



Beyond Cars Ltd

Sales Performance Analysis Report

January-December 2020

The Prospects for Growth and Expansion

- The company's sales volume and growth rate in 2020 were higher compared to industry averages
- Manage resources better by matching demand with product visibility.
- With increasing demand, we have identified opportunities and proposed strategies for **growth and expansion**

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FACTS

Objectives
2020 summary
Brands-
Ford
Toyota
Honda
Hyundai
Nissan

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INSIGHTS

- Branches
- Brands
- Models
- Trends
- Genders
- Age
- Population
- Economic Power

3

RECOMMENDATIONS

- Growth & Expansion
- Ekiti State
- Lagos State
- Brands
- Models
- Trends

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Objectives.

- Analyse the performance of the branches across the different regions
- Identify areas with highest sales
- Compare sales performances across branches
- Understand region preference or market trends

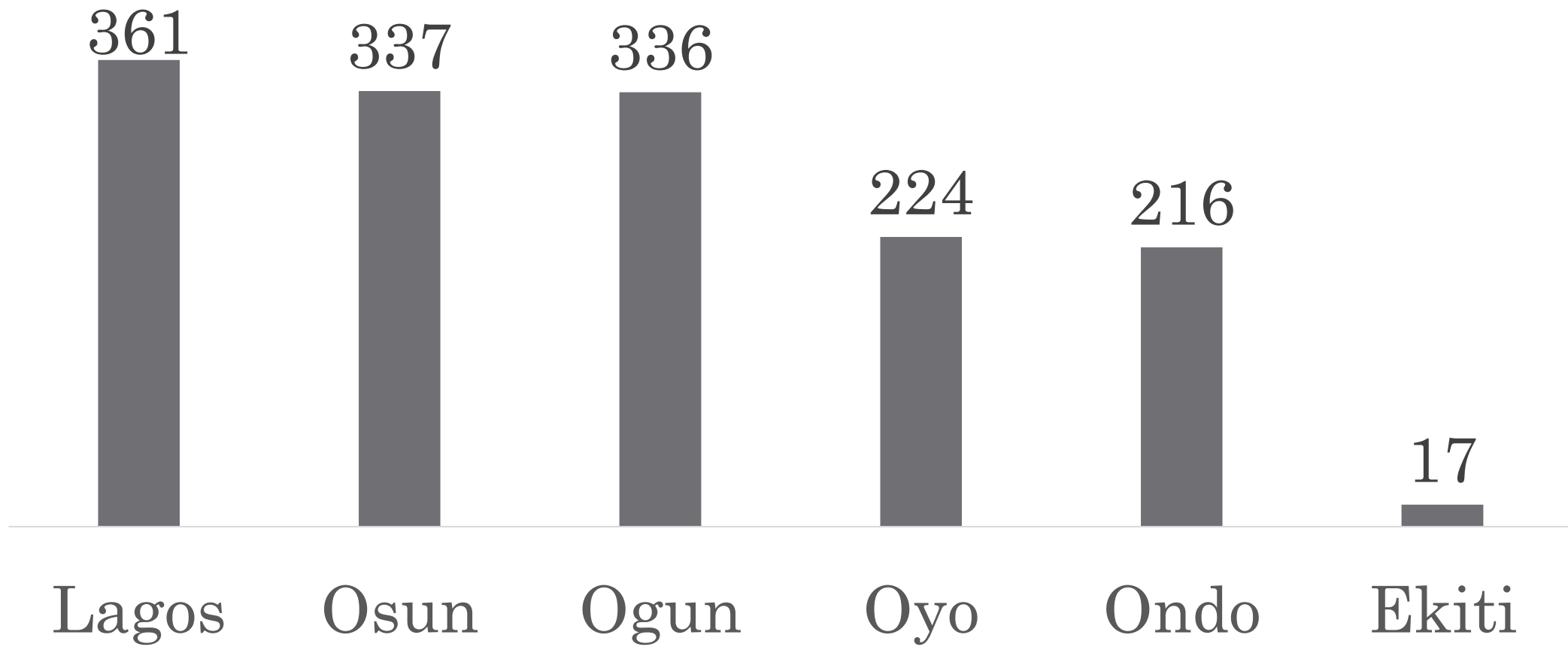
Between Jan 1st – Dec 31st, 2020

The total number of cars sold across the 6 branches was

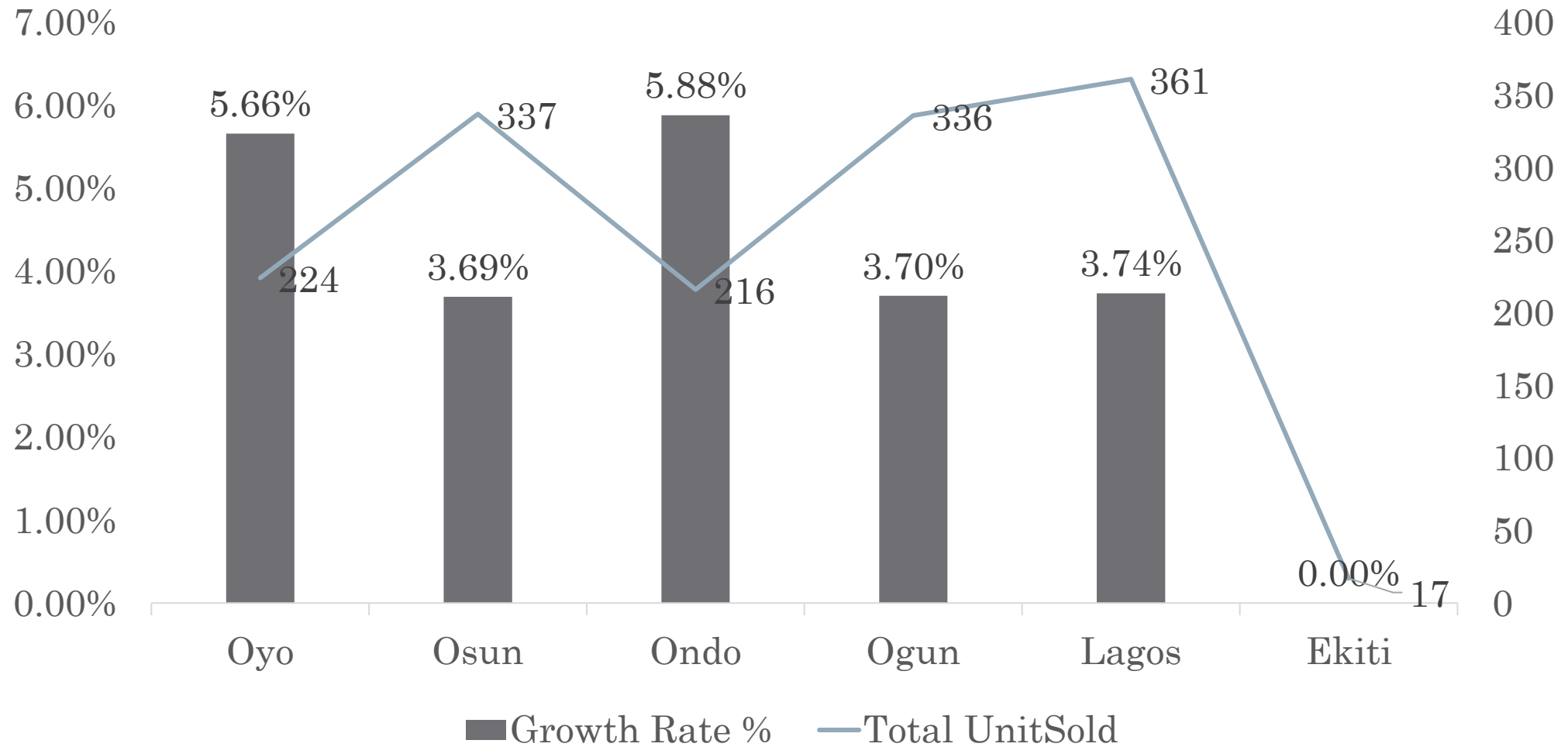
1,491

And the average monthly growth rate (GR) was

4.27%



In terms of **DEMAND** , Lagos generated the highest sales volume with 361 cars while Ekiti made the lowest sales of 17



