

# AUTOMOTIVE SALES ANALYSIS

- ▶ THE FUTURE ON WHEELS



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# INTRODUCTION

This analysis focuses on the automotive sales market, aiming to uncover key insights into car sales performance across different manufacturers, models, and distributors.

By examining metrics such as total sales, net profit, inventory turnover, and customer preferences, the goal is to identify trends, highlight top-performing brands and distributors, and provide actionable insights for strategic decision-making.

The ultimate objective is to understand which vehicles are driving the market, which distributors contribute most to profitability, and how inventory and sales dynamics vary across different segments, helping businesses optimize operations and maximize revenue in the competitive automotive industry.



# KPIs

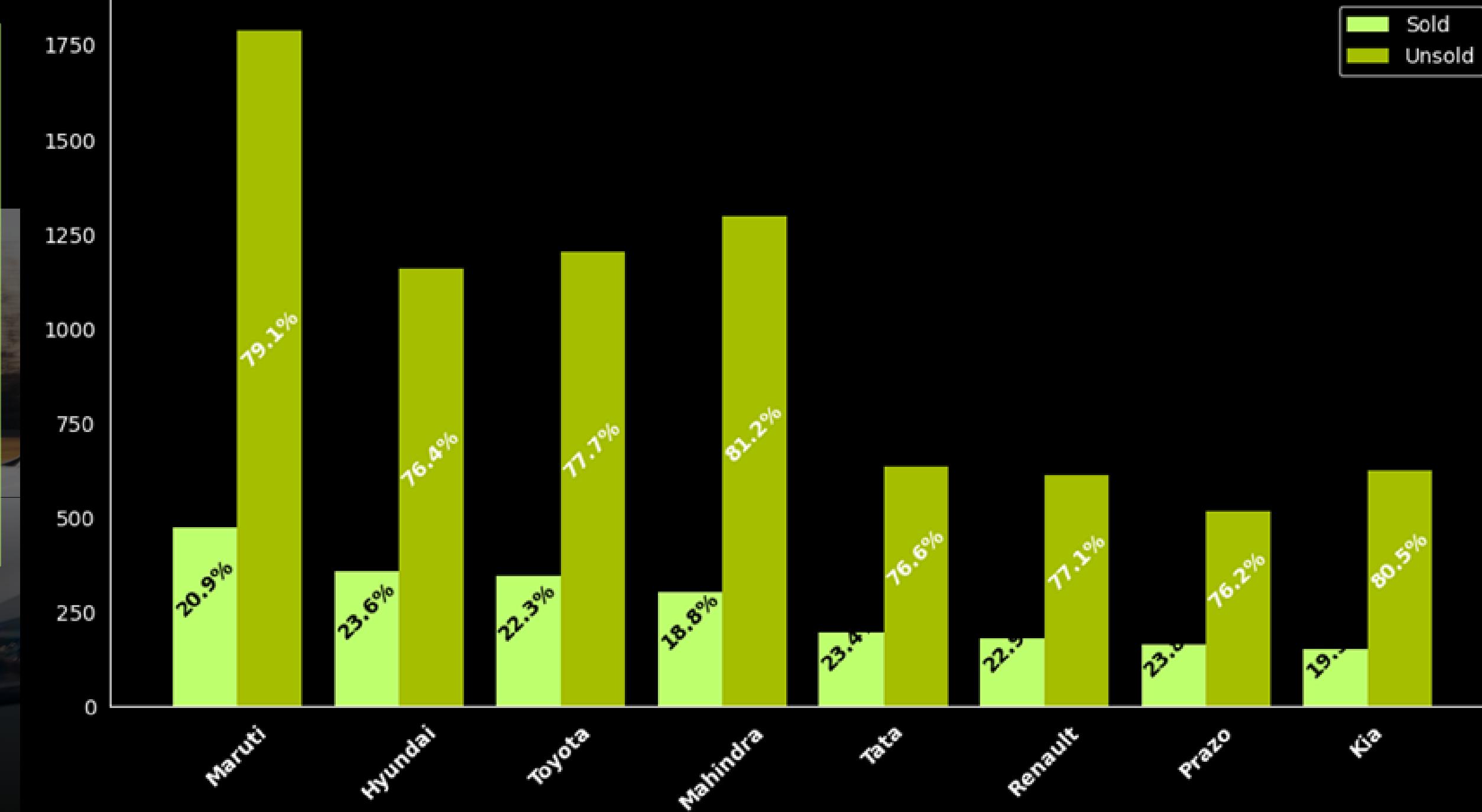
- 1. Comparison Between Sold and Unsold Cars
- 2. Car Sales Analysis by Category
- 3. Car Sales Ranking by Name / Manufacturer
- 4. Market Trend in Car Sales
- 5. Profits from Every Car Company
- 6. Top 10 Locations by Net Profit
- 7. Car Sales Trend by Manufacturing Year
- 8. Average Car Inventory Duration by Manufacturer
- 9. Top 10 Distributors by Net Profit



