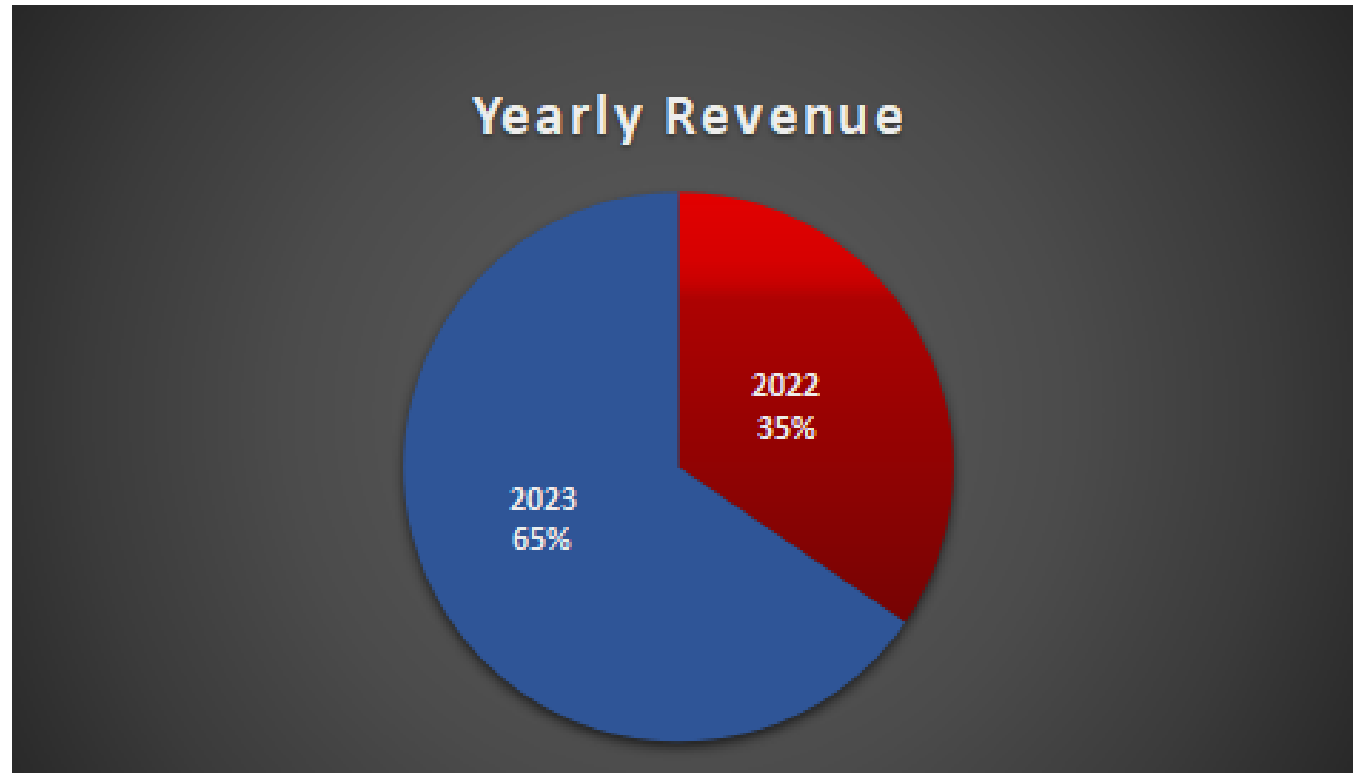
Presented by Philidia

CAR POINT AUTOS-2023 MAKETING CAMPAIGN REVIEW



Car point autos is a company that deals with the sales of car, engaged in a marketing campaign during 2022/2023 to boost their sales.

