

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

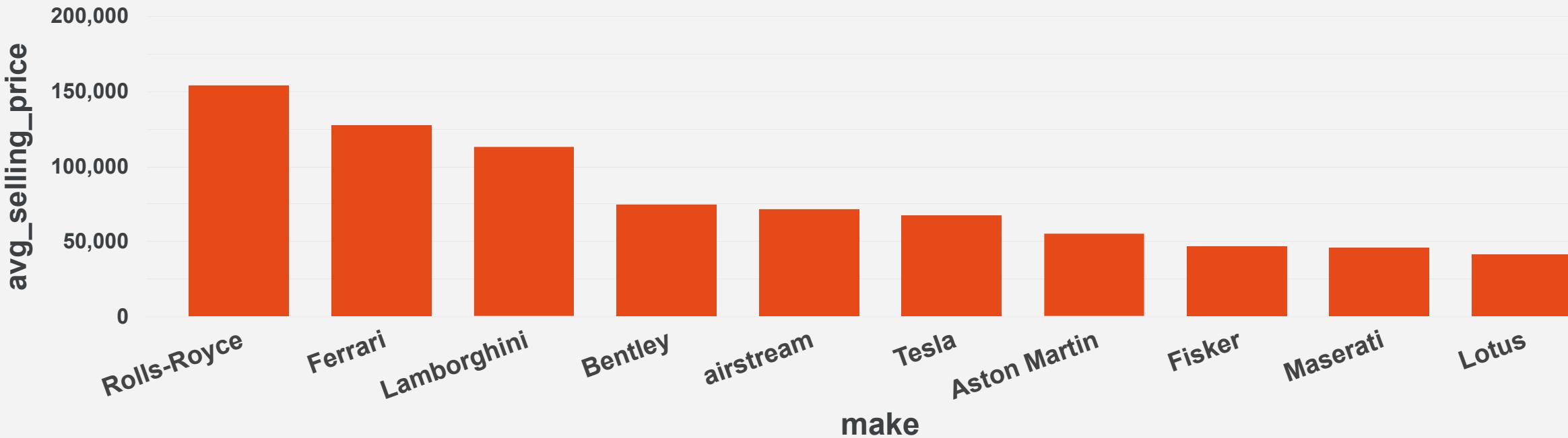
Vehicles Sold
536,667

Avg Selling Price
R18,176

Avg Profit / Vehicle
R271.09

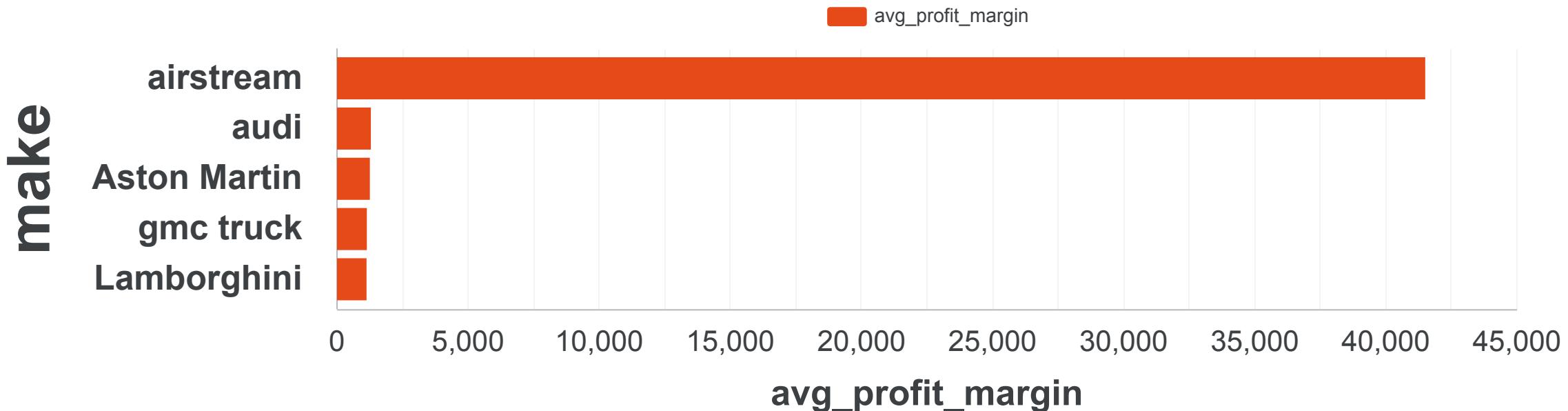
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Top 10 Makes by Average Selling Price