# COMPARISON BETWEEN SOLD AND UNSOLD CARS

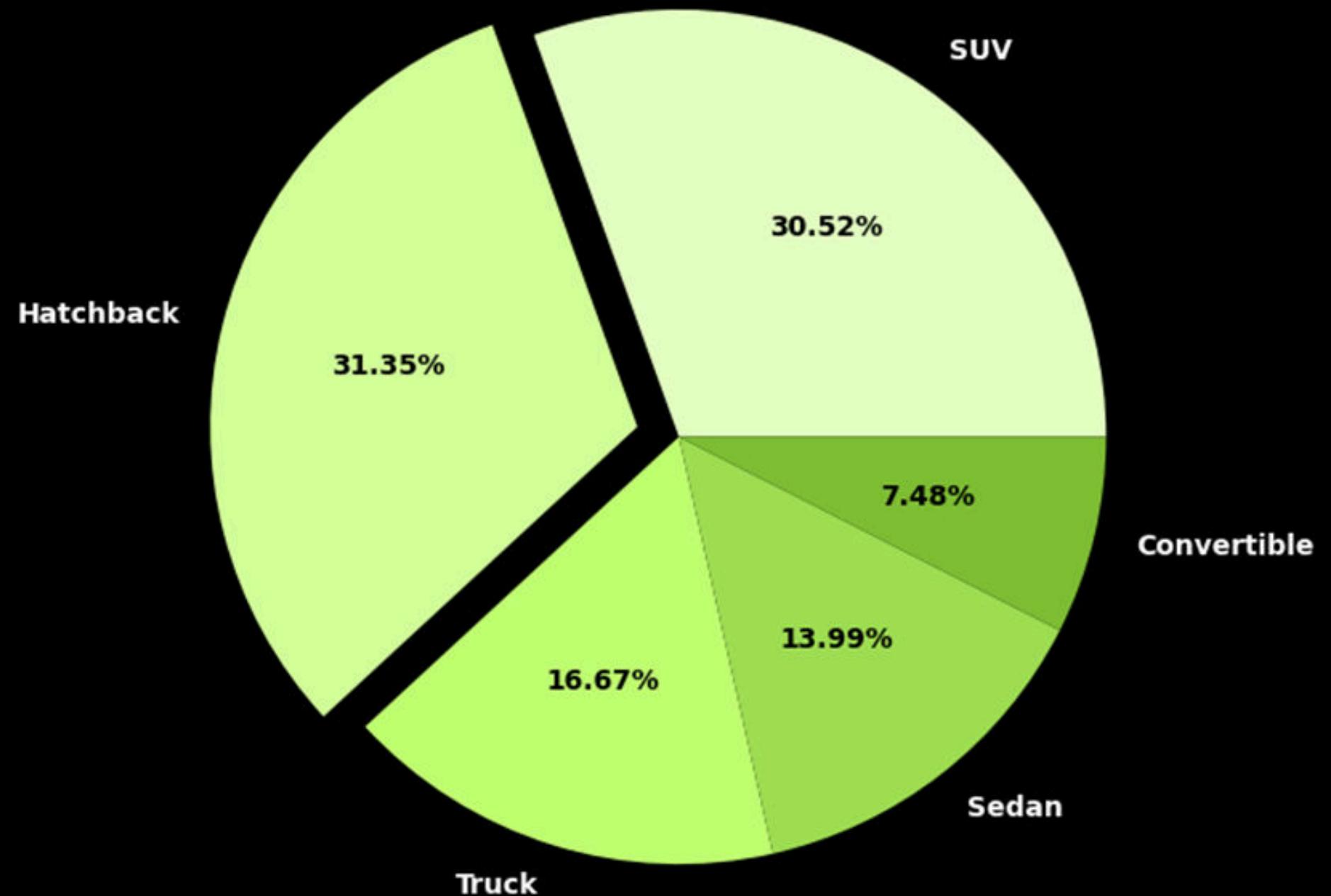
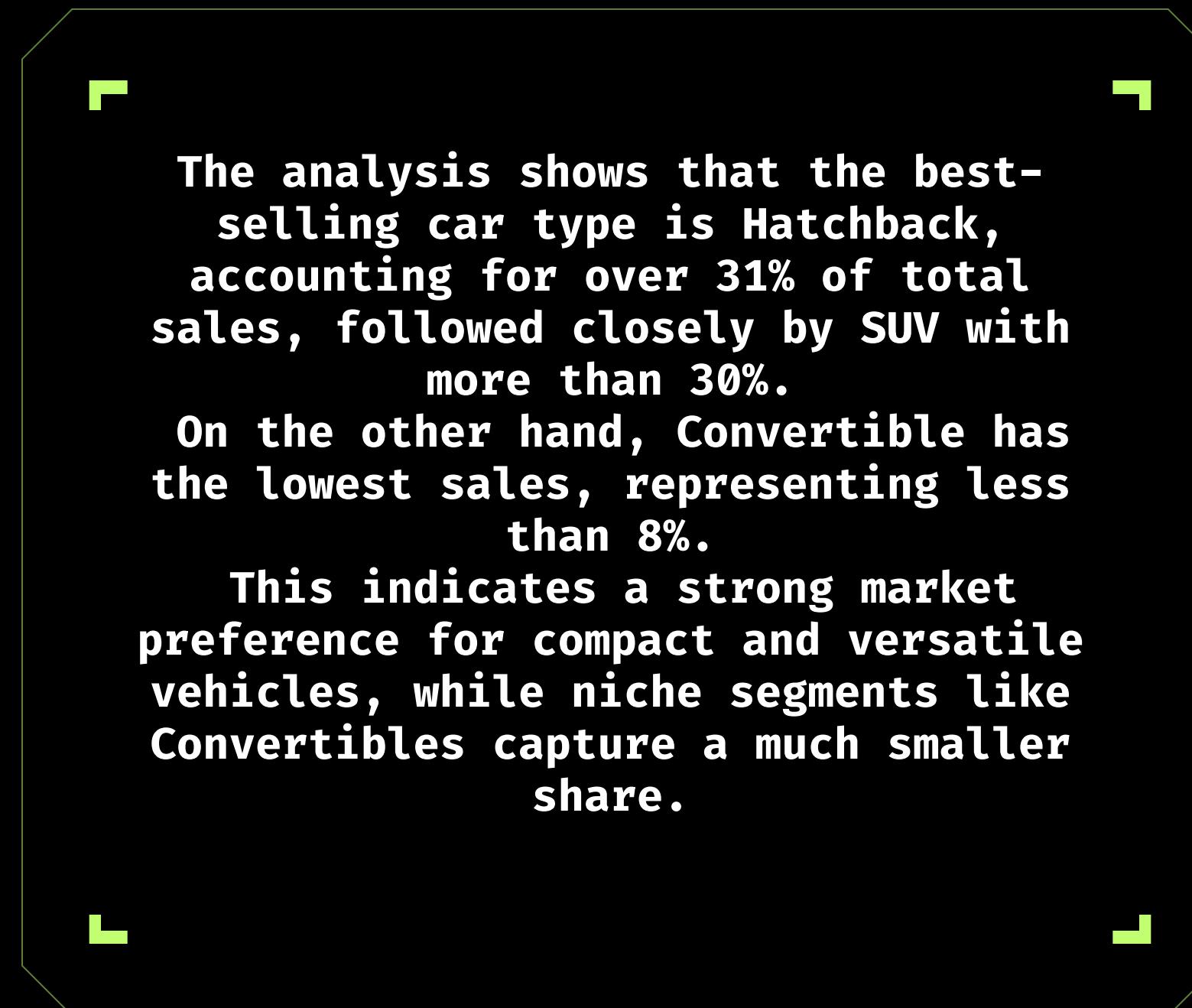
Data analysis reveals that the proportion of unsold cars significantly exceeds that of sold cars, indicating slow sales velocity and substantial inventory accumulation. This situation highlights the need to reassess distribution and marketing strategies, possibly adjust pricing on certain models, or focus on higher-demand segments to improve inventory turnover.