In terms of growth, **Ondo** had the highest sales GR of **5.88%** followed by **Oyo** with GR of **5.66%**

Brand

• **Ford**

Branch

• **Lagos**

Sales Volume

• **368**

Model/No. 1

• **Ford Fiesta (54.4%)**

Growth Rate

• **3.74%**

Gender

• **Female (77%)**

Age

• **31-35 Years (35%)**



Brand

- **Toyota**

Branch

- **Osun State**

Sales Volume

- **337**

Growth Rate

- **3.71%**

Model/No.1

- **Toyota Corolla (56%)**

Gender

- **Female (57%)**

Age

- **26-30 Years (54%)**



Brand

- **Honda**

Branch

- **Ogun State**

Sales Volume

- **203**

Growth Rate

- **6.28%**

No. 1 Car

- **Honda Civic (98%)**

Gender

- **Male (63%)**

Age

- **31-35 Years (60%)**



Brand

• **Hyundai**

Branch

• **Oyo State**

Sales Volume

• **203**

Growth Rate

• **6.45%**

No. 1 Model

• **Hyundai Sonata (97%)**

Gender

• **Male (78%)**

Age

• **26-30 Years (46%)**



Brand

• **Nissan**

Branch

• **Ondo State**

Sales Volume

• **201**

Growth Rate

• **6.45%**

No. 1 Car

• **Nissan Rogue (98%)**

Gender

• **Male (84%)**

Age

• **36-40 Years (42%)**



Branch	<ul style="list-style-type: none">• Ekiti State
Sales Volume	<ul style="list-style-type: none">• 17
Growth Rate	<ul style="list-style-type: none">• 0.00%
No. 1 Car	<ul style="list-style-type: none">• Nissan Rogue (69%)
Gender	<ul style="list-style-type: none">• Male (88%)
Age	<ul style="list-style-type: none">• 31-35 Years (65%)