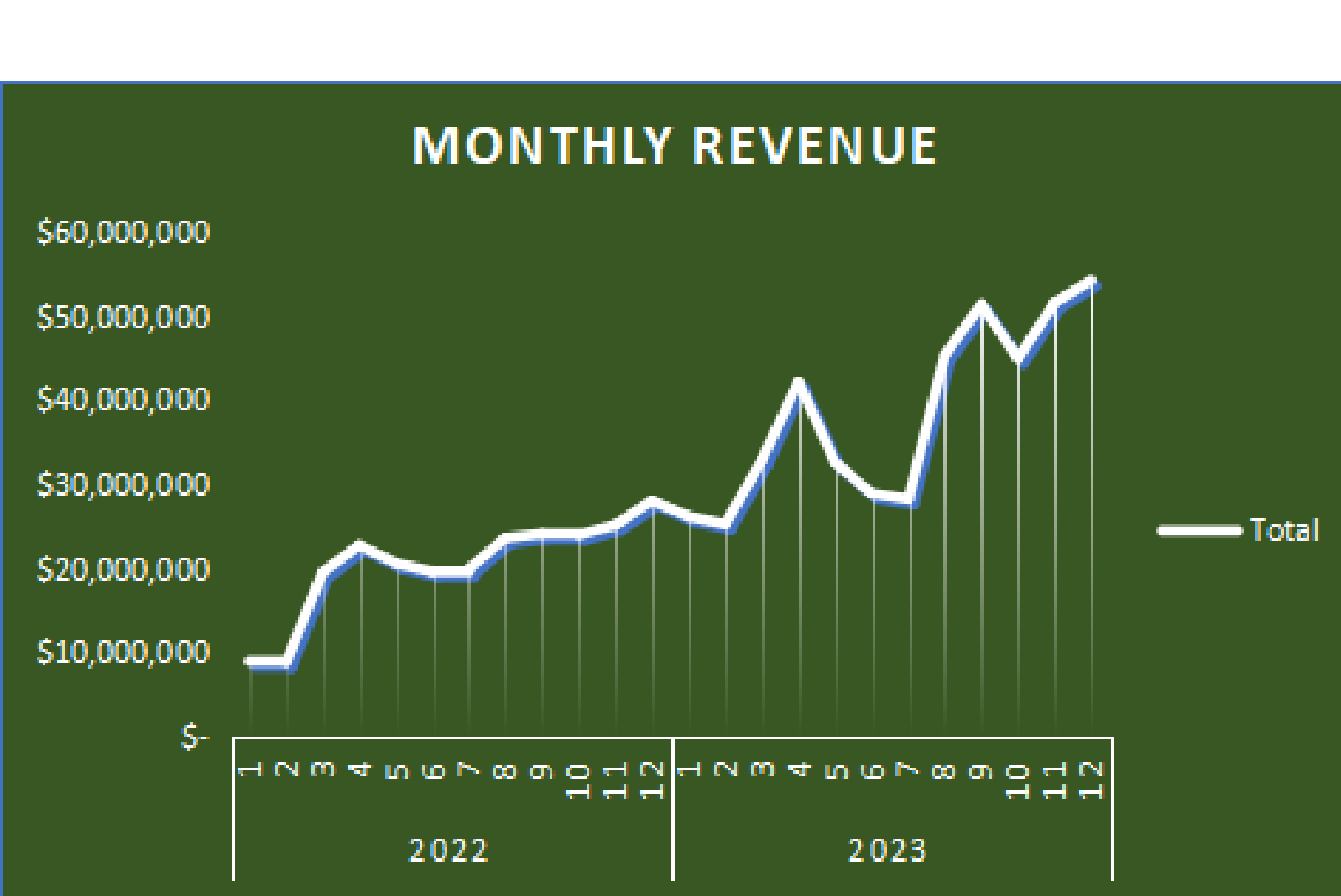
The findings about the effect of the marketing campaign are presented in the next slides.



The above pie chart illustrates the annual revenue distribution for 2022/2023, with the company earning 35% in 2022 and achieving its highest revenue of 65% in 2023



The chart above indicates the annual count of car orders, in 2022, the company recorded 8,670 orders, and by the conclusion of 2023, the orders rose to 16,636.



The chart above depicts the analyses of the company's monthly sales. in 2022 the analysis shows a decline in monthly sales, whereas 2023 reveals a significant upturn in monthly sales.



The presented line chart displays the trend of the company's monthly orders. In 2022, there is an evident decline in monthly orders, whereas 2023 exhibits a positive trend.

CONCLUSION

- In conclusion, the success of the marketing campaign has significantly influenced the upward trend in the company's sales. The strategic initiatives implemented not only enhanced revenue but also fortified the brand's visibility in the market
- The company should remain committed to sustaining this momentum and exploring further avenue for growth



THANK YOU

FOR YOUR ATTENTION