

BRIGHT MOTOR CAR SALES

Presented by : Sebenzile Mmotong

Date: 25 November 2025

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

Total Cars Sold

558.8k Units

Total Revenue

7.6 B

The Main Objectives

- Increase inventory turnover
- Improve sourcing and reduce acquisition cost
- Enhance sales reporting and analytics

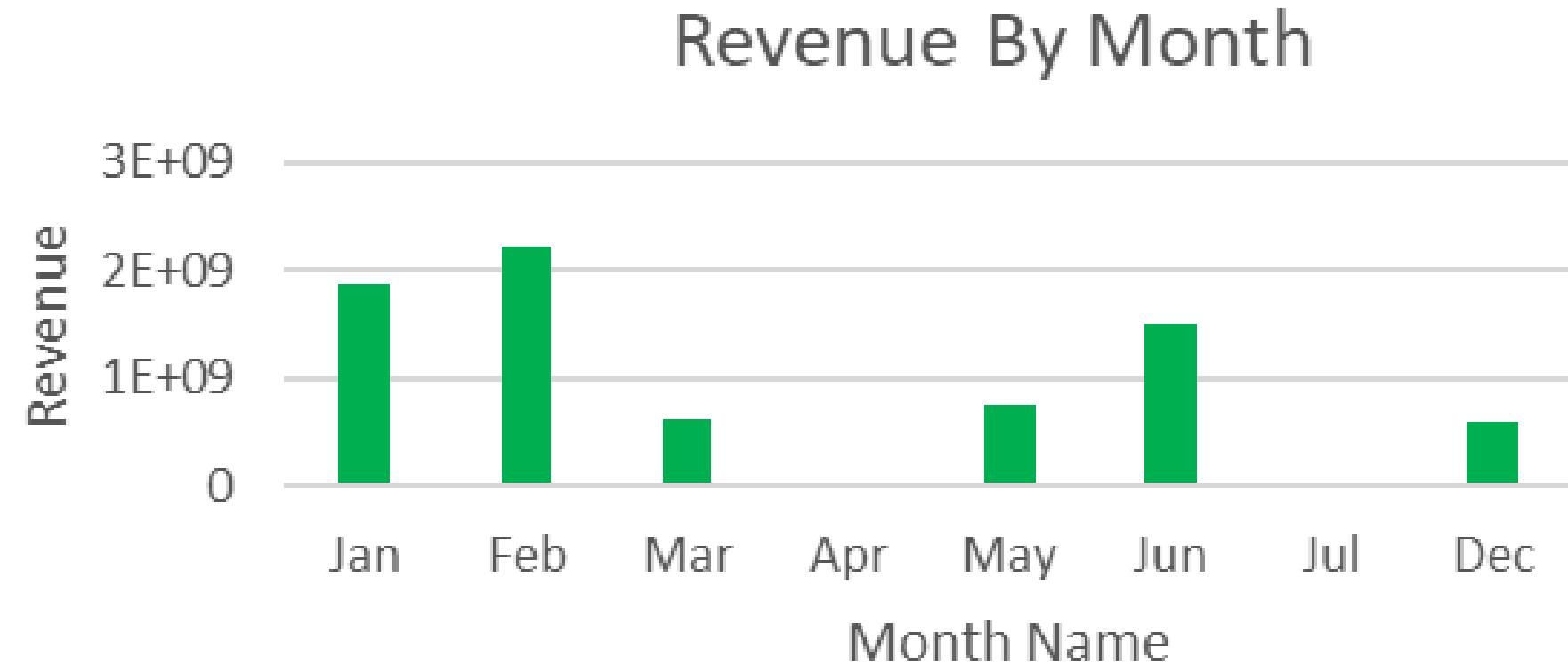
- Expand to more states
- Build a stronger digital sales platform
- Increase profitability through high-margin models

The Results!

