Bright Motors Sales Analysis

~November 2025

Objectives

1. Which car makes and models generate the most revenue

Revenue by Make

Top Performing Models

2. The relationship between price, mileage, and year of manufacture

Selling Price vs. MMR

Mileage vs. Price

Sales Trend Over Time

3. Which regions or locations have the highest sales volumes

Sales by State

Quarterly Revenue Distribution

4. Emerging trends in customer purchasing preferences

Revenue by Body Type

Revenue by Color

Transmission Type Revenue

Condition vs. Selling Price

## 5. Recommendations to increase dealership profitability and efficiency

Which car makes and models generate the most revenue(1/2)
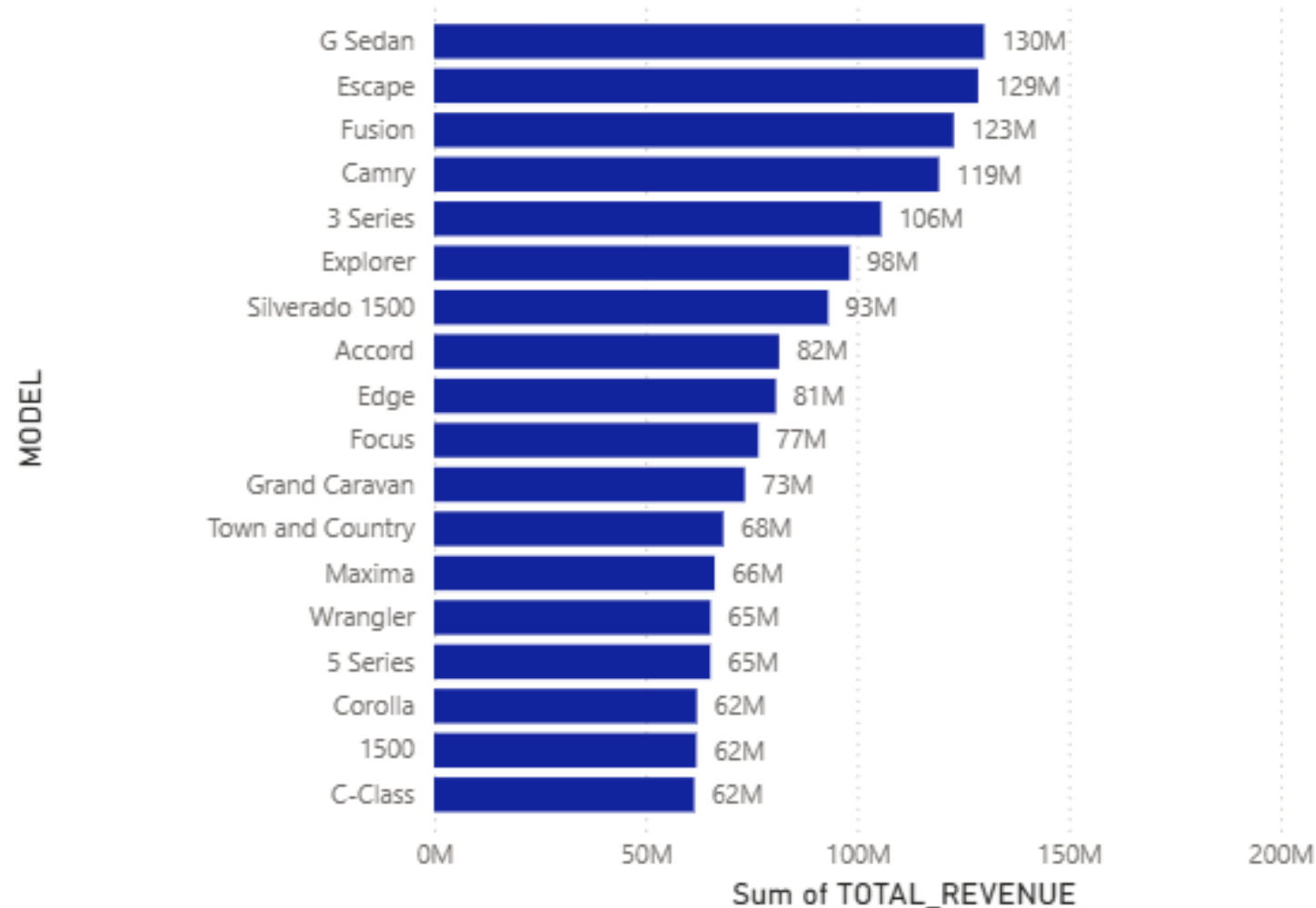
Revenue by Make

- **Ford, Chevrolet, Nissan, Toyota, and BMW** lead revenue generation.

- Luxury brands (BMW, Mercedes, Infiniti) generate high revenue per unit but lower volume.

- Less common makes (Volvo, Lincoln, Subaru, Mazda) show modest contributions.

