

November 2025



Welcome to
AUTO DEALER



Agenda

Average selling price &
car sold by year

Regional Sale Performance &
Revenue by body

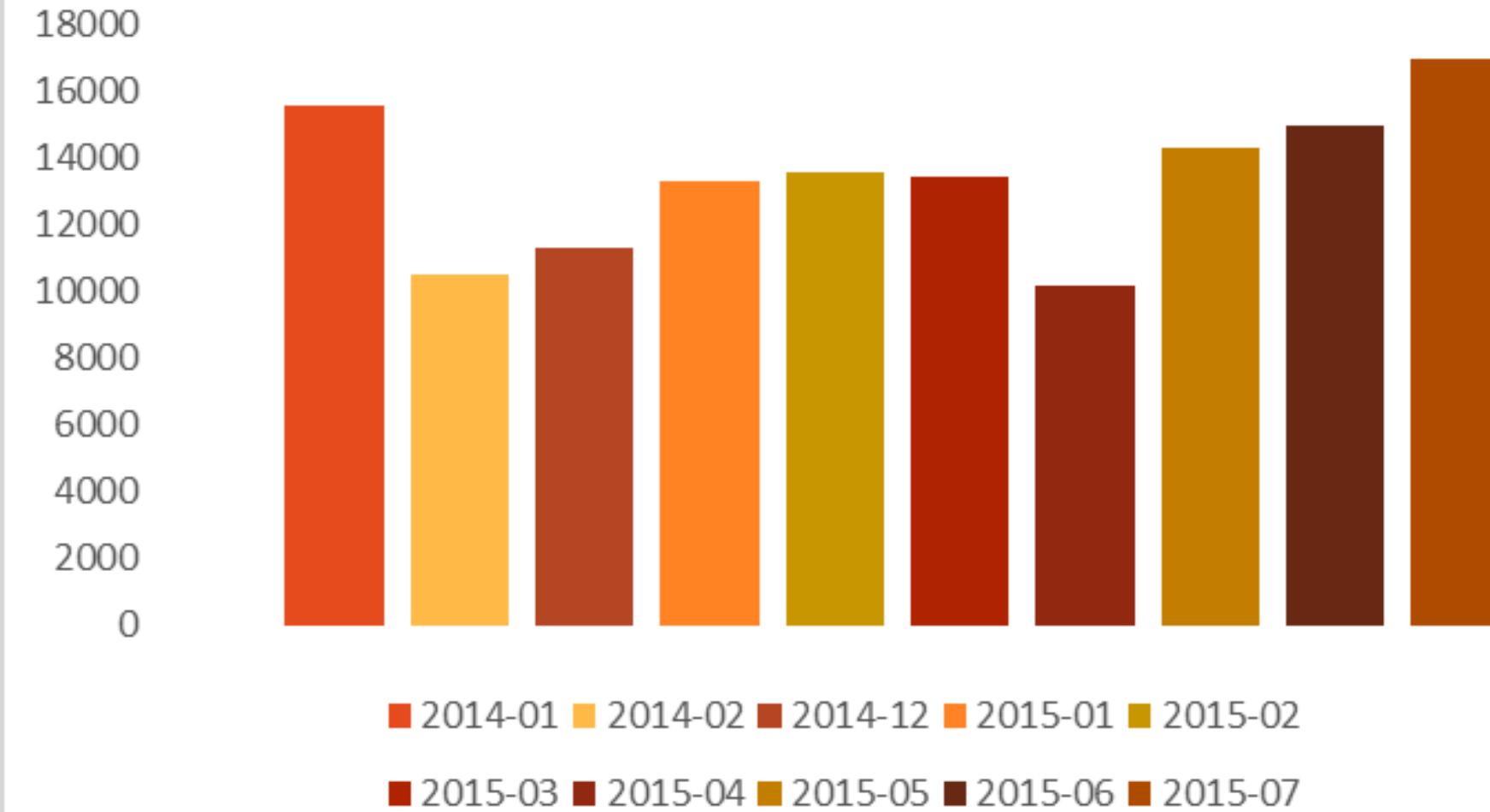
Profit Margin Distribution &
Revenue by store