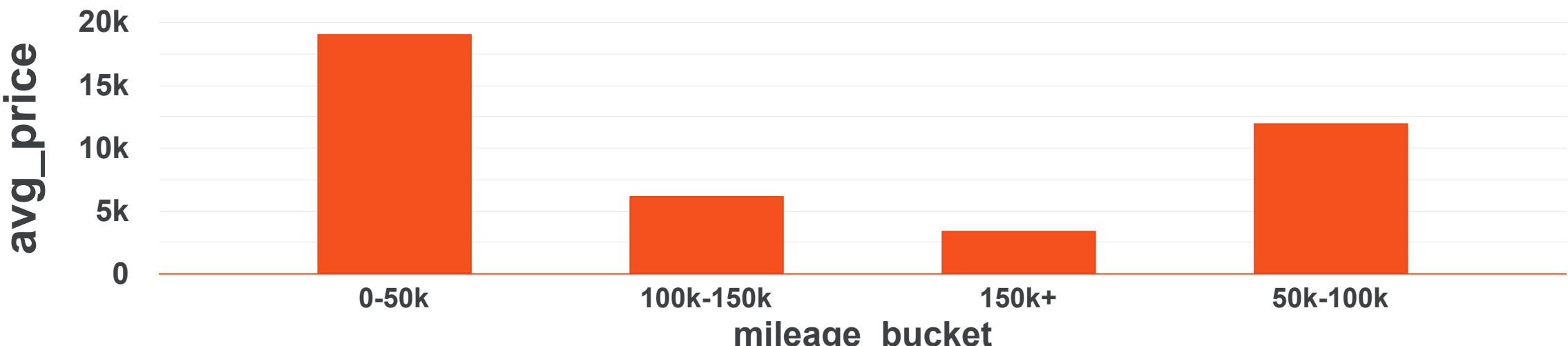


Selling price declines sharply beyond 50,000 km, while higher vehicle condition consistently supports stronger pricing. Mileage is a stronger driver of value than cosmetic condition.

Average Profit per Vehicle by Make (vs MMR)

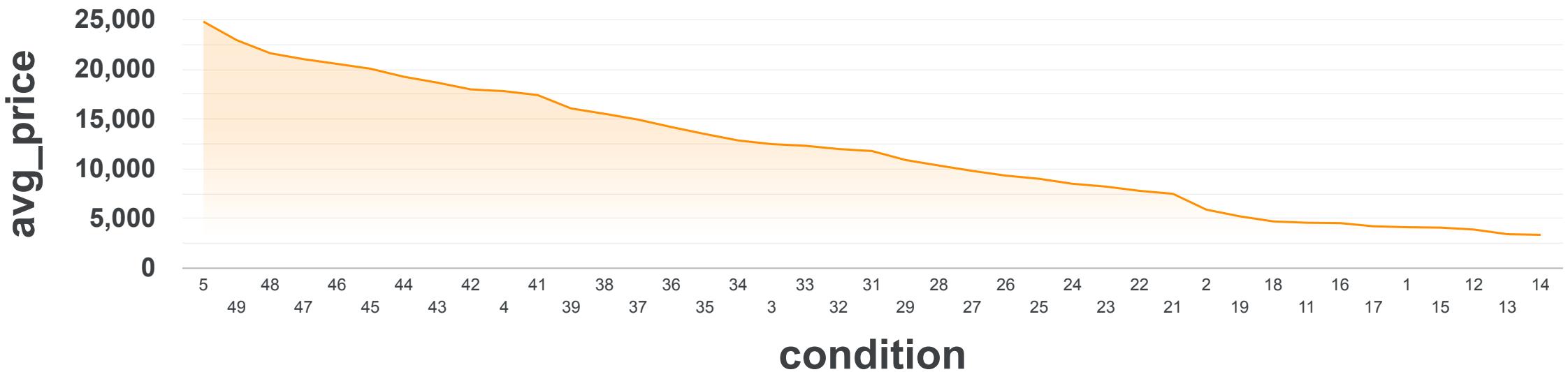


Average Selling Price by Mileage Band



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

