

# car\_sales\_project

Vehicle pricing varies significantly by make, with premium brands commanding higher prices. However, higher prices do not always translate into higher profit, indicating margin pressure in certain segments.

make ▼

Vehicles Sold

536,667

Avg Selling Price

R18,176

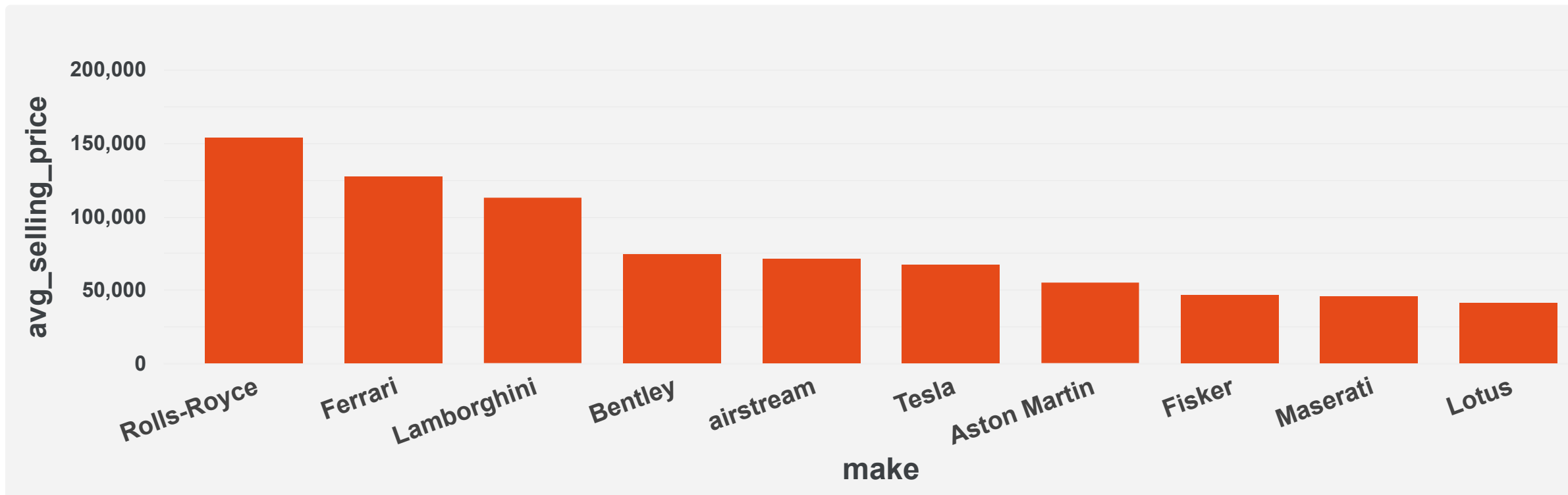
Avg Profit / Vehicle

R271.09

AZ

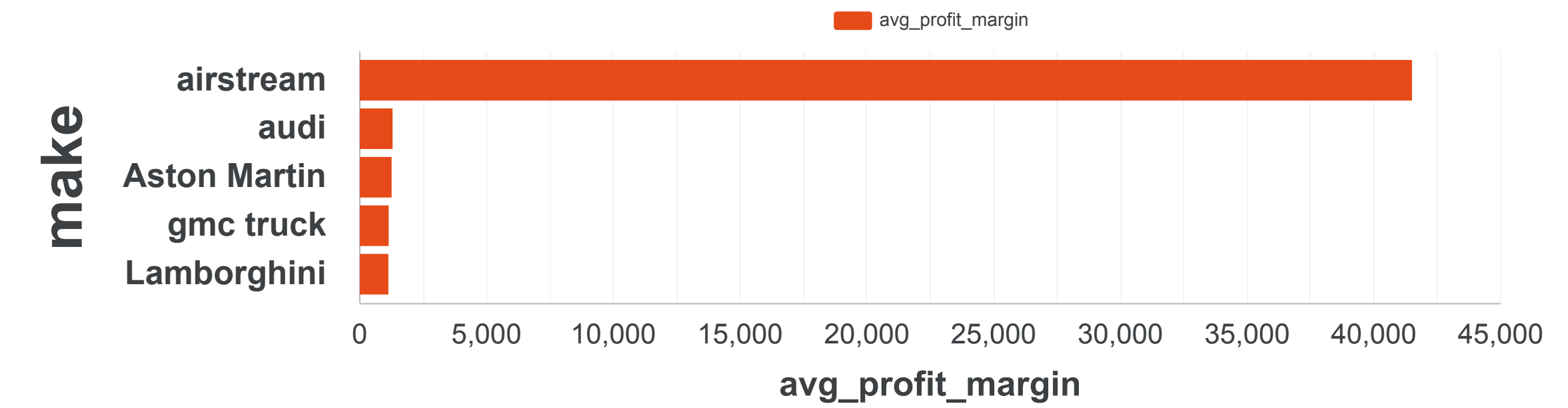
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## Top 10 Makes by Average Selling Price