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



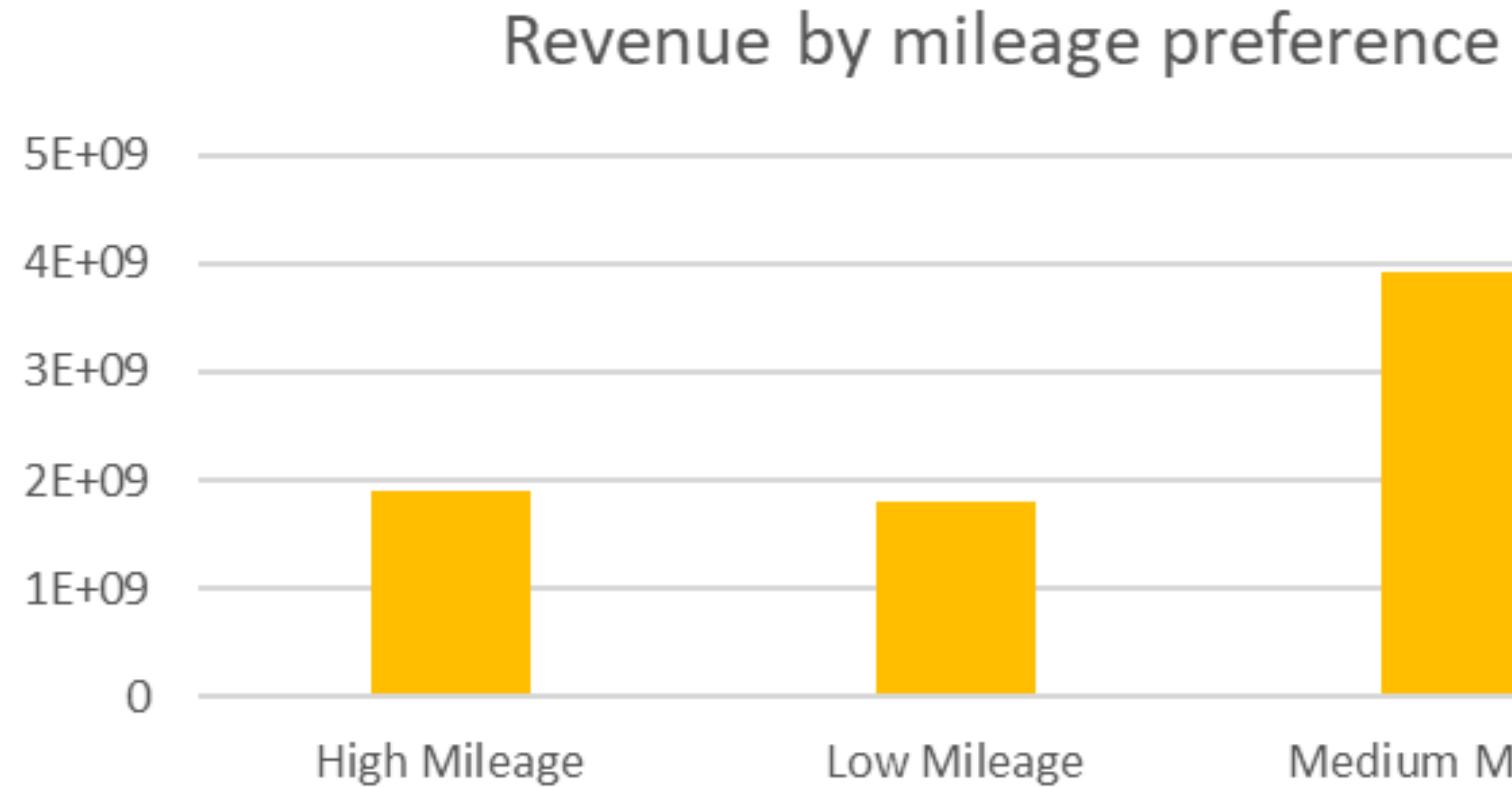
Sum of TOTAL_REVENUE



SALE_MONTH ▾

TOTAL_UNITS SOLD ▾

Sum of TOTAL_REVENUE

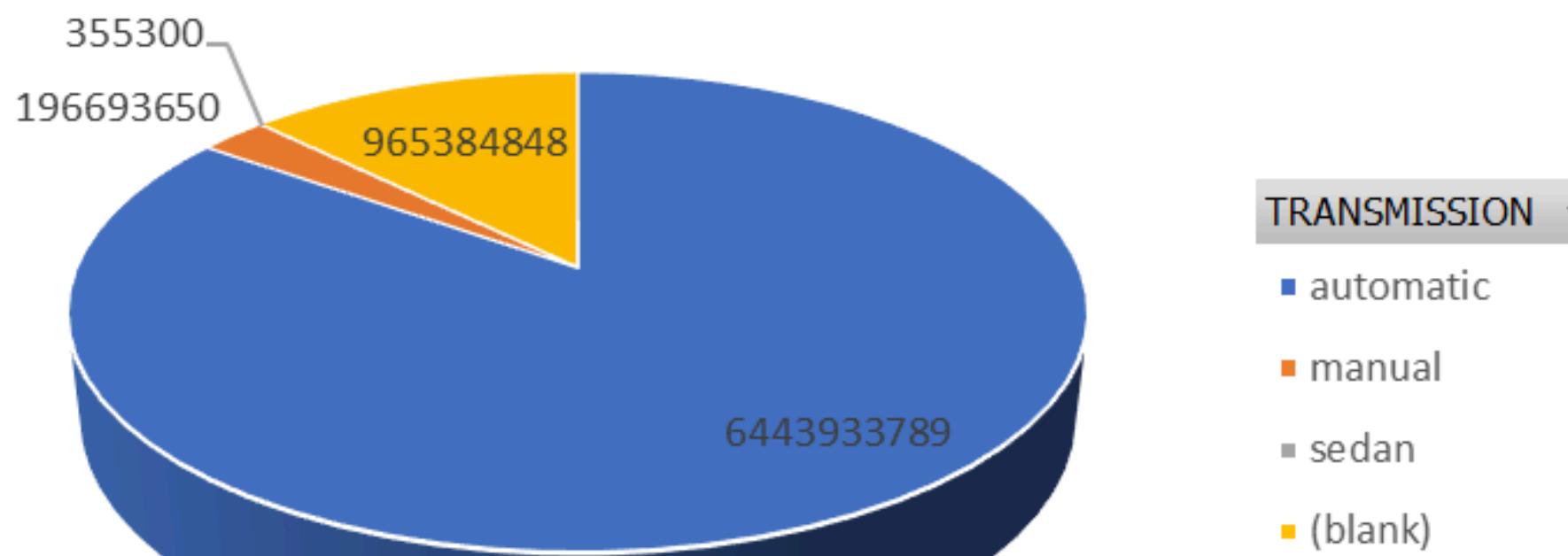


