

BRIGHT MOTOR CAR SALES

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Company Summary

Bright Motor Car Sales is a motor vehicle sales business specializing in the buying, selling of pre-owned and new vehicles.

The company focuses on providing high-quality cars at competitive prices while maintaining transparency, customer satisfaction, and operational efficiency.

Our Services and products:

SUVs, Sedans, Hatchbacks, Trucks, Luxury vehicle
buying, reconditioning, marketing, and selling of pre-owned and
new vehicles

Sales Summary


TotalCarsSold

558.8kUnits

TotalRevenue

7.6B

The Main Objectives

- Increase inventory turnover
 - Improve sourcing and reduce acquisition cost
 - Enhance sales reporting and analytics
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- Expand to more states
 - Build a stronger digital sales platform
 - Increase profitability through high-margin models
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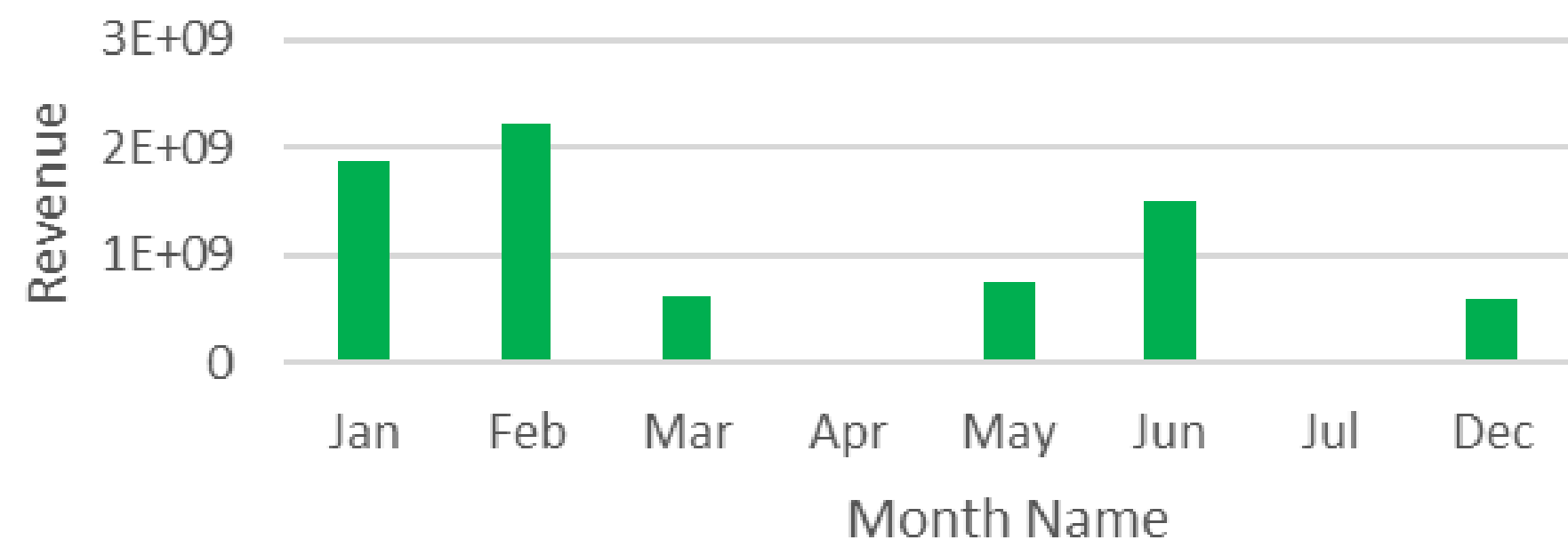
The Results!

our sales analysis have shown a trend based on buying behaviour with the impact, causes and motivations. the followig charts are the results followed by the individual analysis of eash impact.