Comparison Between Sold and Unsold Cars



# CAR SALES ANALYSIS BY CATEGORY

Car Sales Analysis by Category



# CAR SALES RANKING BY NAME

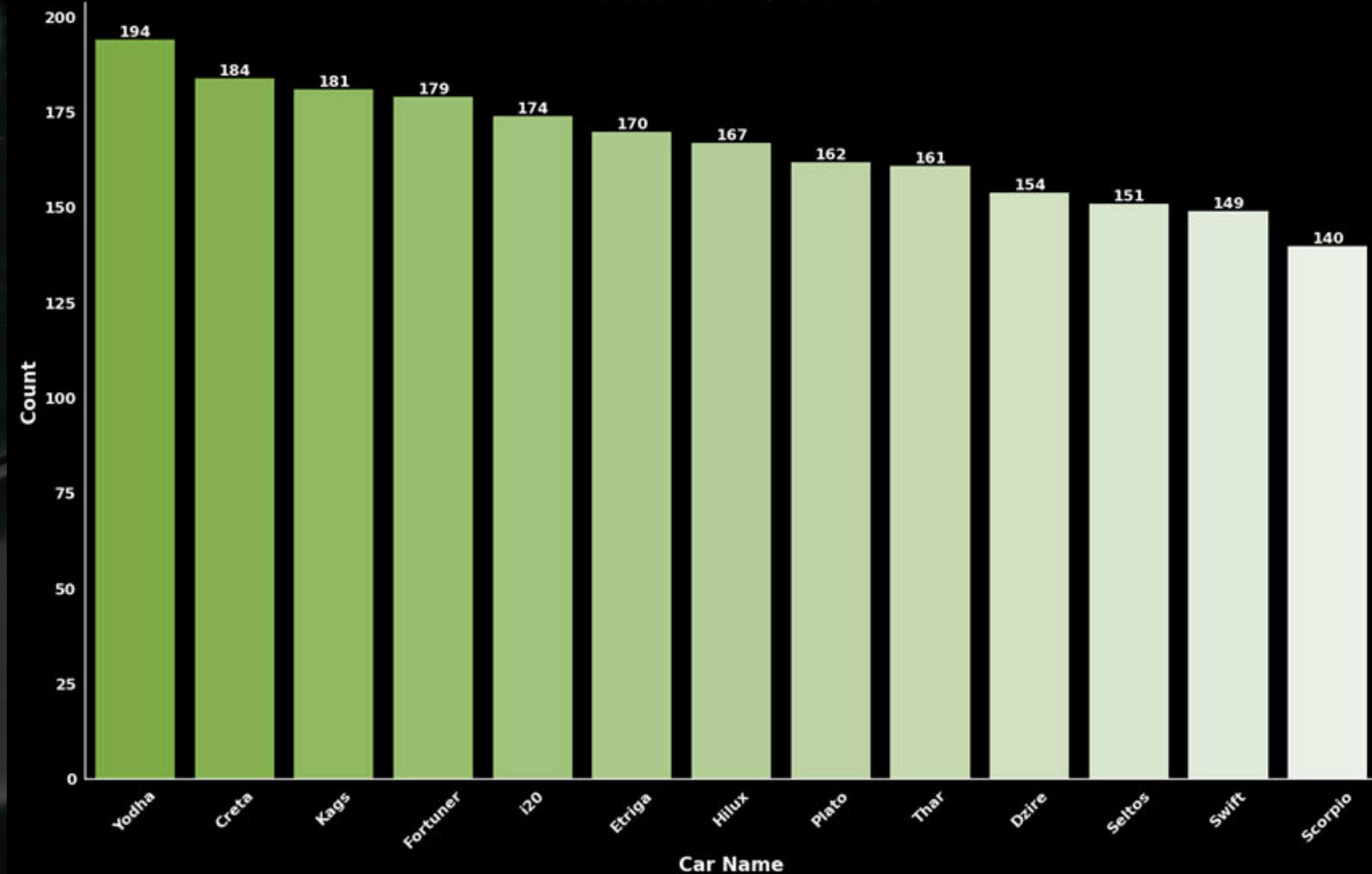
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The analysis of car sales shows that Yodha ranks first with 194 units sold, while Scorpio comes last with only 140 units sold.