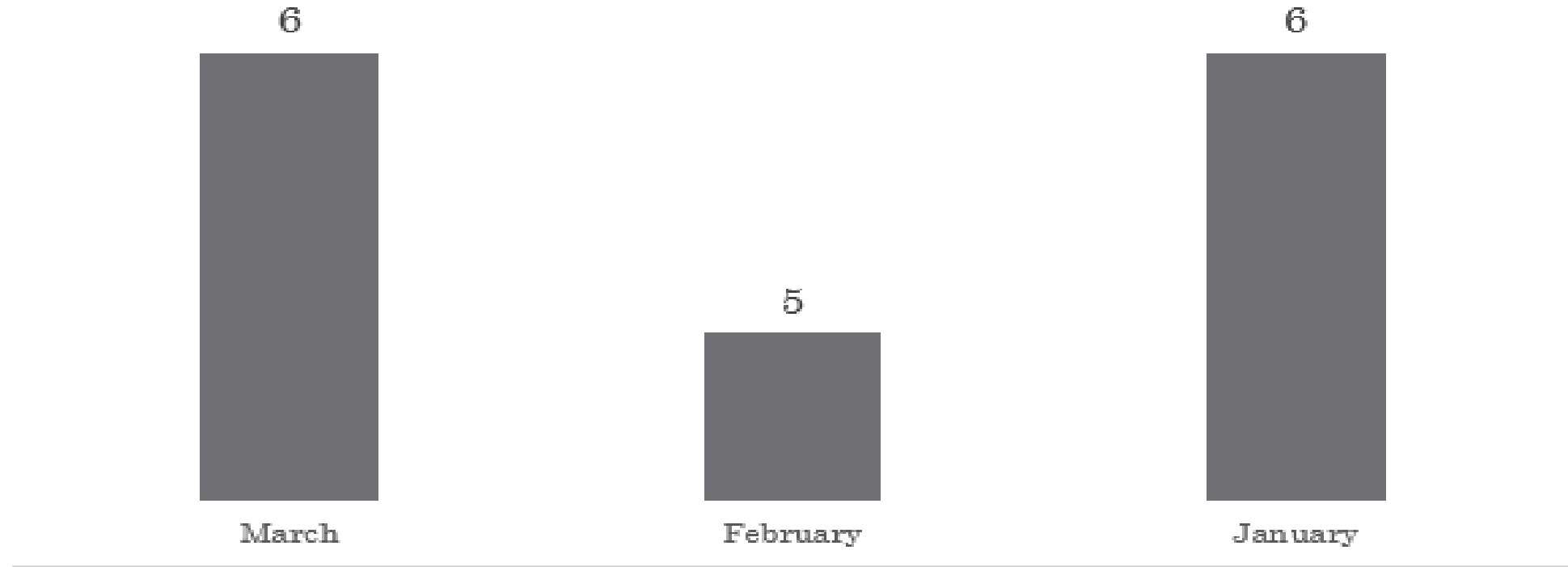


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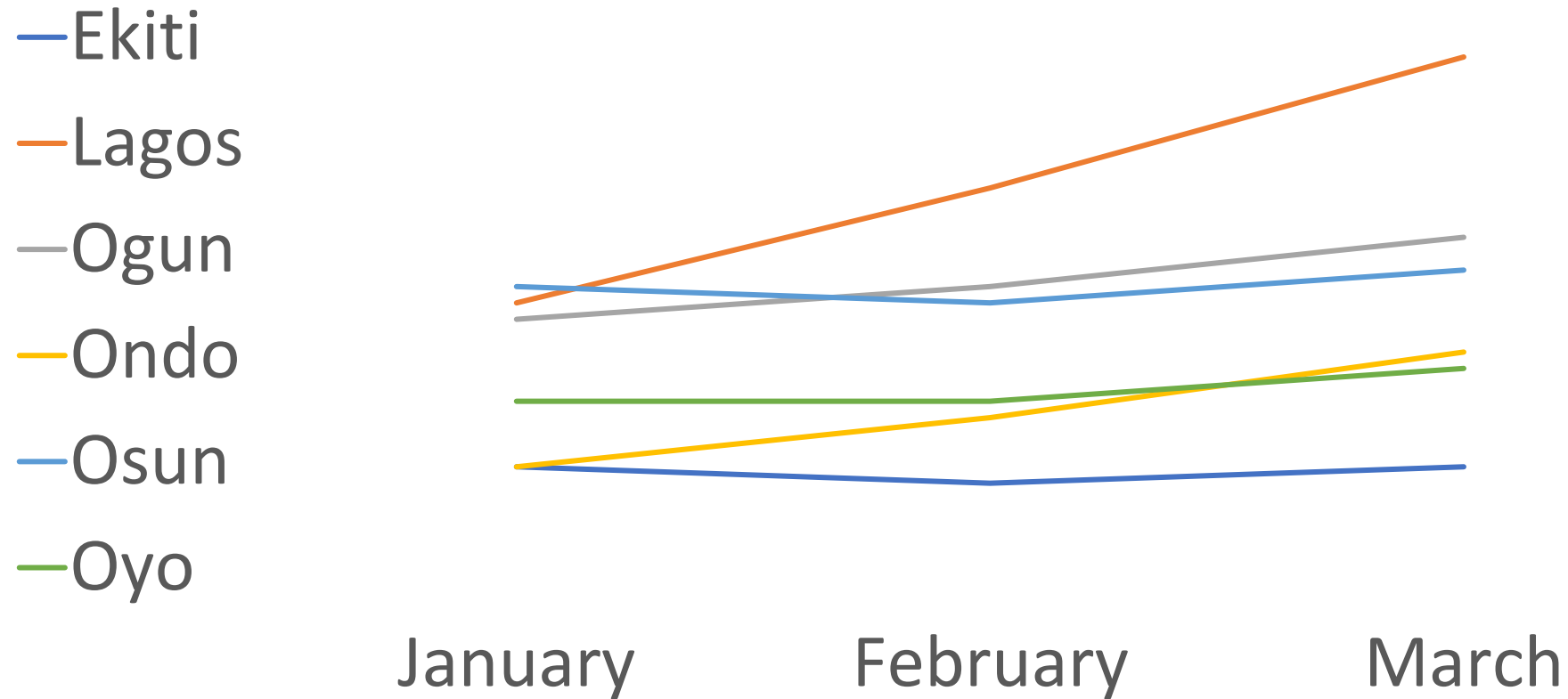
Insights