Conclusion:

- Focus inventory on the high-volume, high-revenue brands to maximize returns.
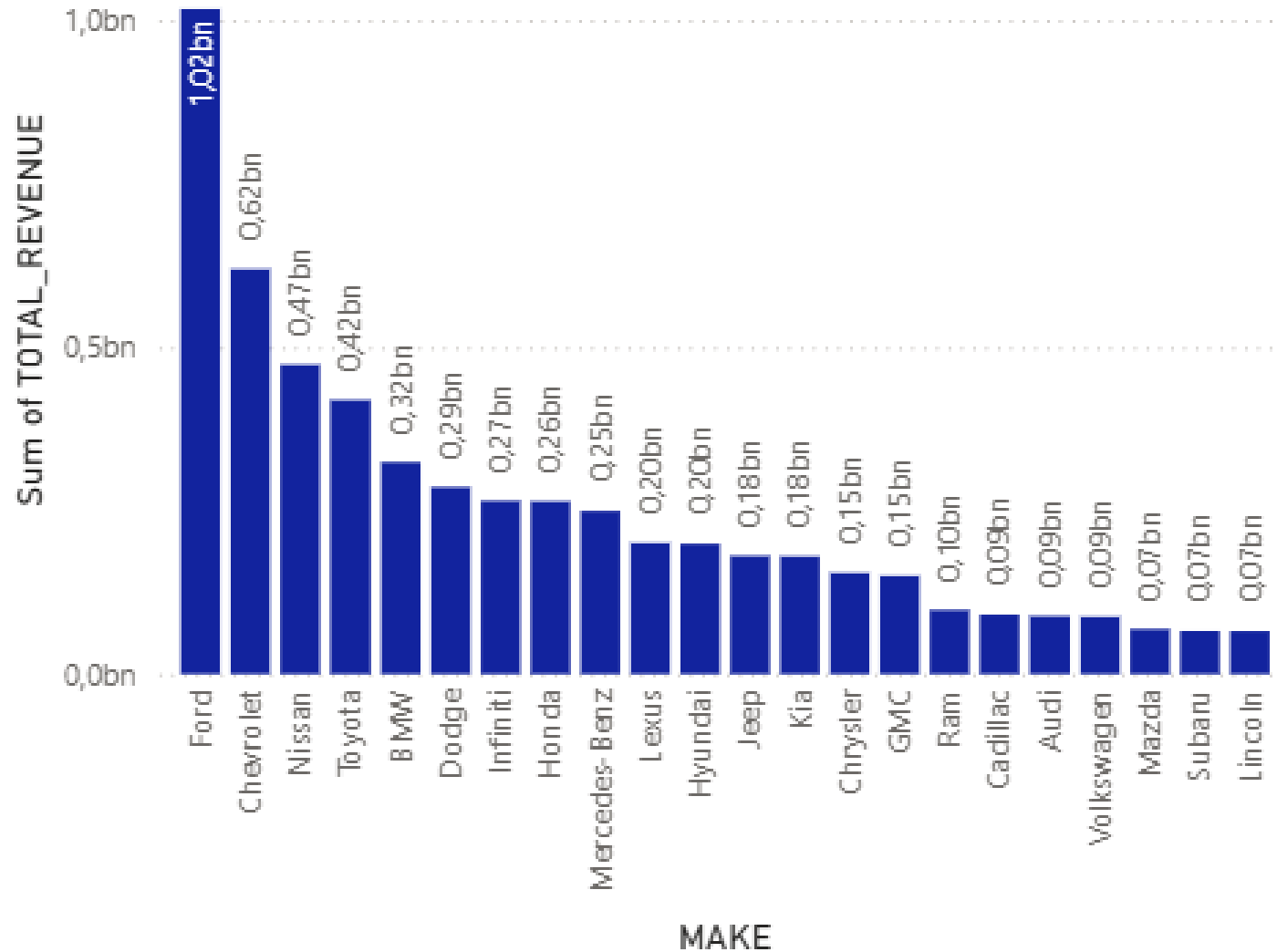
Top Performing Models

Which car makes and models generate the most revenue (2/2)
Top Performing Models

- G Sedan is the top revenue generator (R130M).

- Escape and Fusion also perform well.

- SUV and sedan categories dominate the top 20 models.

Conclusion:

- The dealership benefits the most from reliable, high-demand models.

The relationship between price, mileage, and year of manufacture (1/3)