This indicates a clear market preference for the Yodha model, reflecting higher demand, while Scorpio's lower sales suggest limited popularity or market reach.

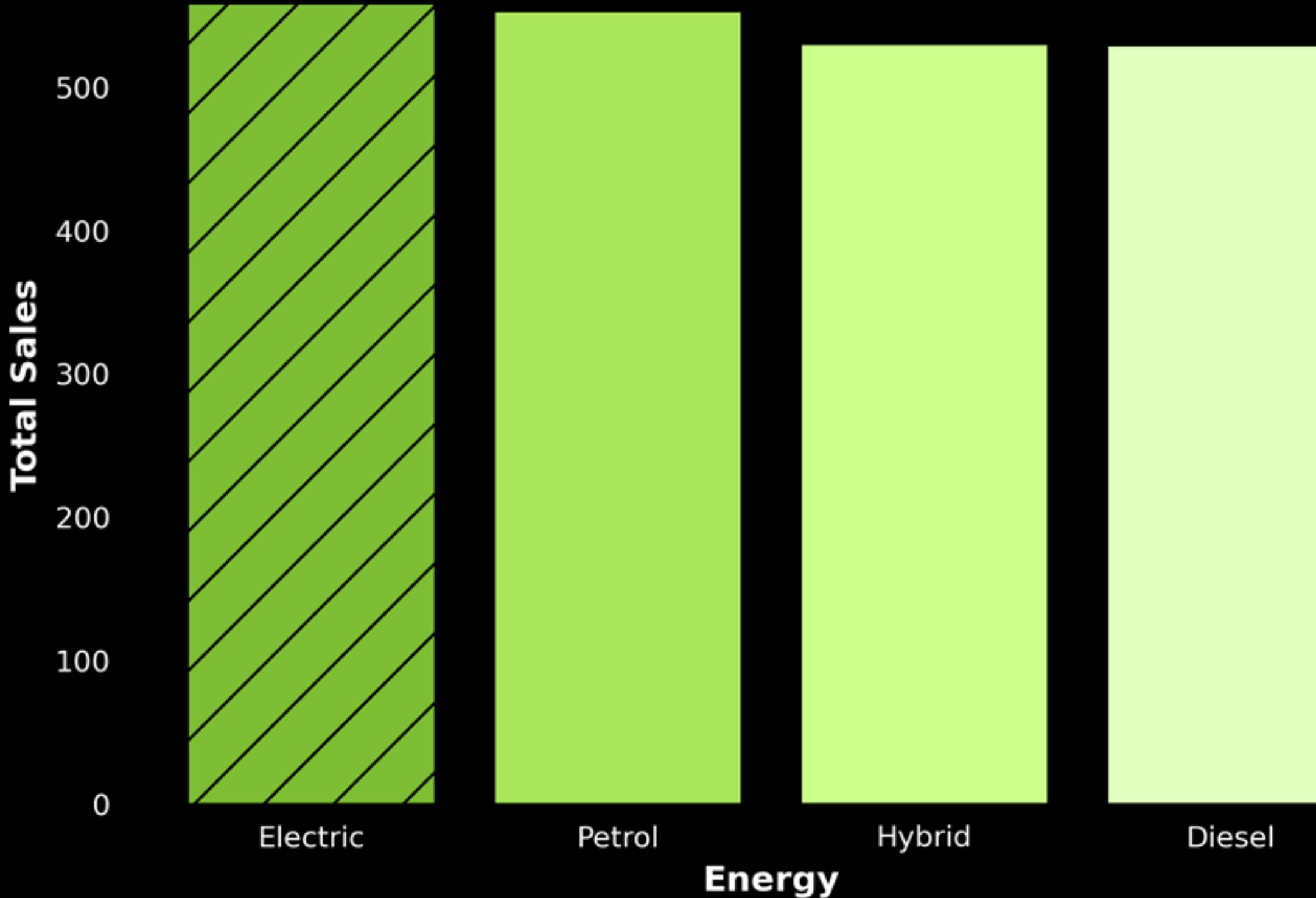
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Car Sales Ranking by Name