Row Labels	% Filter Branch	Total UnitSold
Lagos	24.2%	361
Osun	22.6%	337
Ogun	22.5%	336
Oyo	15.0%	224
Ondo	14.5%	216
Grand Total	98.9%	1474


Approximately **99%** of the sales volumes came from 5 branches
(Lagos, Osun, Ogun, Oyo and Ondo state)



The branch in **Ekiti** has not been operational since April



... and during the 3 months of operation, the performance of the
EKITI branch was low relative to other branches.

Row Labels 	Total UnitSold	% Filtered Brand
Ford	368	24.7%
Toyota	362	24.3%
Honda	203	13.6%
Nissan	201	13.5%
Hyundai	198	13.3%
Grand Total	1332	89.3%

Approx. 90% of the total sales volumes came from 5 major brands
(Ford, Toyota , Honda, Nissan, Hyundai)



Top 5 brands

(Ford, Toyota, Honda, Nissan, Hyundai)

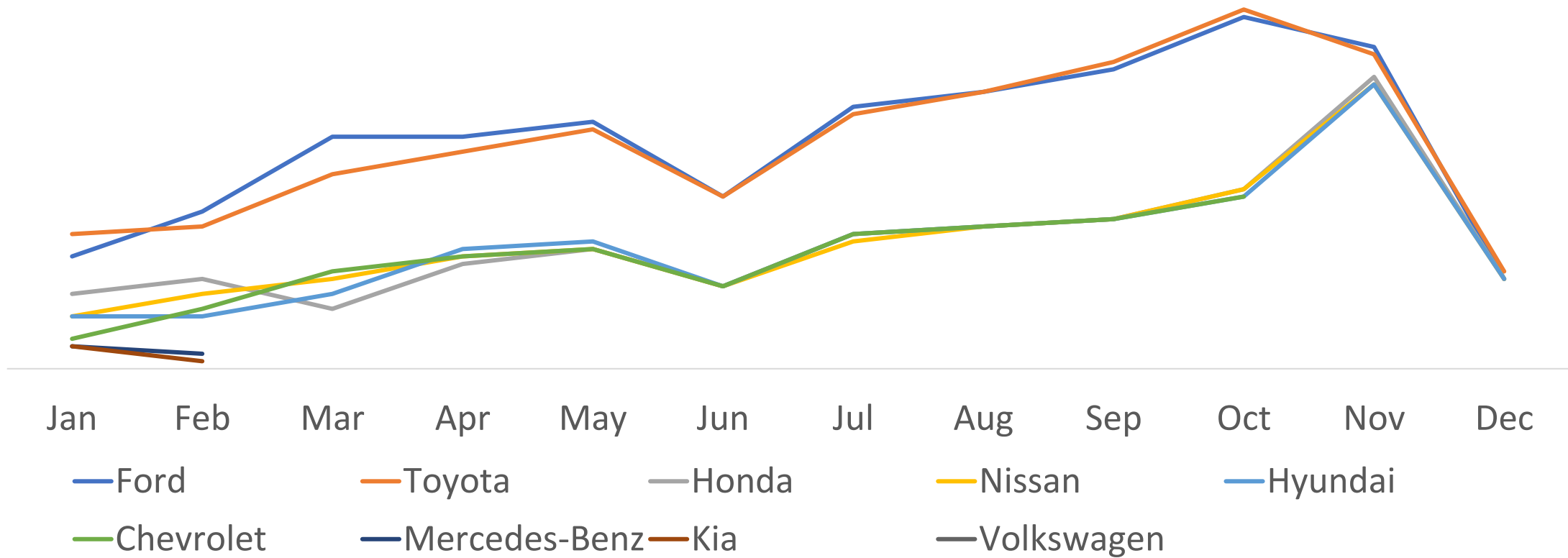
3 models per branch



Bottom 4 brands

(Chevrolet, Mercedes, Kia, Volkswagen)