Selling Price vs. MMR

Selling Price vs. MMR (Profit/Loss Analysis)
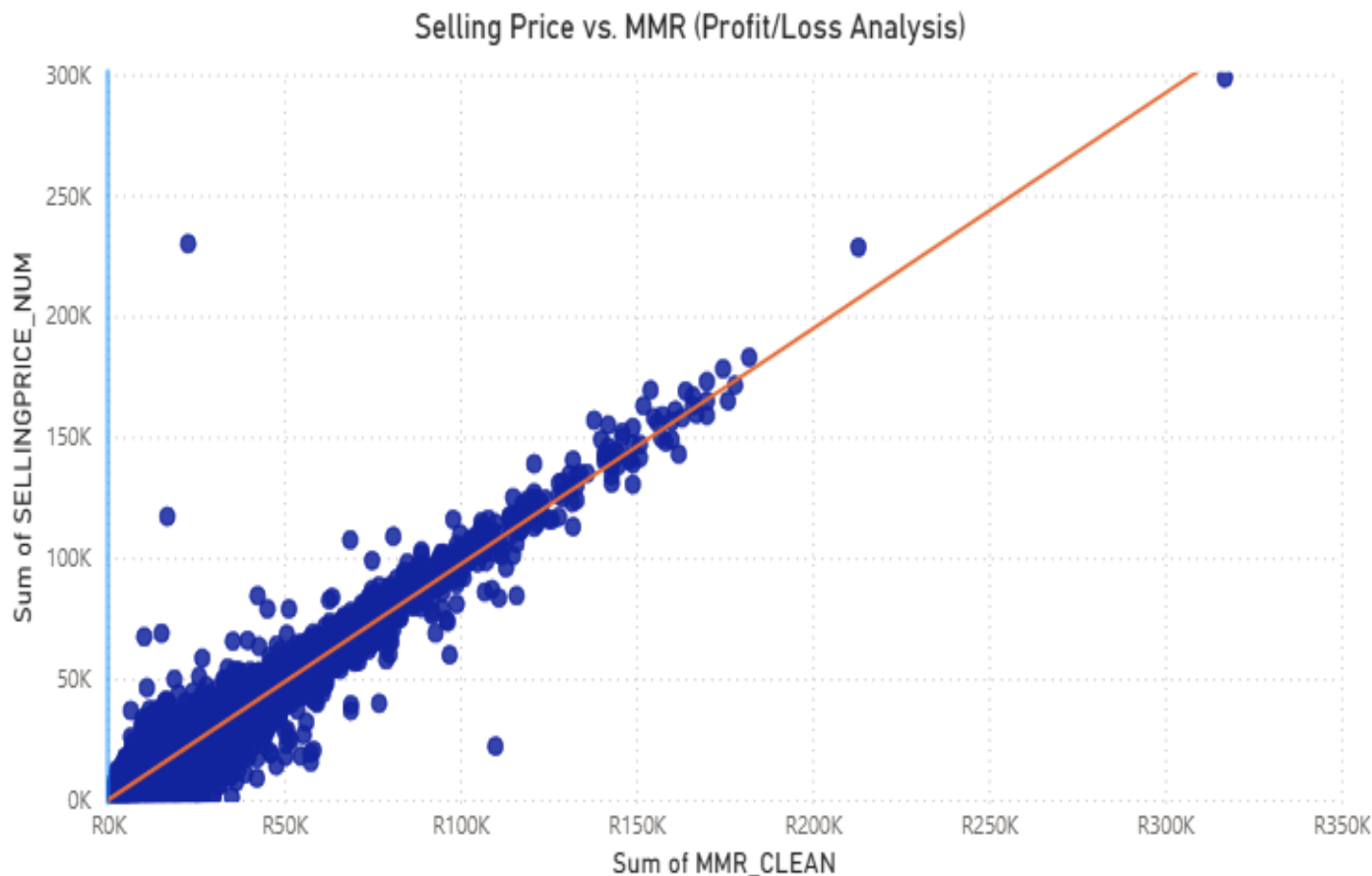
- Although the data points appear evenly scattered across the chart, a noticeable majority still fall below the Y = X reference line, indicating that many vehicles are sold below their MMR value.

- This trend suggests consistent margin pressure and reduced profitability.

- Only a smaller portion of vehicles meet or exceed the MMR, typically those in newer, lower-mileage, or better-condition categories, while older or higher-mileage vehicles more frequently sell at a discount.