# MARKET TREND IN CAR SALES

Market Trend in Car Sales



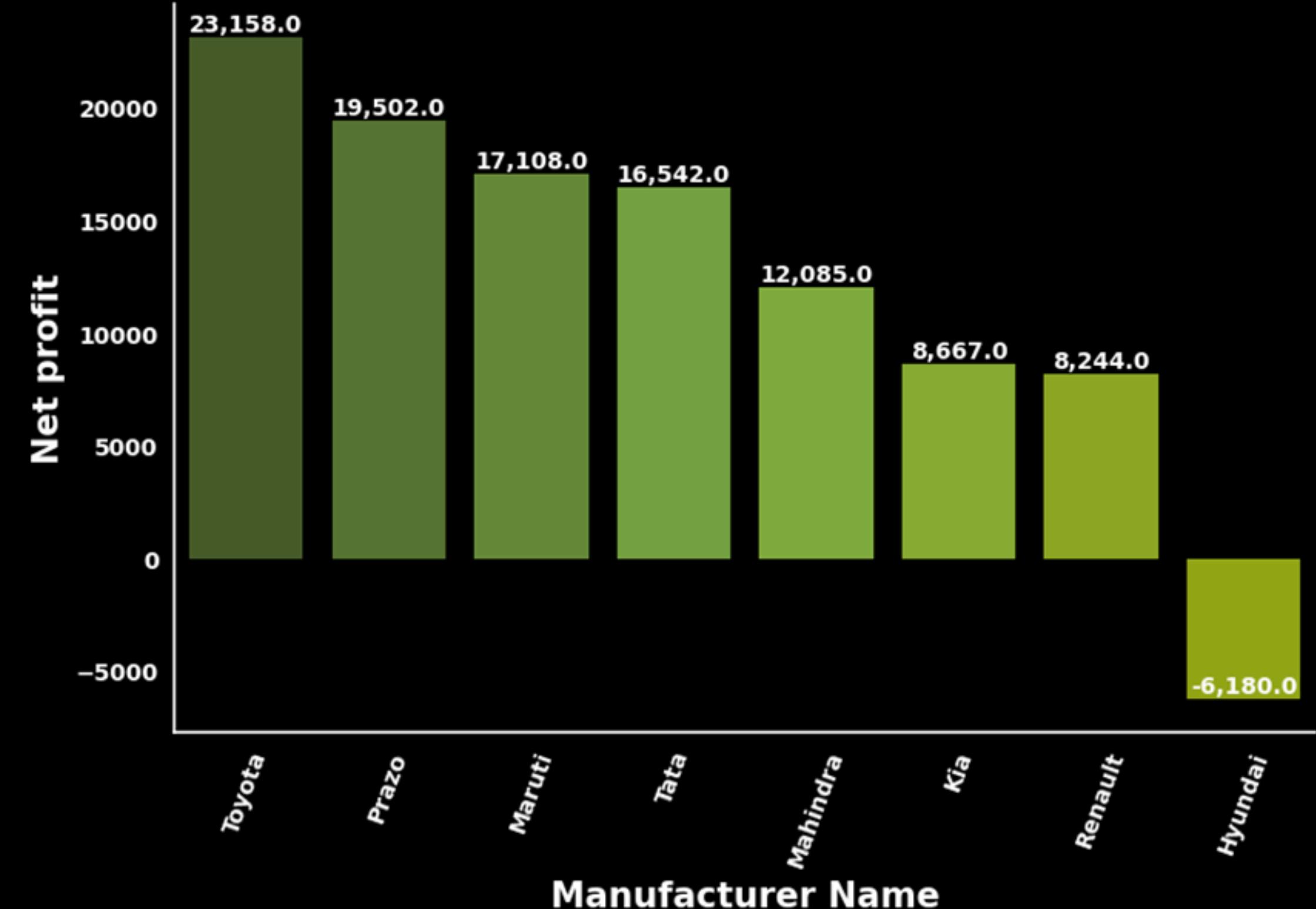
The analysis shows that Electric vehicles generated the highest revenue (557), followed by Petrol, Diesel, and Hybrid.

This indicates a clear market shift toward Electric cars, reflecting growing consumer preference and stronger demand compared to other powertrain types

## Profits from every car company

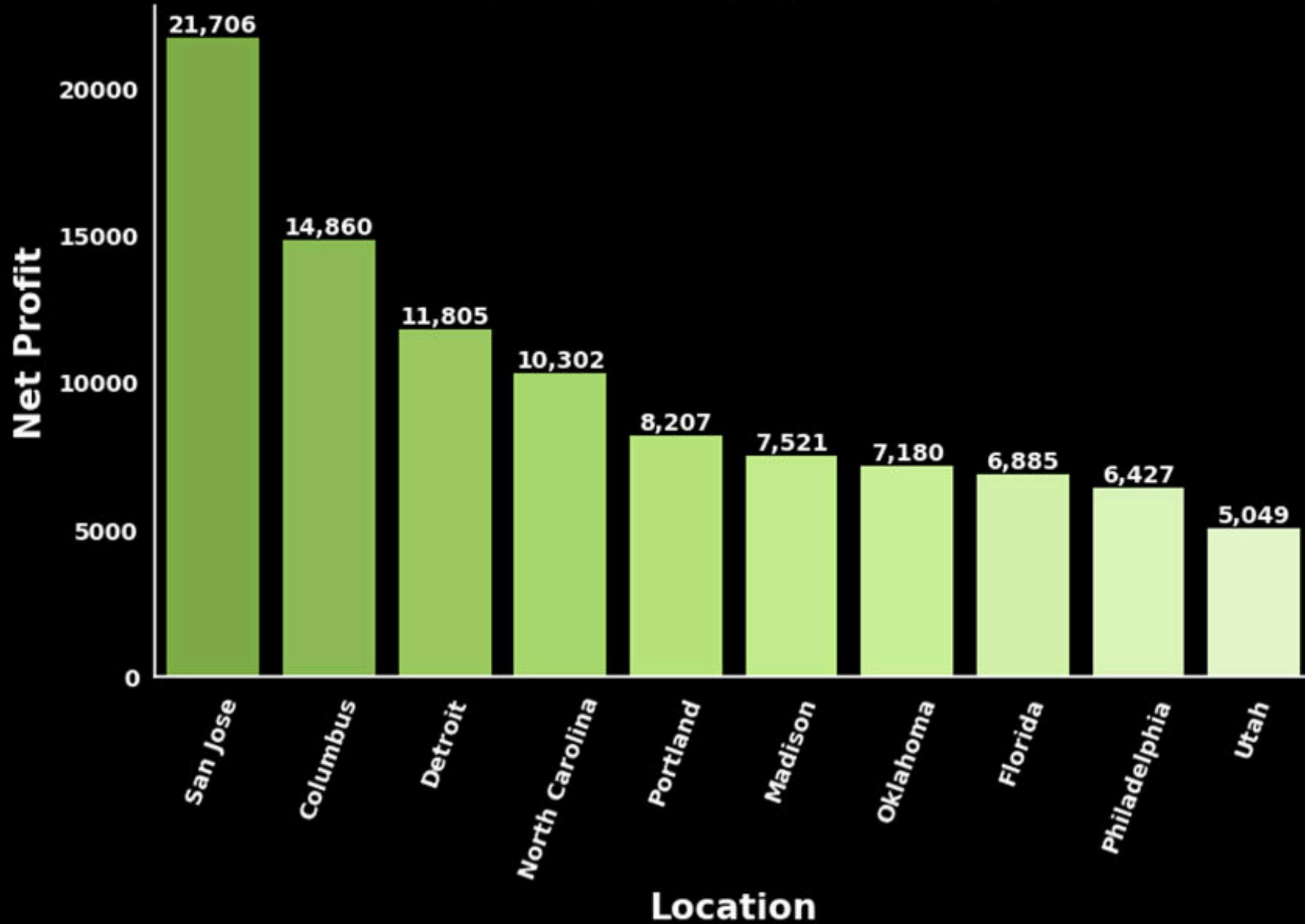
The analysis of net profit by car manufacturer shows that Toyota leads with a profit of 23,158, followed by Prazo at 19,502, while Hyundai records a loss of 6,180.