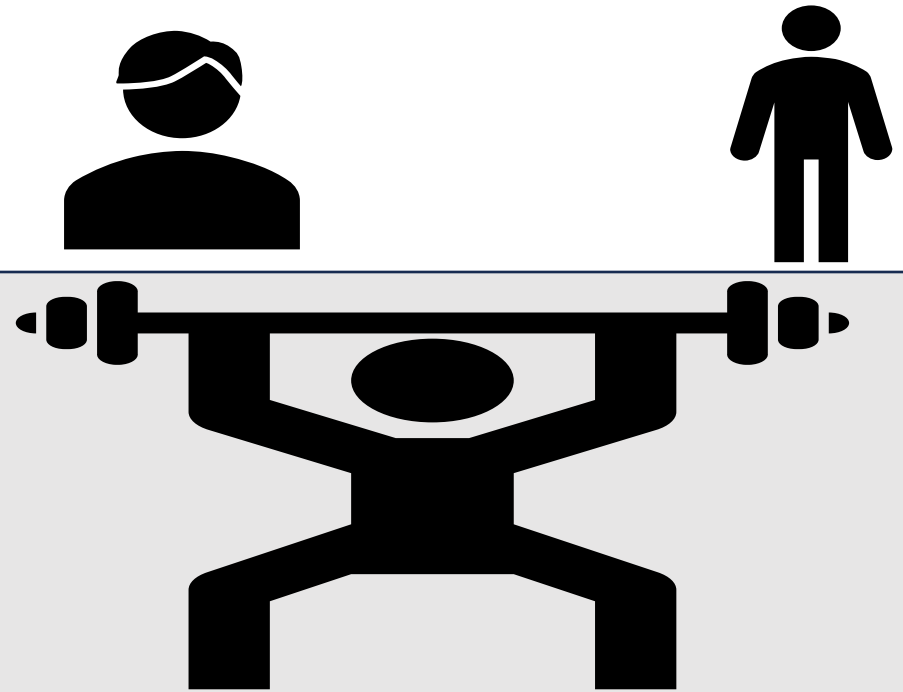
1 models per branch



The top brands ALL experience the same trend in:
June ■, July ■, August ■ and December ■