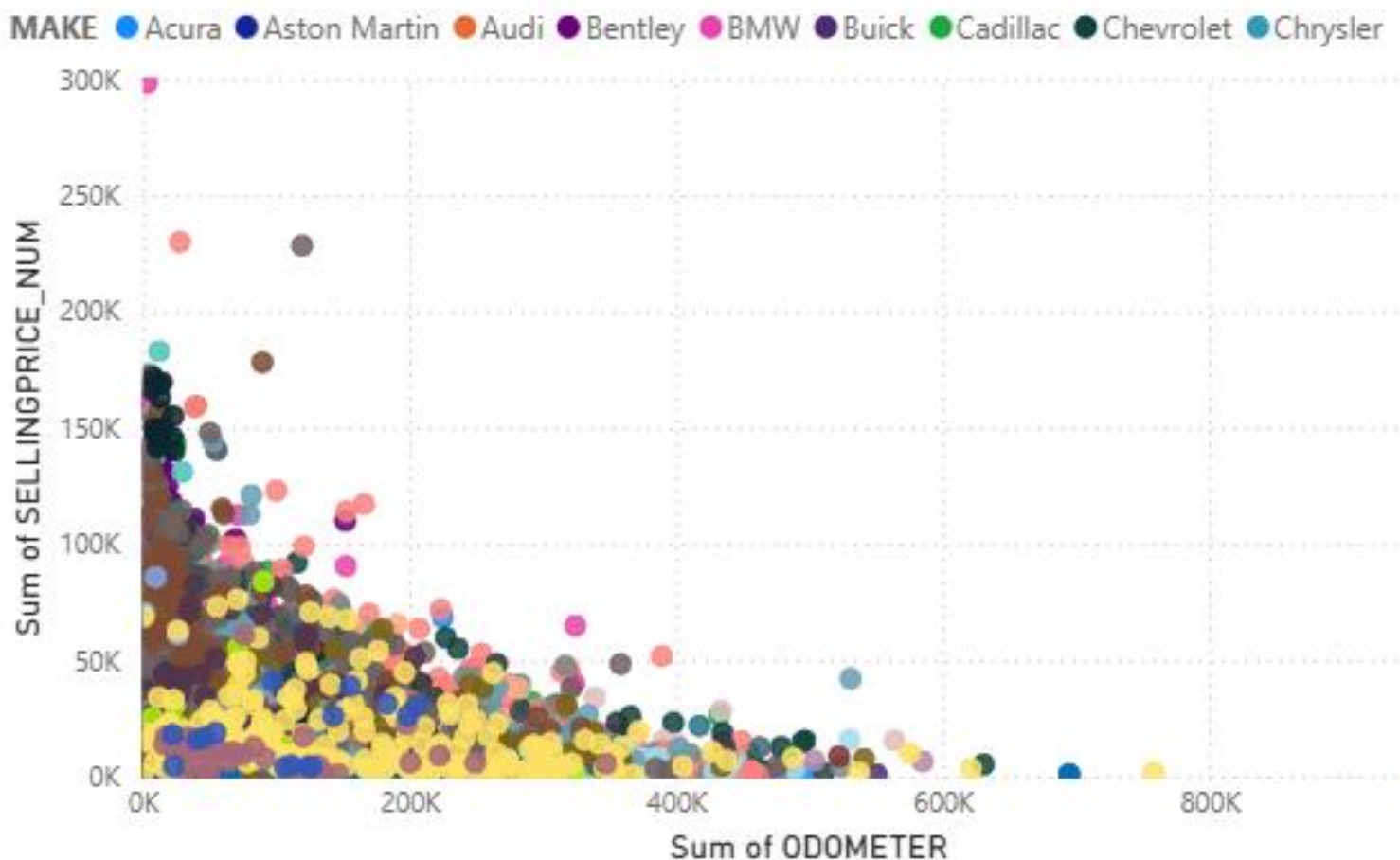# The relationship between price, mileage, and year of manufacture(2/3)
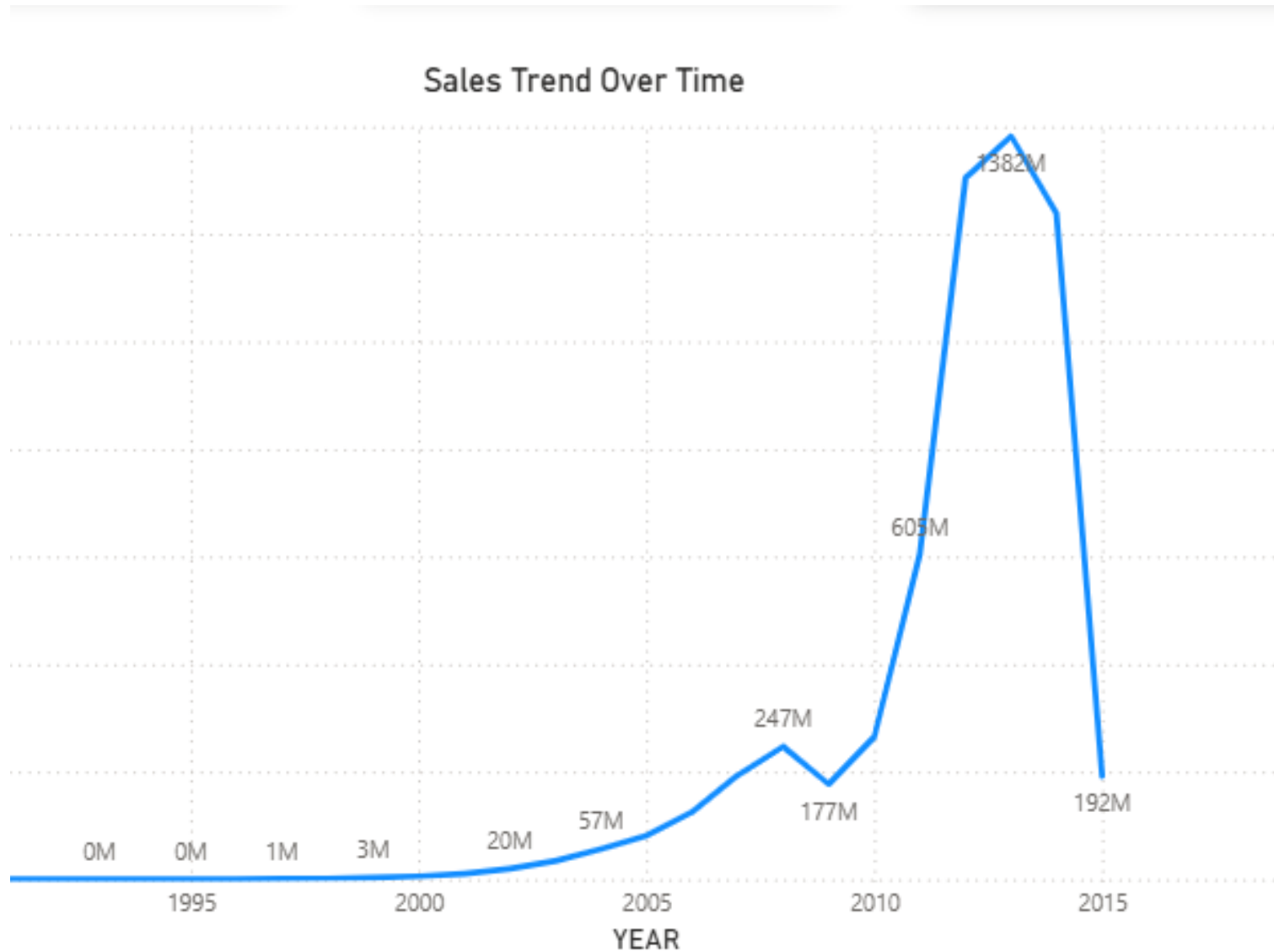
Odometer vs Selling Price

