S GO 1306

M MM 3145

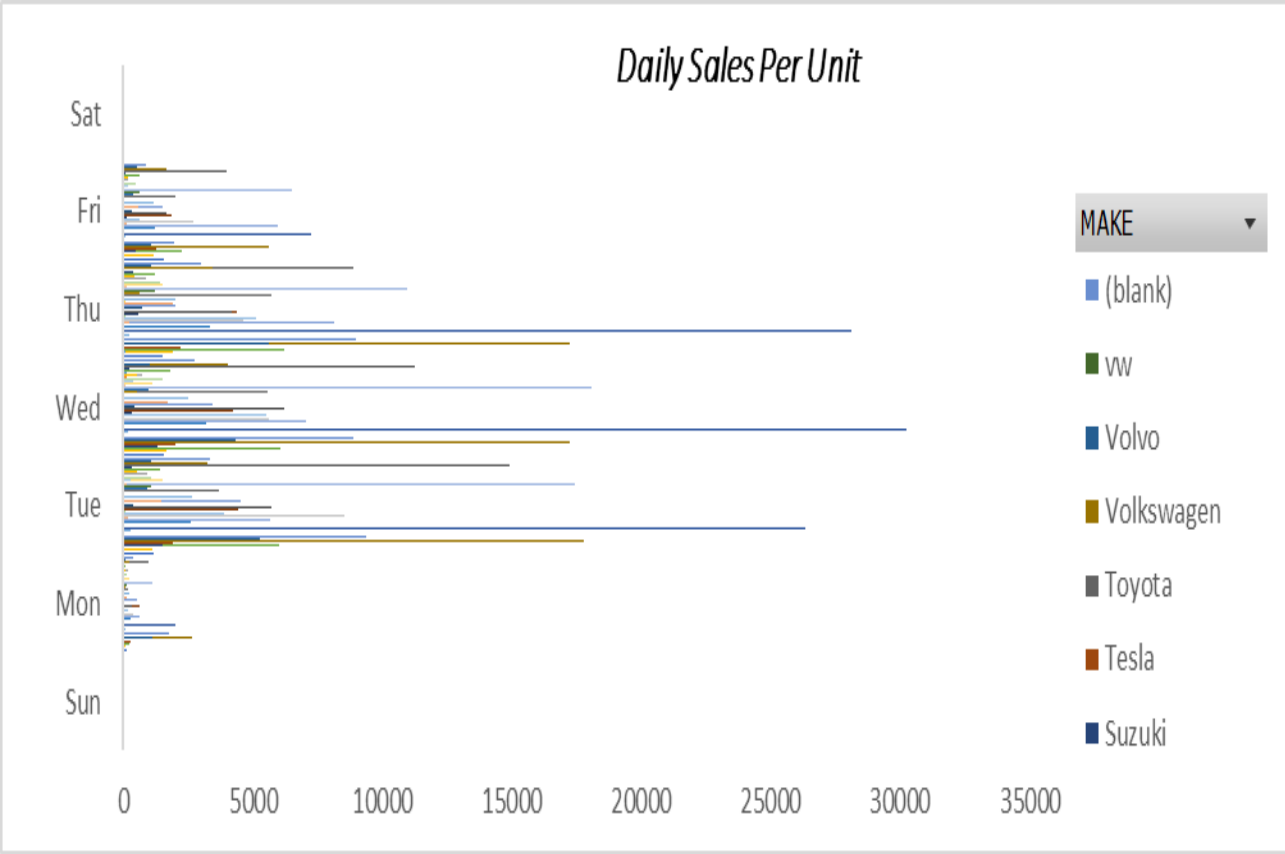
1.
Sales based on different time frames

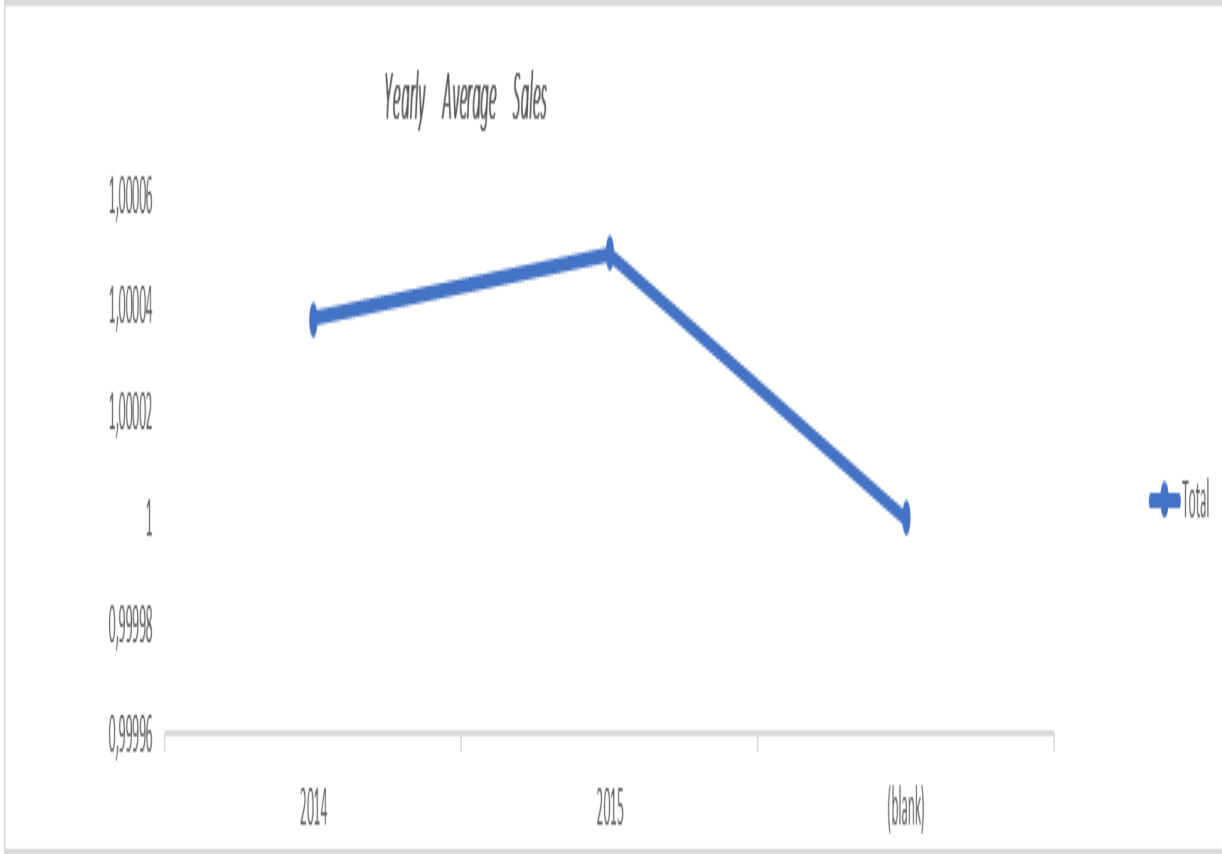
2.
Gross profit

3.