Recommendations

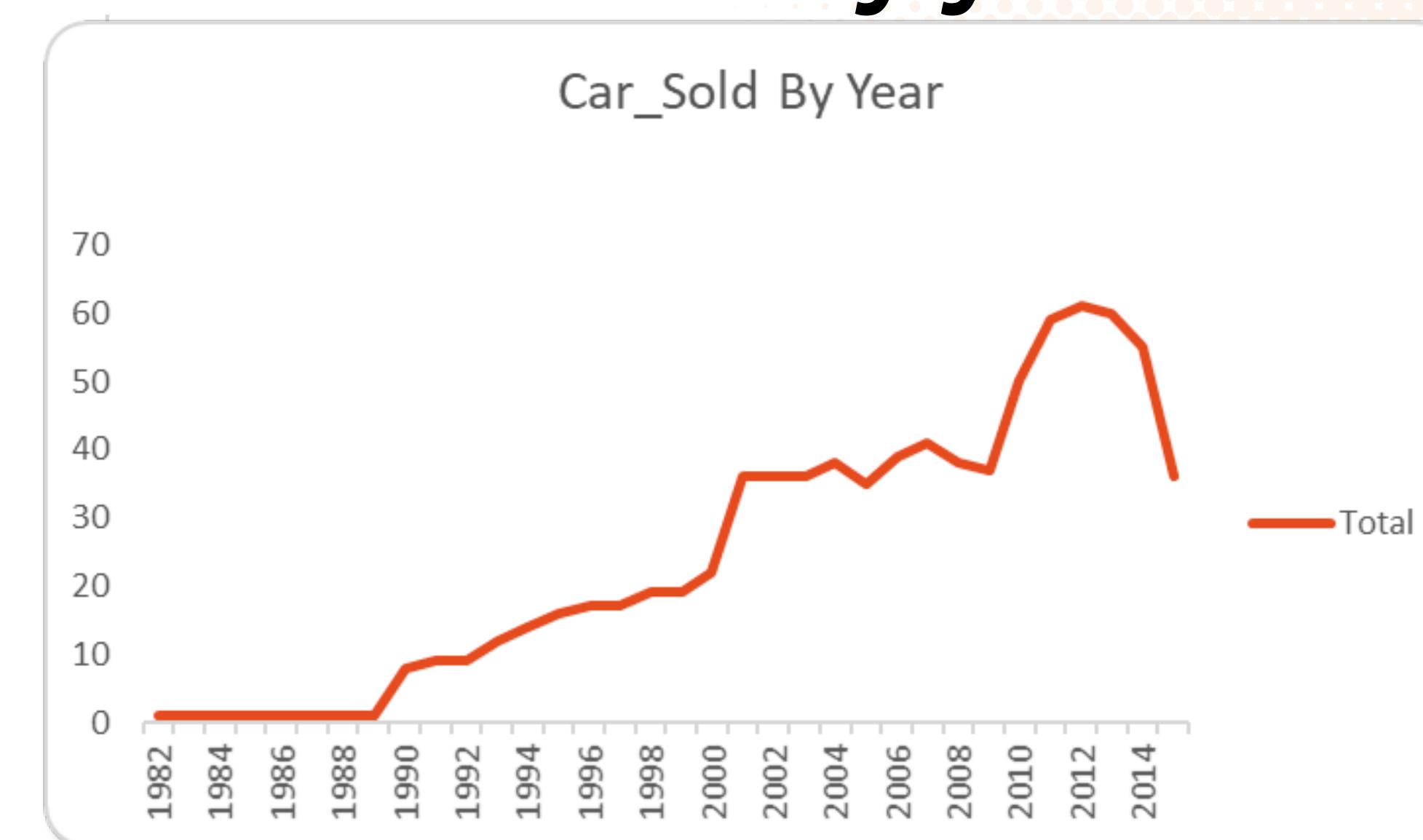


Average selling price & Car sold by year

Avg_Selling_Price



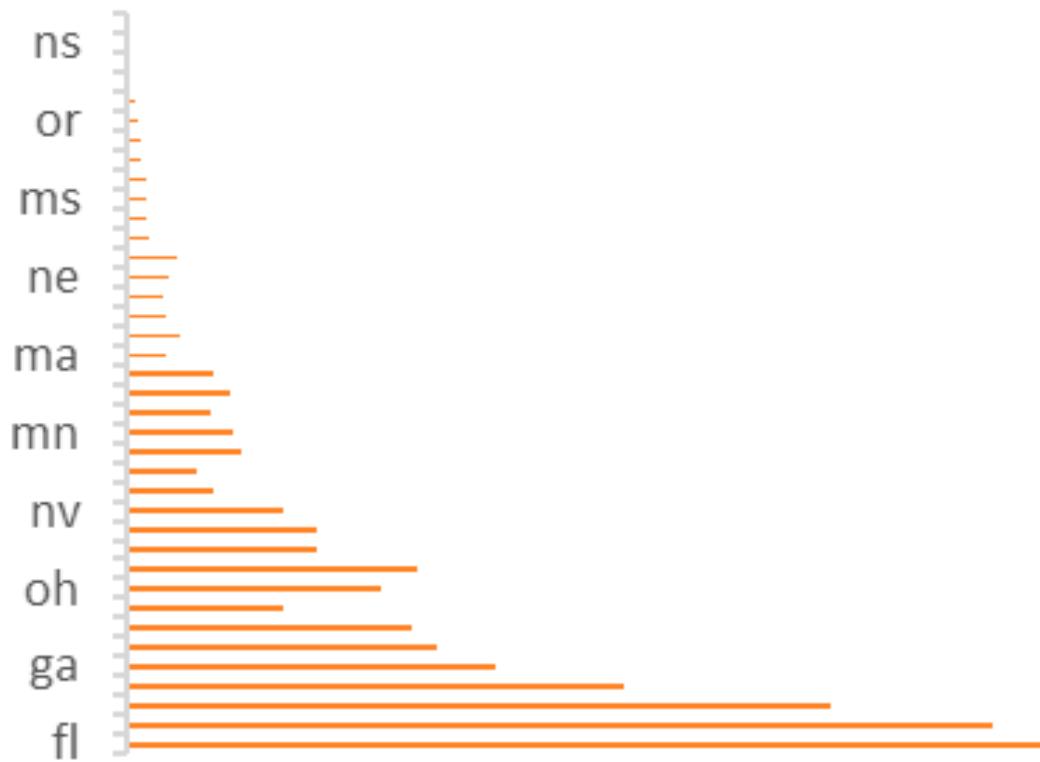
Car_Sold_By Year



key insights