- There is a strong inverse relationship between mileage and selling price.

- Very high-odometer vehicles cluster in low-price ranges.

- Brand variation is visible; luxury brands devalue more slowly.

Conclusion:

- Mileage heavily influences resale value and should guide purchases.

Odometer and Selling price by Vin and Make

MAKE ● Acura ● Aston Martin ● Audi ● Bentley ● BMW ● Buick ● Cadillac ● Chevrolet ● Chrysler

Sales Trend Over Time

## The relationship between price, mileage, and year of manufacture(3/3)

Sales Trend Over Time

- Revenue began to grow strongly from the 2000s

- 2013 is the peak year at R1.38bn, followed by 2014 at R1.24bn.

- 2015 shows a sharp drop to R191.8m.

- Sales before 2000 remain low.

Conclusion

- Revenue is strongest for mid-2000s to early-2010s vehicles, with a peak in 2013–2014 before declining in 2015.

Sales By State

Sum of TOTAL_REVENUE
236000   978349154
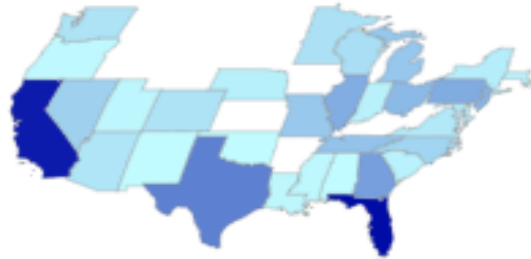
Which regions or locations have the highest sales volumes? (1/2)

Sales by State

- Sales are widely distributed, with strong clusters in densely populated states.

- High-revenue regions align with urban and high-income areas like California, Florida, and Texas

Conclusion:

- Marketing efforts should focus on high-sales regions for growth.

# Which regions or locations have the highest sales volumes?

Quarterly Revenue Distribution

- **Q1 is the strongest quarter**, contributing ~63% of total revenue.