Sum of TOTAL_REVENUE

Revenue By Month

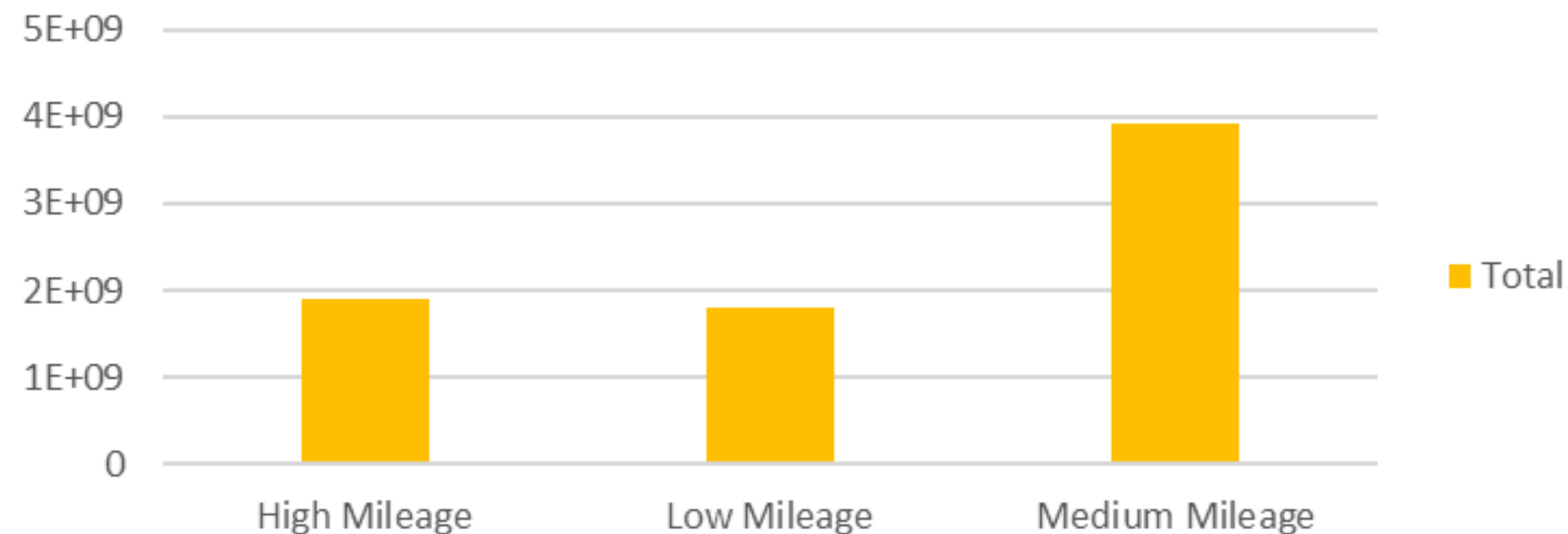


SALE_MONTH ▼

TOTAL_UNITS_SOLD ▼

Sum of TOTAL_REVENUE

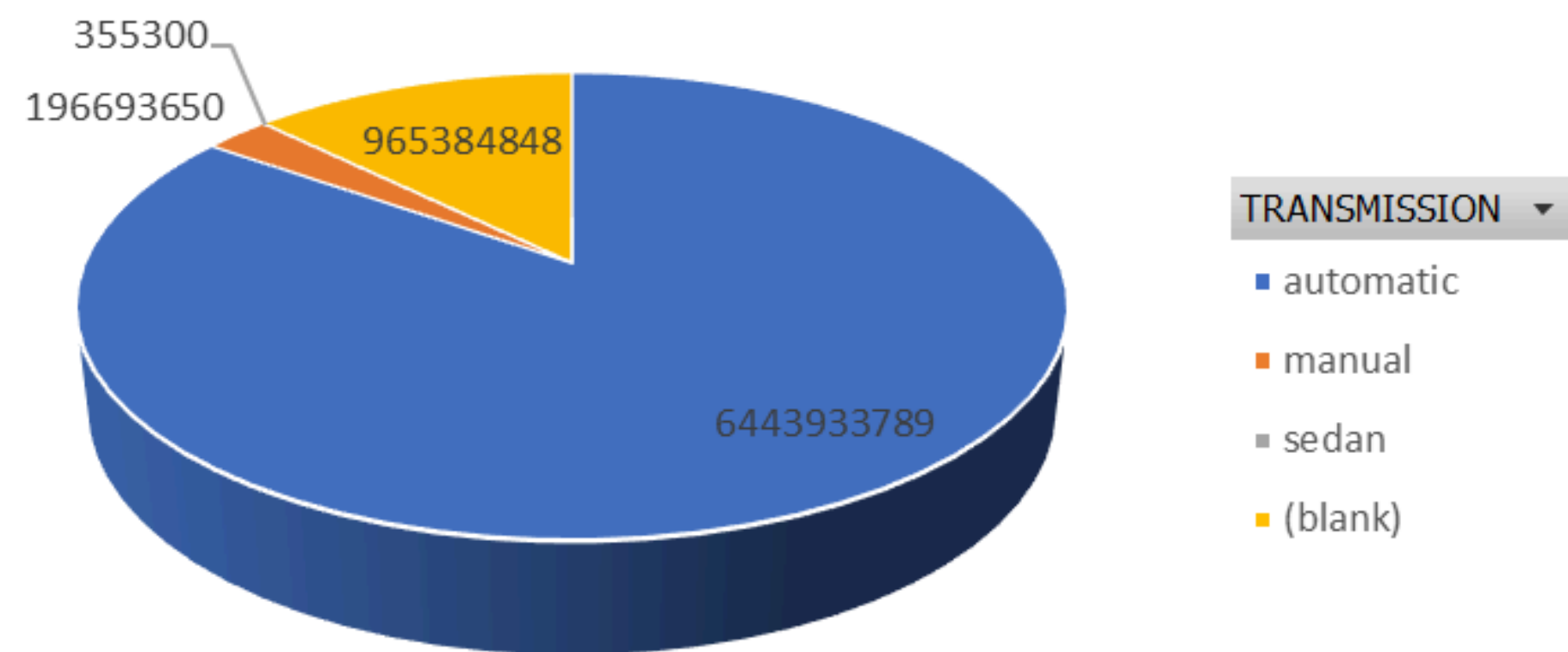
Revenue by mileage preference



MILEAGE_CATEGORY ▼

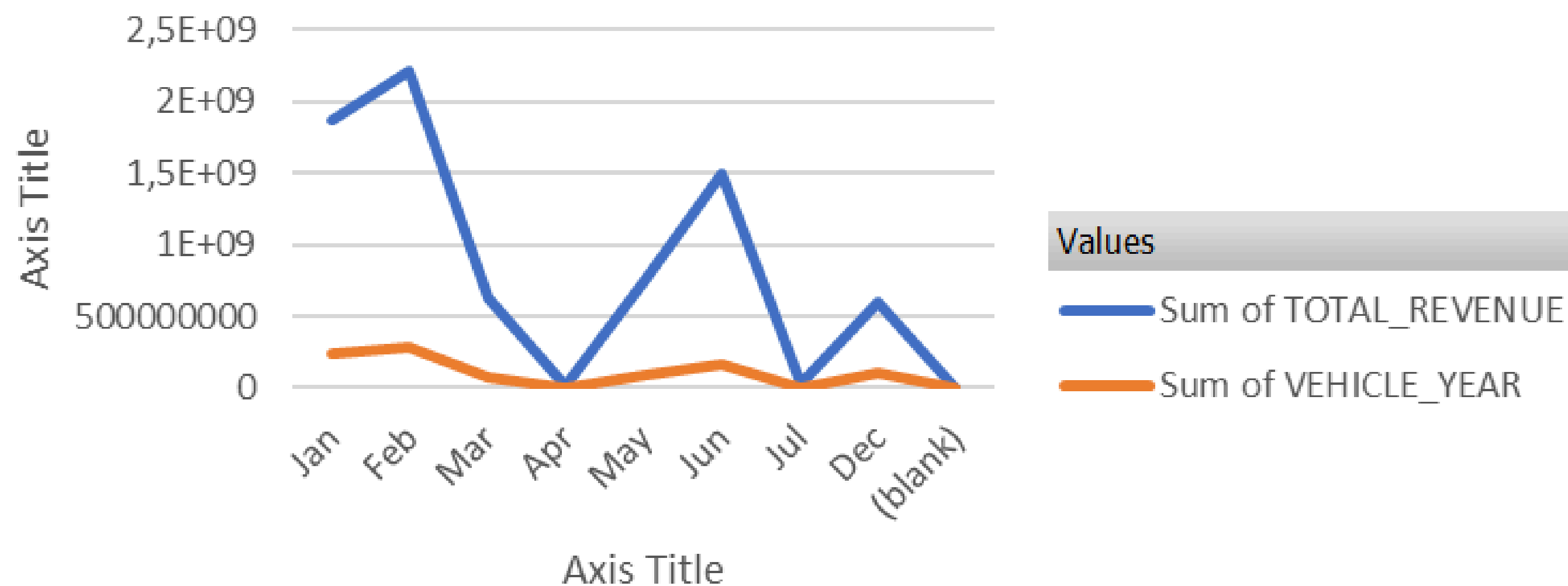
Sum of TOTAL_REVENUE

Revenue by the transmission type



Sum of TOTAL_REVENUE Sum of VEHICLE_YEAR

Total Revenue by vehicle year and month



SALE_MONTH ▼

Our extracted and analysed data shows the following
results:

Our most top five makes that customers preferred are

Ford = 93,554 Units sold

Chervrolet = 60,197 Units sold

Nissan = 53,945 Units sold

Toyota = 39,871 Unit sold

Dodge = 30,710 Unit sold

Mileage:

Mileage is one of the most important indicators of how much a car has been used. This shows that the most sales were on the cars with a very low mileage sold at a higher price.

Year make vs price:

The newer the car the more expensive it is in the market.

Transmission:

Automatic cars were most sold followed by the manual.

Color:

Black is the favourite color with most sales.



Feedback

4 Out Of 5 Customers Are Very
Happy With Our Services





Thank You
Very Much!