This indicates that Toyota and Prazo are performing strongly in terms of profitability, whereas Hyundai is underperforming, possibly due to lower sales, higher costs, or operational inefficiencies.



# PROFITS FROM EVERY CAR COMPANY

## Top 10 Locations by Net Profit

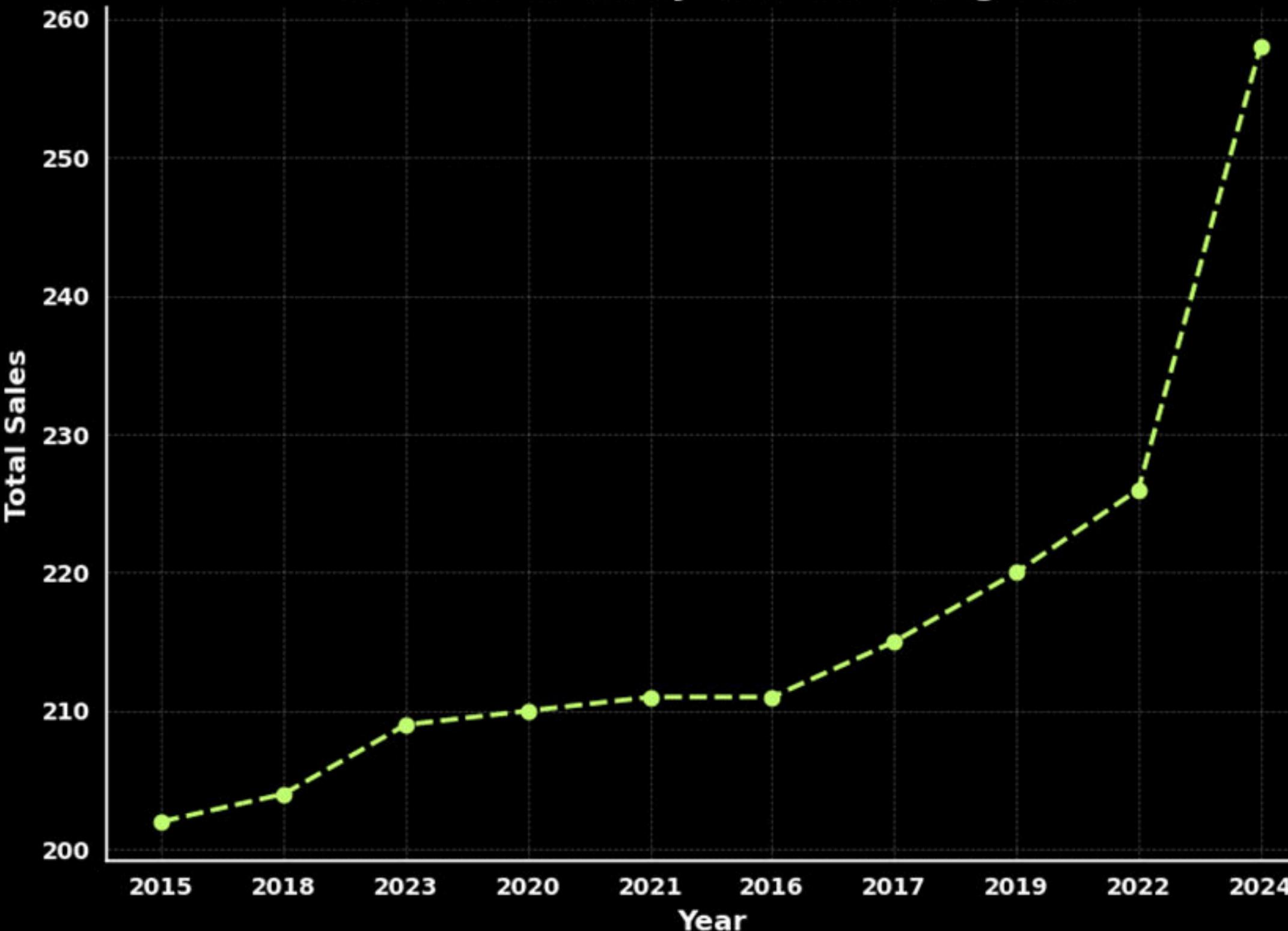


The analysis of net profit by location shows that San Jose leads with 21,706, while Utah ranks lowest with 5,049. This indicates significant variation in profitability across locations, suggesting that San Jose is a highly lucrative market, whereas Utah may require strategic improvements to boost performance