Promotional price and revenue in relation to Time Interval

4.
Revenue VS Number of Sales

Sales

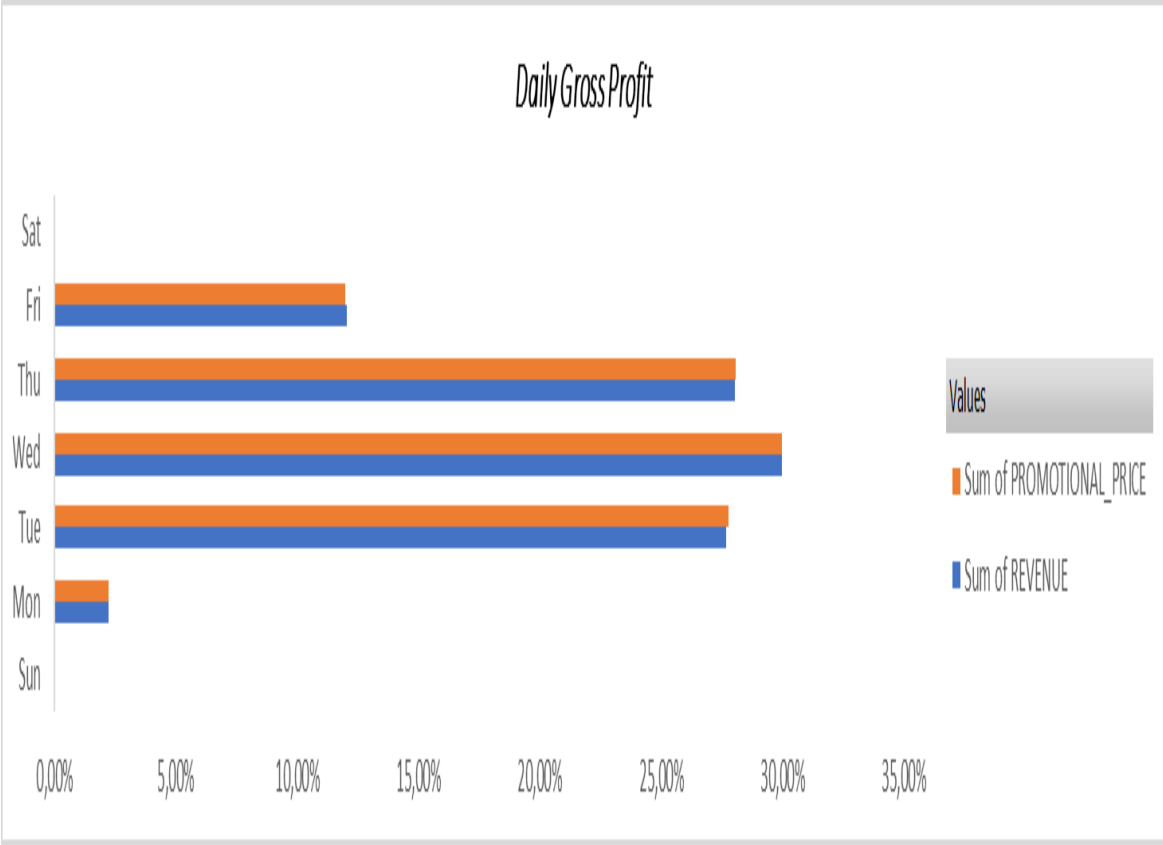


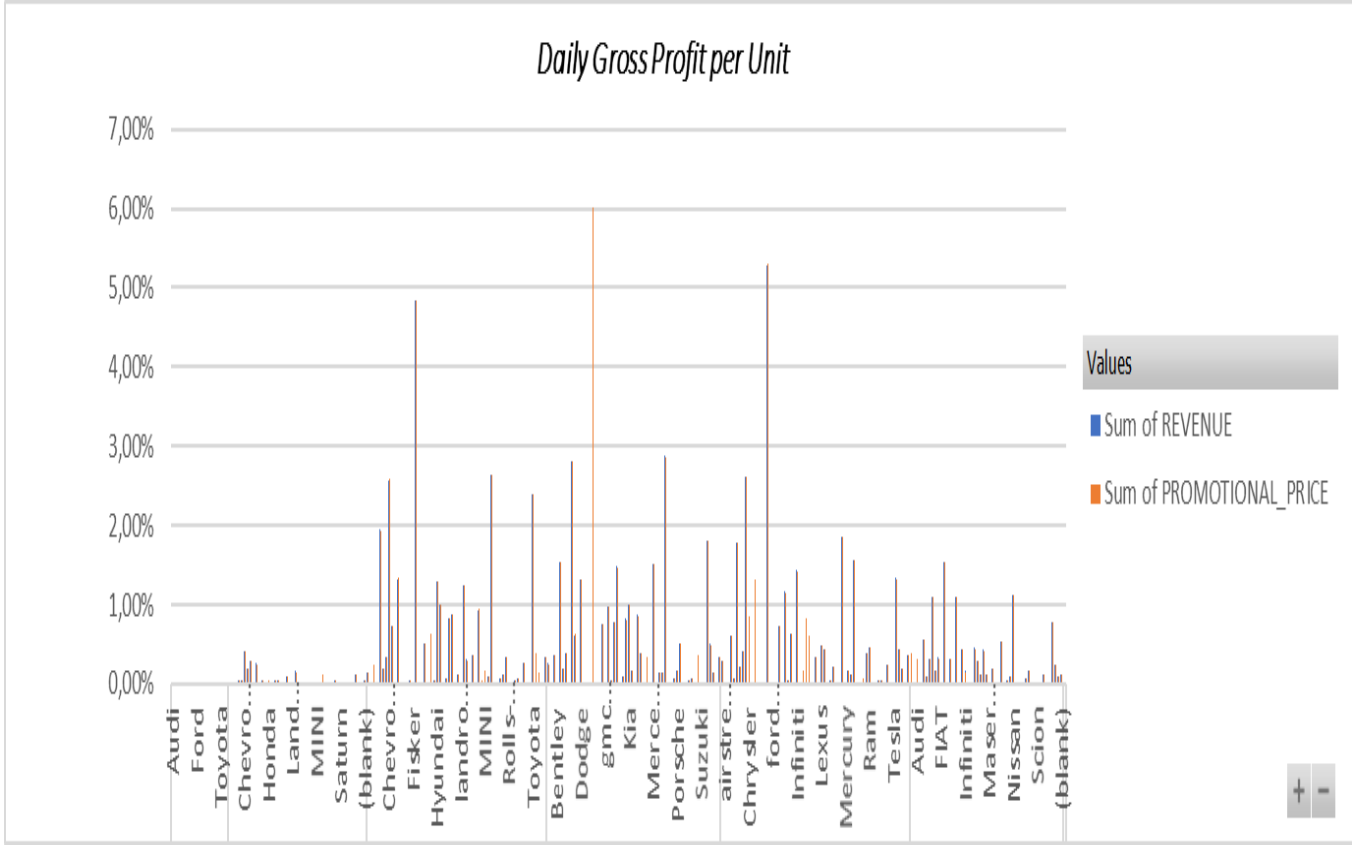