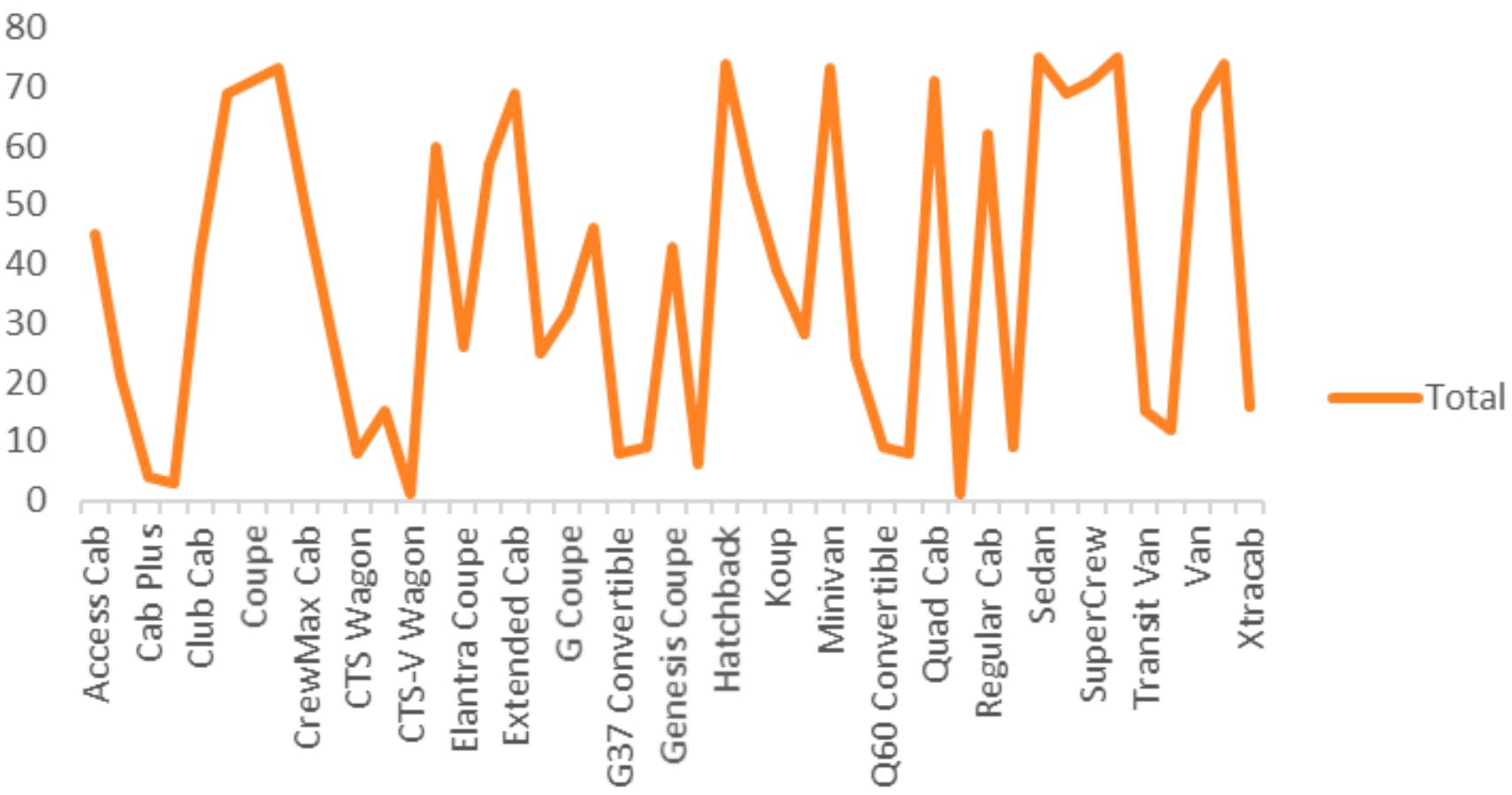
- Selling prices stayed stable while sales volumes fluctuated, meaning demand changed more than pricing did.
- Strong growth phase: late 1990s to early 2010s.
- Post 2012 decline suggests the company needs new strategies to regain momentum.
- Peaks in average selling price may indicate premium models performing well or limited time strong demand.