# TOP 10 LOCATIONS BY NET PROFIT

# CAR SALES TREND BY MANUFACTURING YEAR

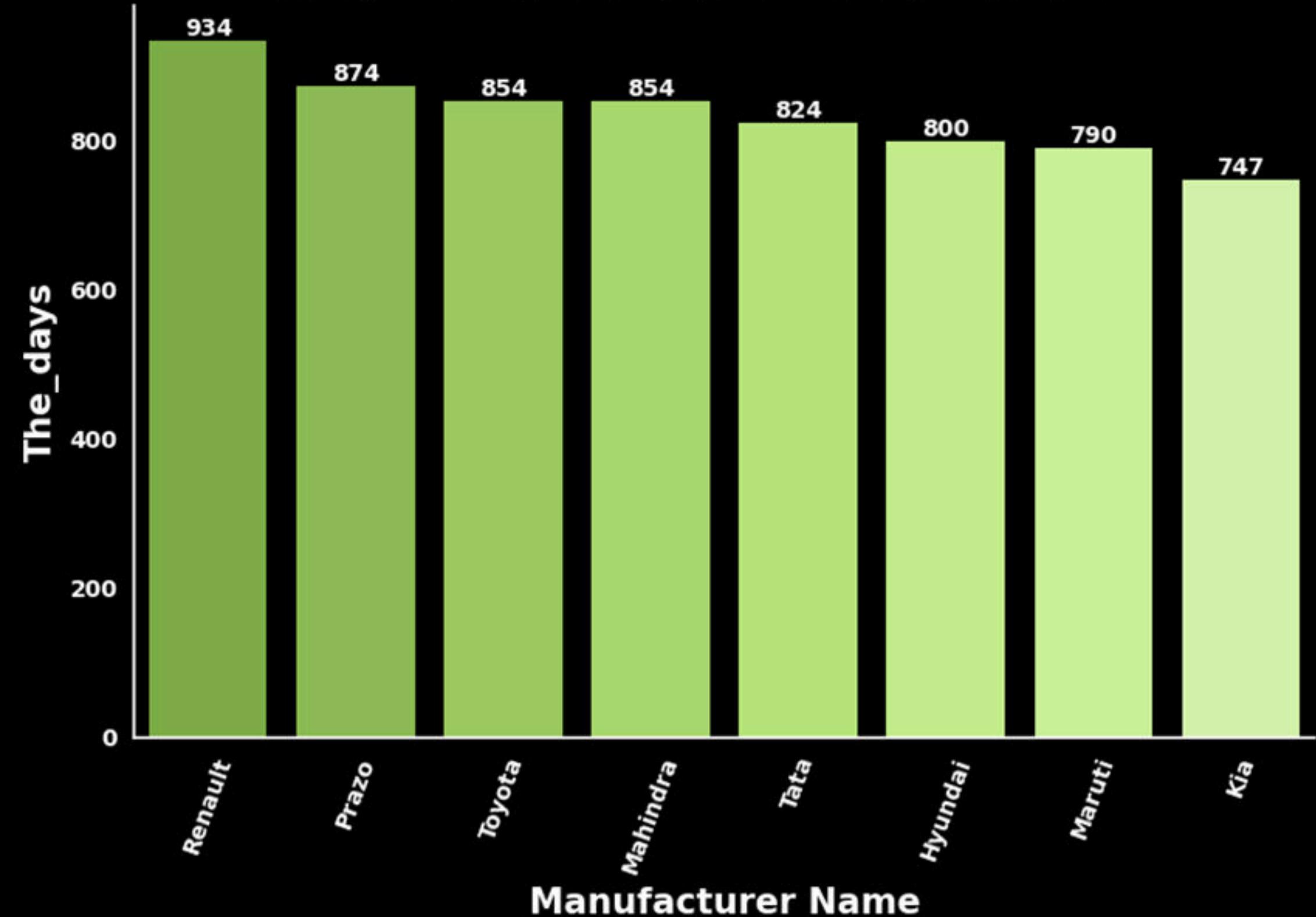
Car Sales Trend by Manufacturing Year



The analysis of car sales by manufacturing year shows a noticeable increase in sales for newer models, with 2024 leading at 258 units sold, followed by 2022 (226) and 2019 (220).

This indicates a clear market preference for recently manufactured cars, suggesting that consumers tend to favor newer models over older ones.

## Average Car Inventory Duration by Manufacturer



The analysis of average car inventory days in the showroom shows that Renault has the highest average at 934 days, followed by Prazo (874 days) and Toyota (854 days), while Kia has the lowest at 747 days.

This indicates that some brands, like Renault and Prazo, have slower-moving inventory, suggesting either lower demand or overstocking, whereas brands like Kia turn over their cars more quickly.

