



## BRIGHT MOTORS CAR SALES ANALYSIS

The analysis of the Bright Motors dataset provides clear and actionable insights into revenue drivers, customer preferences, and opportunities for dealership improvement. By examining sales performance across makes, models, mileage, pricing, and regions, several important patterns were identified.

### 1. Most Revenue-Generating Makes and Models

A small number of brands contribute the highest share of total revenue. Makes such as Dodge, Mercedes-Benz, Ford, and Porsche consistently generate strong sales due to high demand and higher selling prices. Focusing inventory and marketing on these brands can improve overall revenue performance.

### 2. Relationship Between Price, Mileage, and Year

There is a strong negative relationship between mileage and price: vehicles with lower mileage sell for higher amounts. The data also shows that newer vehicles have significantly lower mileage, making them more attractive to customers. This confirms that Bright Motors customers prefer newer, low-mileage vehicles, and this preference directly influences revenue and demand.

### 3. Regions With the Highest Sales Volumes

The regional analysis shows that states such as California, Florida, Virginia, Pennsylvania, and North Carolina have the highest sales volumes. These markets show strong customer activity and represent key opportunities for focused marketing and increased inventory allocation.

### 5. Recommendations for Improving Profitability and Efficiency

Based on the findings, the following actions are recommended:

- Increase the stock of high-demand makes and models such as Dodge and Mercedes-Benz.

- Prioritize acquiring newer, low-mileage vehicles because they sell faster and at higher margins.
- Allocate more inventory to high-volume markets including CA, FL, VA, PA, and NC.

### **Overall Summary**

Bright Motors' performance is driven by brand popularity, customer preference for newer low-mileage vehicles, and regional sales patterns. Aligning inventory, pricing, and marketing with these insights will increase revenue, improve customer satisfaction, and enhance dealership efficiency.