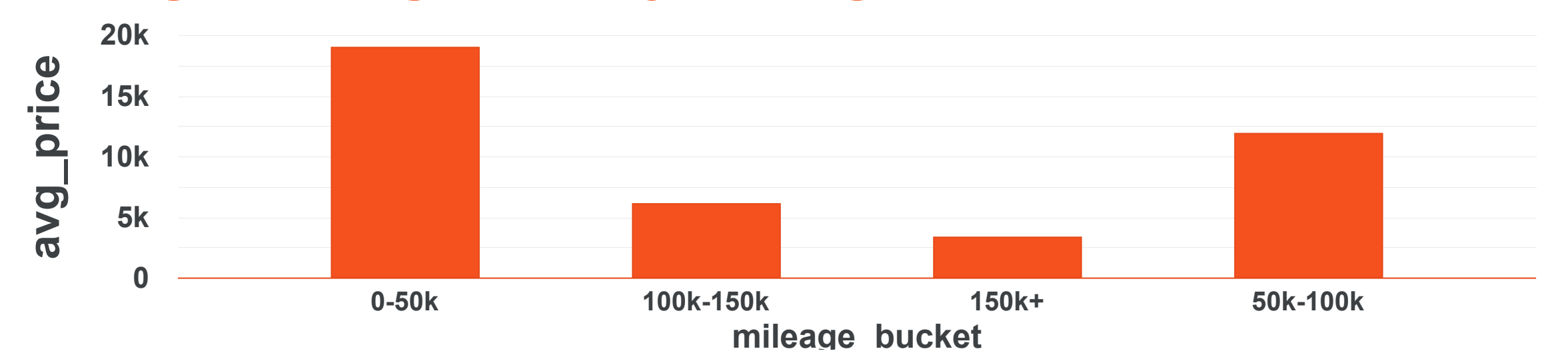


**Selling price declines sharply beyond 50,000 km, while higher vehicle condition consistently supports stronger pricing. Mileage is a stronger driver of value than cosmetic condition.**

## Average Profit per Vehicle by Make (vs MMR)

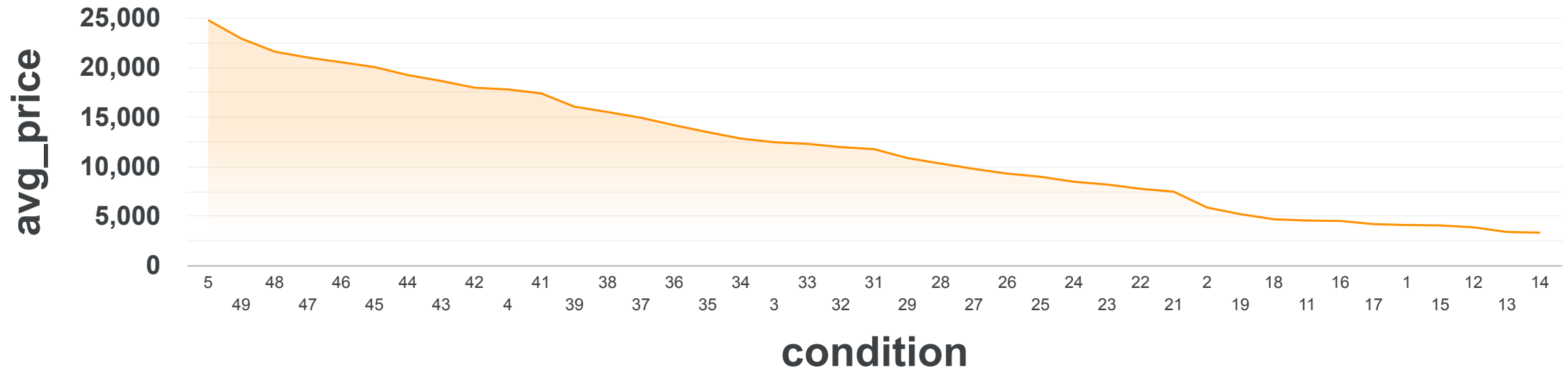


## Average Selling Price by Mileage Band



Profitability is concentrated in a small subset of models. Focusing procurement on these high-margin models can improve overall dealership profitability without increasing sales volume.

## Impact of Vehicle Condition on Price



## Top Vehicle Models by Average Profit