# AVERAGE CAR INVENTORY DURATION BY MANUFACTURER

# TOP 10 DISTRIBUTORS BY NET PROFIT

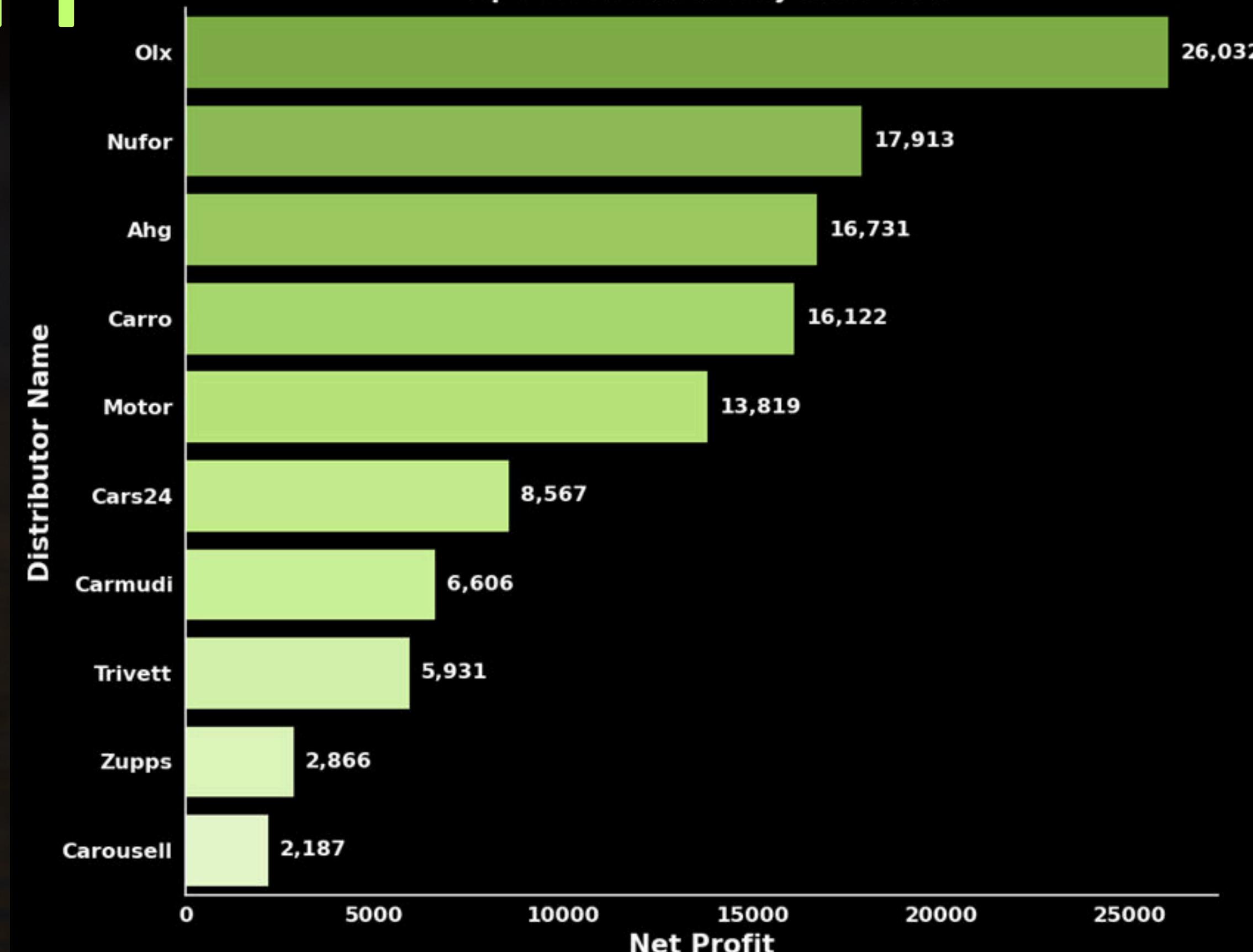
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The analysis of net profit by distributors shows that Olx leads with 26,032, followed by Nufor (17,913) and Ahg (16,731), while Carousell ranks lowest among the top ten with 2,187.

This indicates that a few key distributors generate the majority of profits, suggesting that targeting top-performing distributors can maximize revenue, while lower-performing ones may need strategic support or improvement.

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Top 10 Distributors by Net Profit



# INSIGHTS

## BEST-SELLING CAR TYPES

Hatchbacks and SUVs dominate the market with over 60% of total sales, while convertibles account for less than 8%, highlighting consumer preference for practical, family-friendly vehicles.

## LEADING MANUFACTURERS

Maruti and Hyundai lead total sales, whereas smaller brands like Prazo and Kia lag behind, showing market dominance by major manufacturers.

## DISTRIBUTOR PERFORMANCE

A few key distributors, such as Olx and Nufor, generate the majority of net profits, emphasizing the importance of leveraging high-performing distributors to maximize revenue.

## INVENTORY TURNOVER

Renault and Prazo have the longest average showroom inventory (>870 days), while Kia and Maruti turn over stock faster, reflecting higher demand and efficient inventory management.

## MARKET TREND & NEW MODELS

Newer models from 2022–2024 achieve higher sales than older ones, indicating strong market preference for the latest cars and features, suggesting that marketing and sales strategies should focus on newer models.

# CONCLUSION

This automotive sales analysis highlights my ability to identify core challenges and uncover actionable insights from complex datasets. By analyzing trends in car types, manufacturers, distributors, and inventory turnover, I was able to pinpoint inefficiencies, recognize top-performing segments, and reveal areas requiring strategic improvement.

This project demonstrates my proficiency in diagnosing problems, translating data into clear business intelligence, and providing recommendations that drive informed decision-making and revenue optimization.