MILEAGE_CATEGORY ▾

■ Total

Sum of TOTAL_REVENUE

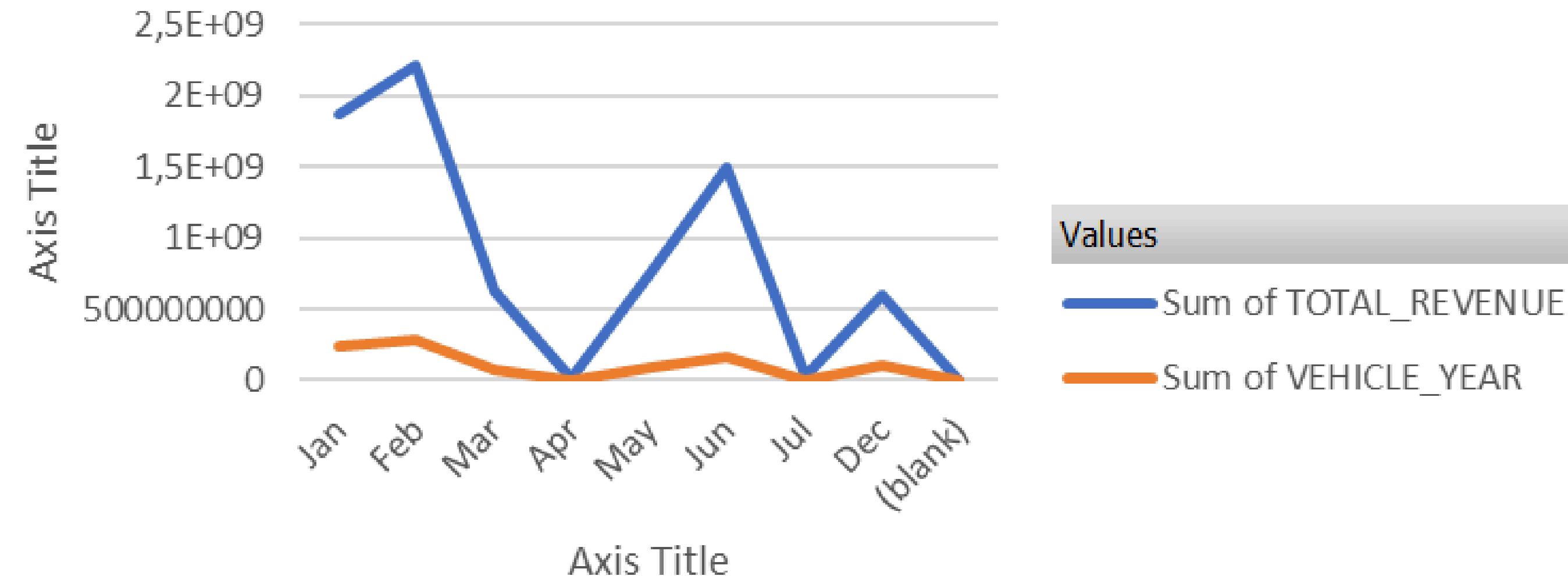
Revenue by the transmission type



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 prefered are

Ford = 93,554 Units sold