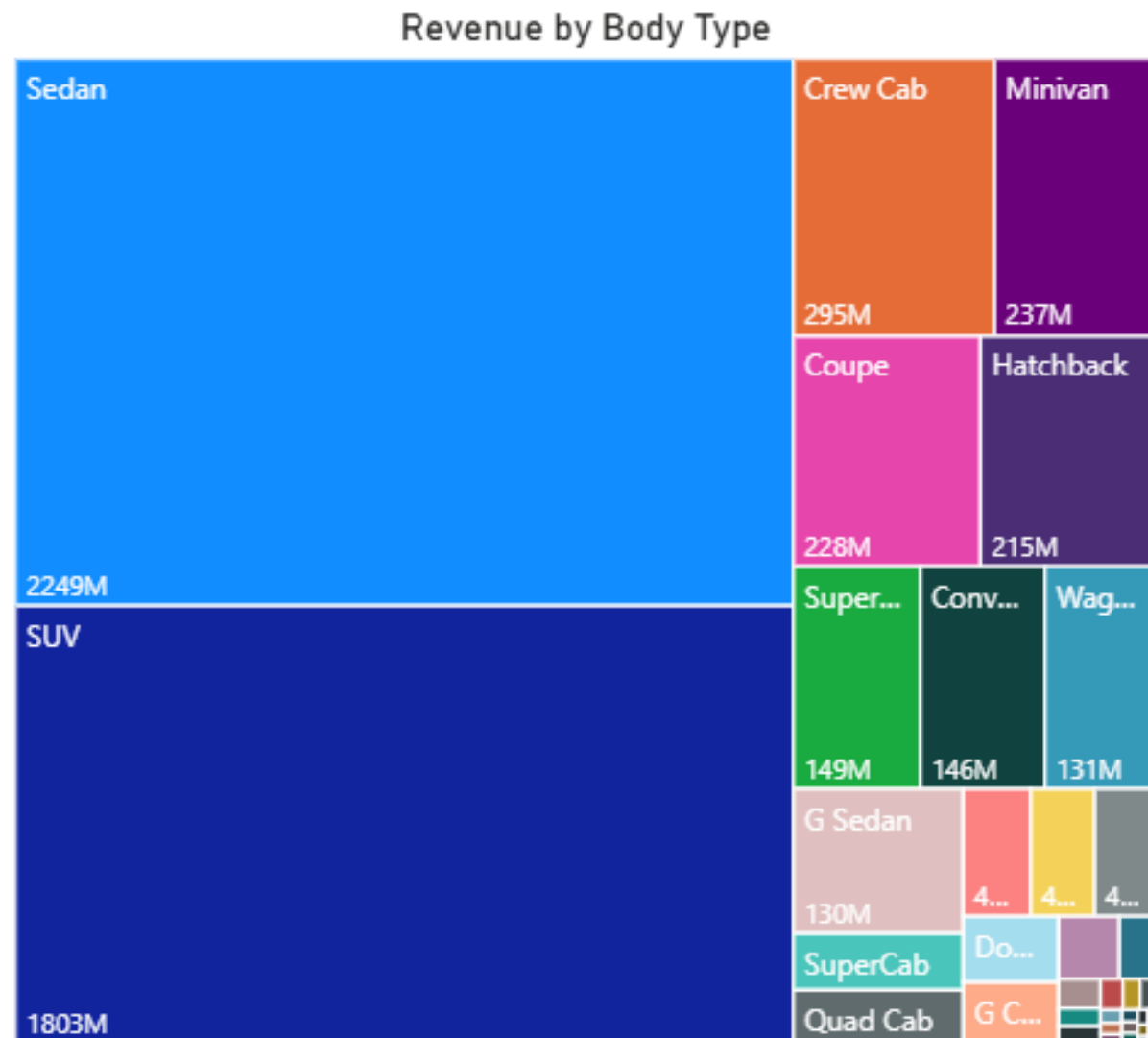- Q2 and Q3 show significant drops.

- Q4 remains low in comparison.

Conclusion:

- Sales are highly seasonal. Q1 volume drives overall annual performance.

Quarterly Revenue Distribution

430M (7,24%)

1738M (29,23%)

3760M (63,24%)