Regional Sale Performance



TOTAL REVENUE

Revenue By Body



Key Insights

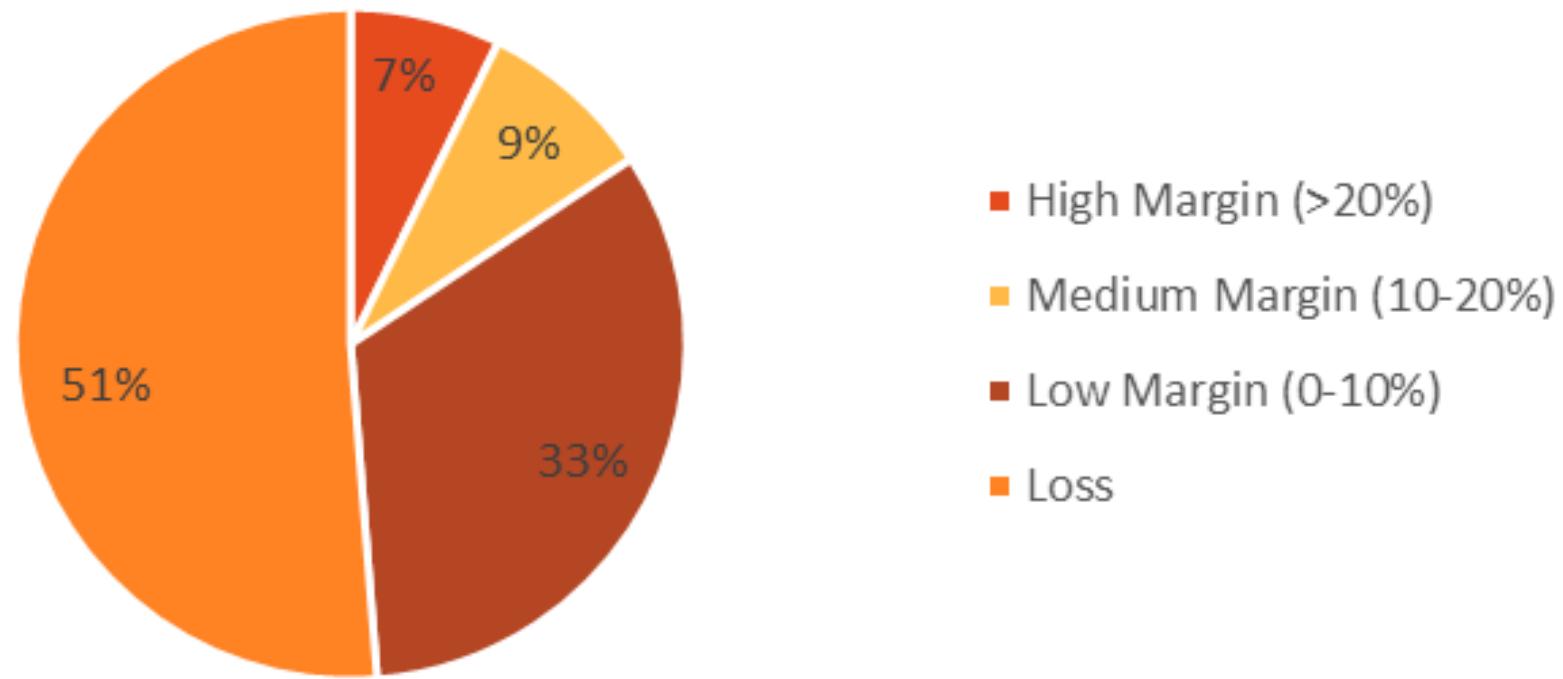
regional Sales Performance

- Revenue is heavily concentrated in a small number of regions.
- GA and FL deliver the highest revenue and should remain priority markets.
- Most other regions contribute minimal sales, indicating limited demand or lower dealership presence.