Chevrole = 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:

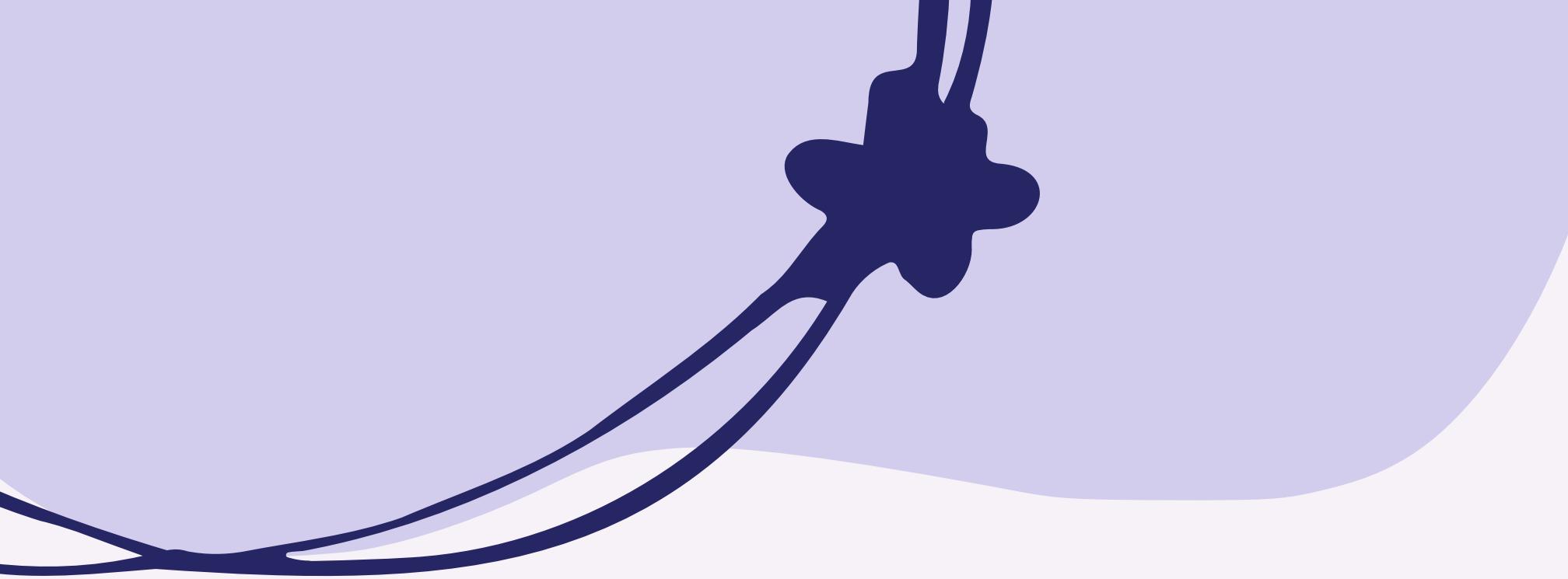
Black is the favourite color with most sales.



Feedback

4 Out Of 5 Customers Are Very
Happy With Our Services





Thank You
Very Much!