SALE_QUAR... ●1 ●2 ●4 ●3
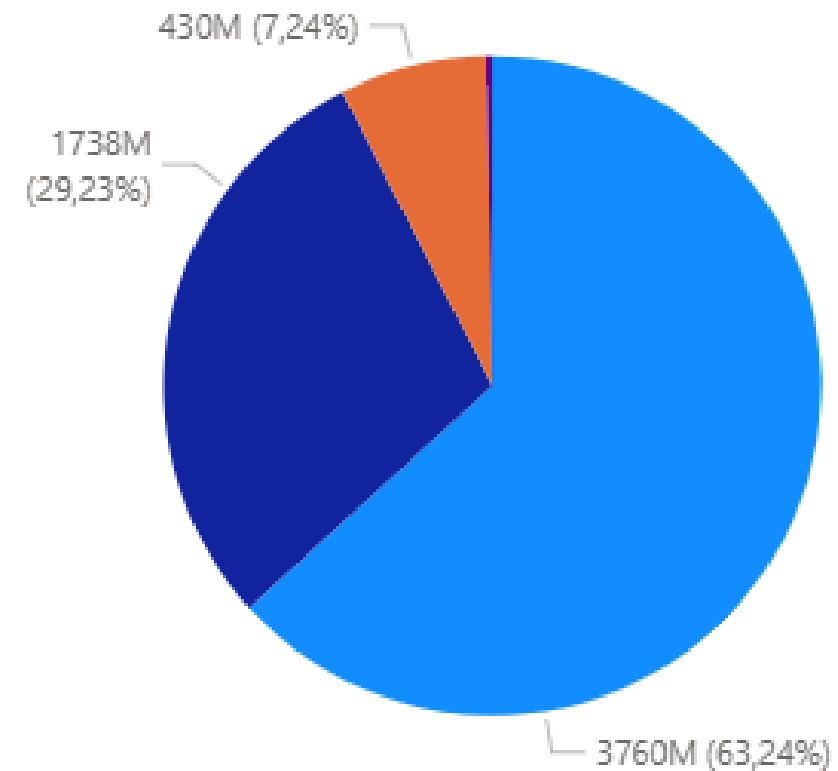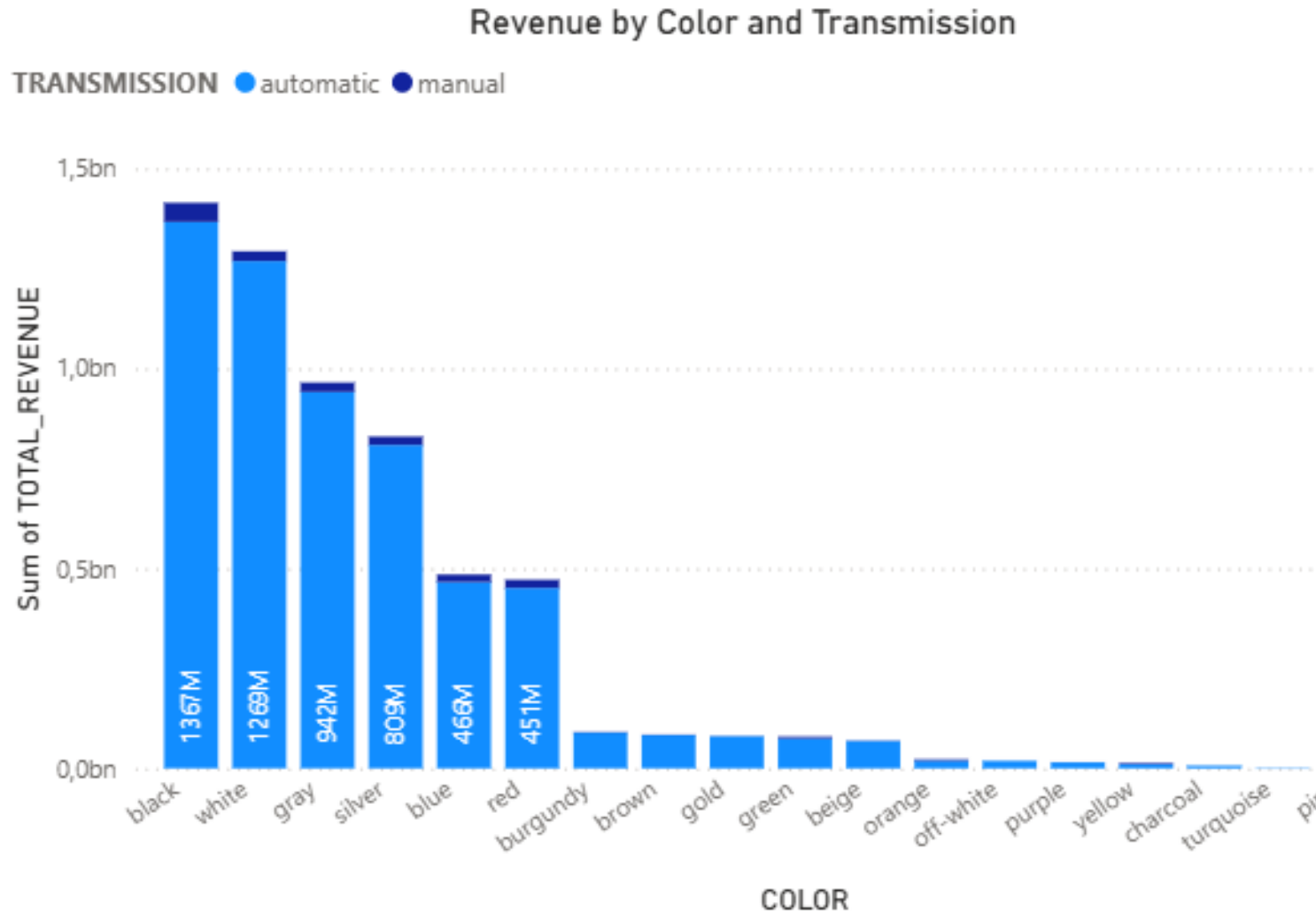
Revenue by Body Type

Emerging trends in customer purchasing preferences?(1/4)

Revenue by Body Type

- **Sedans** and **SUVs** dominate revenue contribution.
- Trucks and specialty vehicles contribute small but notable segments.

Conclusion:

Inventory should lean toward sedan/SUV categories for maximum revenue.