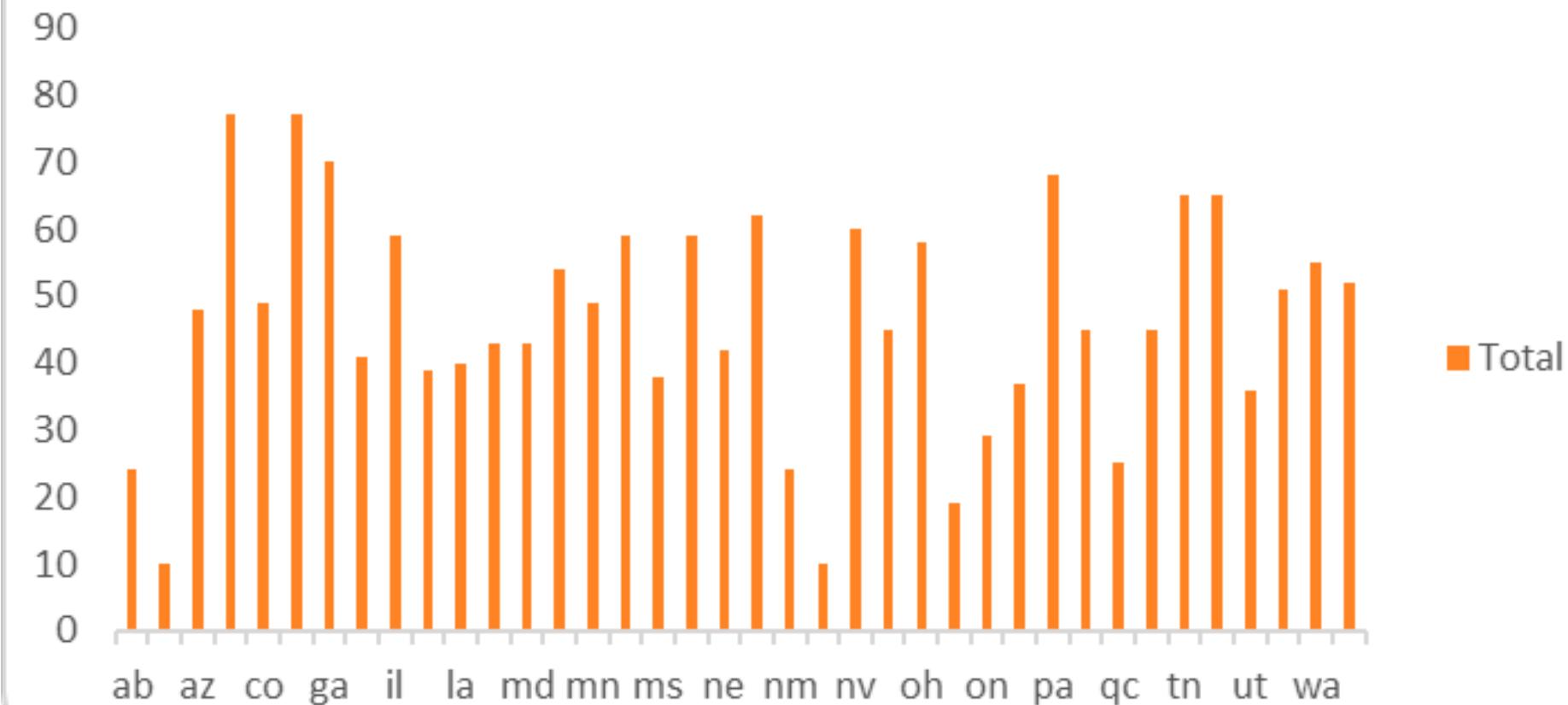
Revenue by Body Type

- Revenue varies significantly across body types.
- A few body styles consistently generate strong sales, while others show very low performance.
- Inventory planning should focus on high-performing body categories.

Profit_margin



Revenue by state



Key Insights

- Most cars generate low profit over half of sales fall in the 0–10% margin range.
- Only a small share of cars deliver high margins, meaning profitability is limited overall.
- A few states drive the majority of revenue, while many states contribute very little.
- Sales performance varies widely by location, suggesting uneven demand or market coverage.
- Focusing on high-performing states and improving margins will increase overall profitability.

Recommendations

- Invest More in High Revenue Models
- Increase stock for brands/models with consistently high sales.
- Improve Inventory Optimization
- SUVs & Sedans perform well ensure steady supply.
- Expand in High Performing Regions
- Remove Low Profit Models
- Identify models with:
- Low sales
- Weak margins
- Reduce their stock levels.
- Monitor Seasonal Trends
- Use monthly analysis to schedule:
- Promotions
- Bulk purchases
- End-of-year clearance strategy

Thank You



Thabo Latha