There is no general
effect by gender on
sales volumes

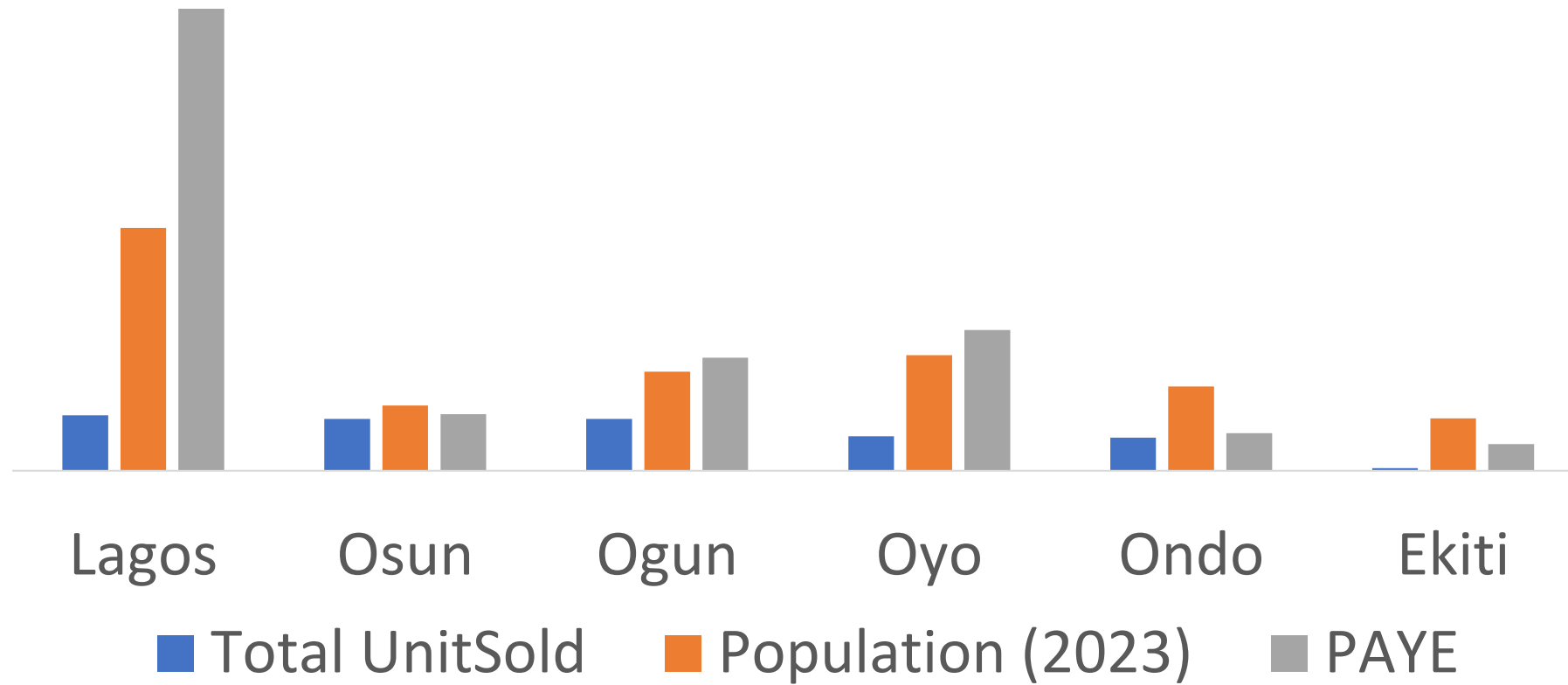
Gender effect is brand
specific



The **average age** does not have any significant effect on the sales volume per branch