Emerging trends in customer purchasing preferences?(2/4)

Revenue by Color And Transmission

- Neutral colors (Black, White, Gray, Silver) generate the most revenue, while Red and Blue perform moderately, and rare colors show minimal demand. Across all colors, Automatic transmissions dominate (~97%), with manual transmissions contributing almost no revenue, showing a consistent preference for automatic vehicles regardless of color.
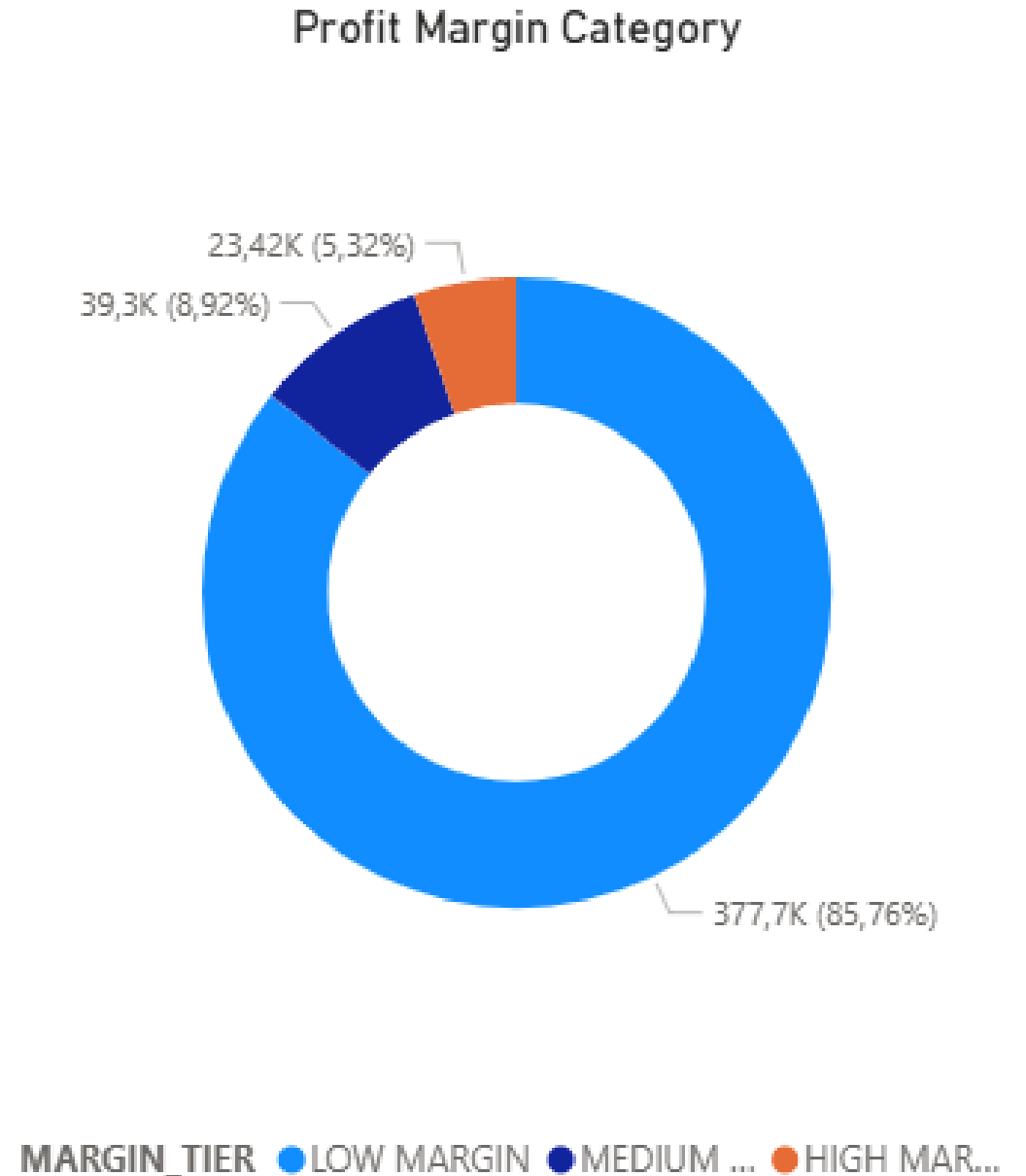
Emerging trends in customer purchasing preferences?(3/4)

Profit Margin Categories

- 85% of all cars fall into LOW MARGIN or negative profit.

- Less than 6% reach the high margin category.

Conclusion:

- Margin levels show systemic pricing and gaining challenges.

Profit Margin Category

23,42K (5,32%)

39,3K (8,92%)

377,7K (85,76%)

MARGIN_TIER   ● LOW MARGIN   ● MEDIUM ...   ● HIGH MAR...

Emerging trends in customer purchasing preferences?(4/4)

Condition Category vs Selling Price

- **Excellent condition** vehicles sell for the highest average values.

- Poor, fair, and even "good" conditions show significant drop-offs.

Conclusion:

- Vehicle condition has a direct financial impact; improve purchase selection.

Recommendations

- Pricing

  Adjust pricing to prevent selling vehicles for less than their market value (MMR).

  Use data to guide and standardize pricing decisions.

- Acquisition

  Focus on buying vehicles in **excellent** or **good** condition.

  Avoid cars with very high mileage or in poor condition.

- Inventory Strategy

  Stock more of the best-selling brands like **Ford, Nissan, and Chevrolet**.

  Prioritize popular body types such as **sedans and SUVs**.

- Operations

  Boost sales in **Q2 and Q3** by running focused promotions and seasonal campaigns.

THANK YOU!!!

~Phindile Mnisi