The most active age range across the brand is

26-48 years



- **Lagos** has higher income level and more population

Branch Performance Analysis Dashboard

Period: 1st January - 31st December 2020

Total Cars

1,491



Growth Rate %

4.27%



Days

366



Average Car Sold / Day

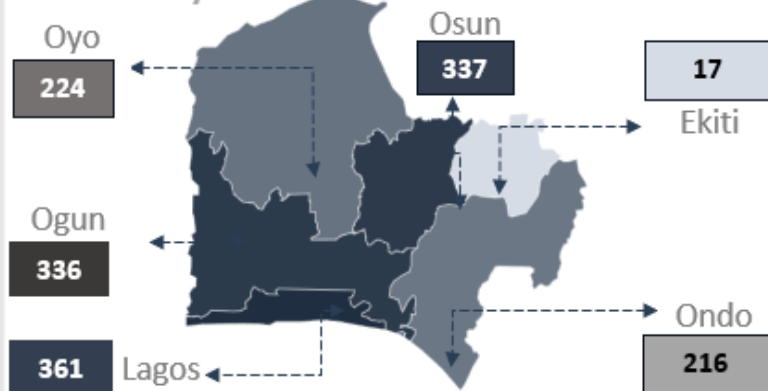
4

#Model 17

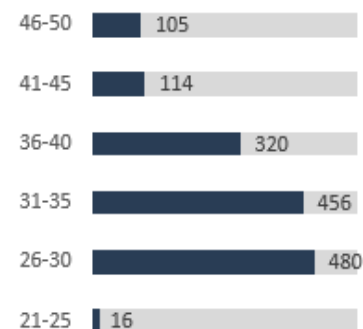
#Brands 9

#Branches 6

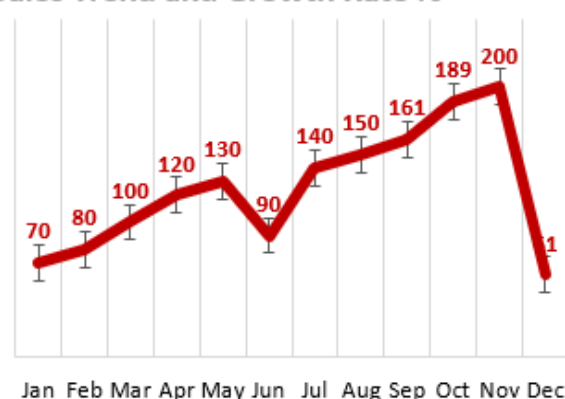
Total Sales by Branch



Total Sales by Age-range



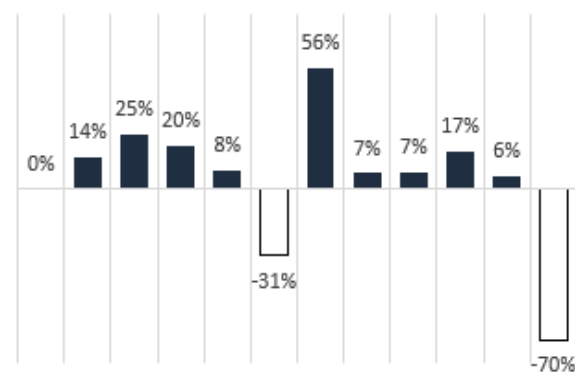
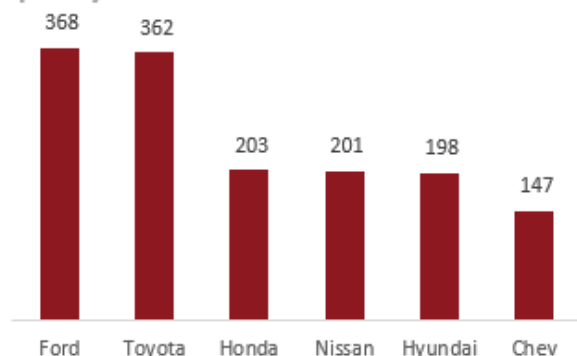
Sales Trend and Growth Rate %



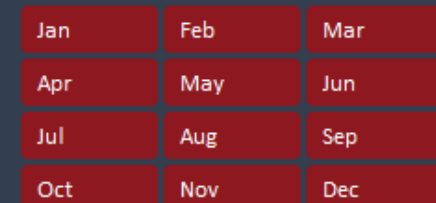
Top 5 by Models



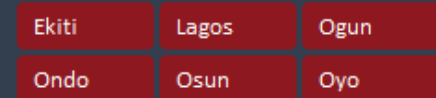
Top 5 by Brands



Calendar



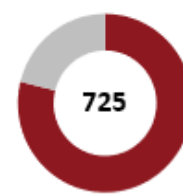
Branches



Female



Male



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Recommendations

BENEFITS OF THE SOLUTION

- Growth and Expansion Decision Making:
Provides a data driven-approach to selecting brands and managing branch locations
- Resource Allocation: Allow for better allocation of resources by focusing on high potential brands, models and periods.
- Market Insights: Offer deeper insights into regional preference and market trends, informing futures business strategies

1. Review Existing Branches

- Assess the performance of the current branches in relation to their local market conditions
- Consider relocating or closing branches that are in less favourable areas and underperforming.
- Close down the branch in EKITI State

2. New Branch Development

- Conduct comprehensive market research and analysis before selecting new branch locations to ensure they are in areas with favourable demographics and purchasing power
- Open a second branch in Lagos

3. Resource Allocation

- These five brands should be available in all branches, all year and should be top on all the shelves



- Ford, Toyota, Honda, Hyundai and Nissan.



- For each brand, have at least 3
- State preferences with respect to top performing models should be explored.

4. Trend Analysis

- Perform a thorough analysis of the industry and the environmental to gather data to identify the reasons behind the steep drop in sales in June and December and the increase in July and August.
- Compare the performance of the existing branches with their respective local markets conditions to validate the findings
- The R&D , marketing , business development and sales team should create strategies that will lead to a consistent increase in sales year.



Q&A