- Tuesday to Thursday made most sales compared to Monday and Friday.
- Sat and Sun sales were very low leading to a lower % contribution

- Sales showed a steady growth from 2014 to 2015 then from 2015 to the uncategorised year dropped drastically.

Gross profit

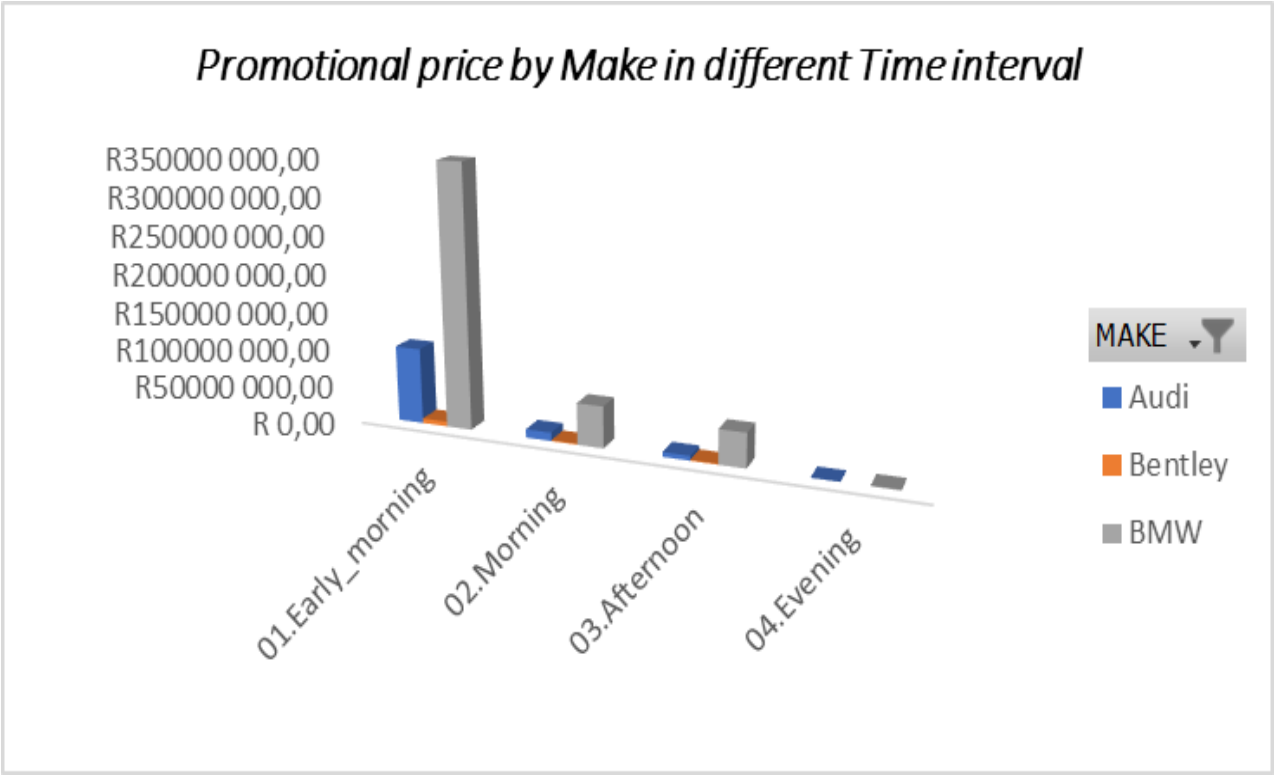


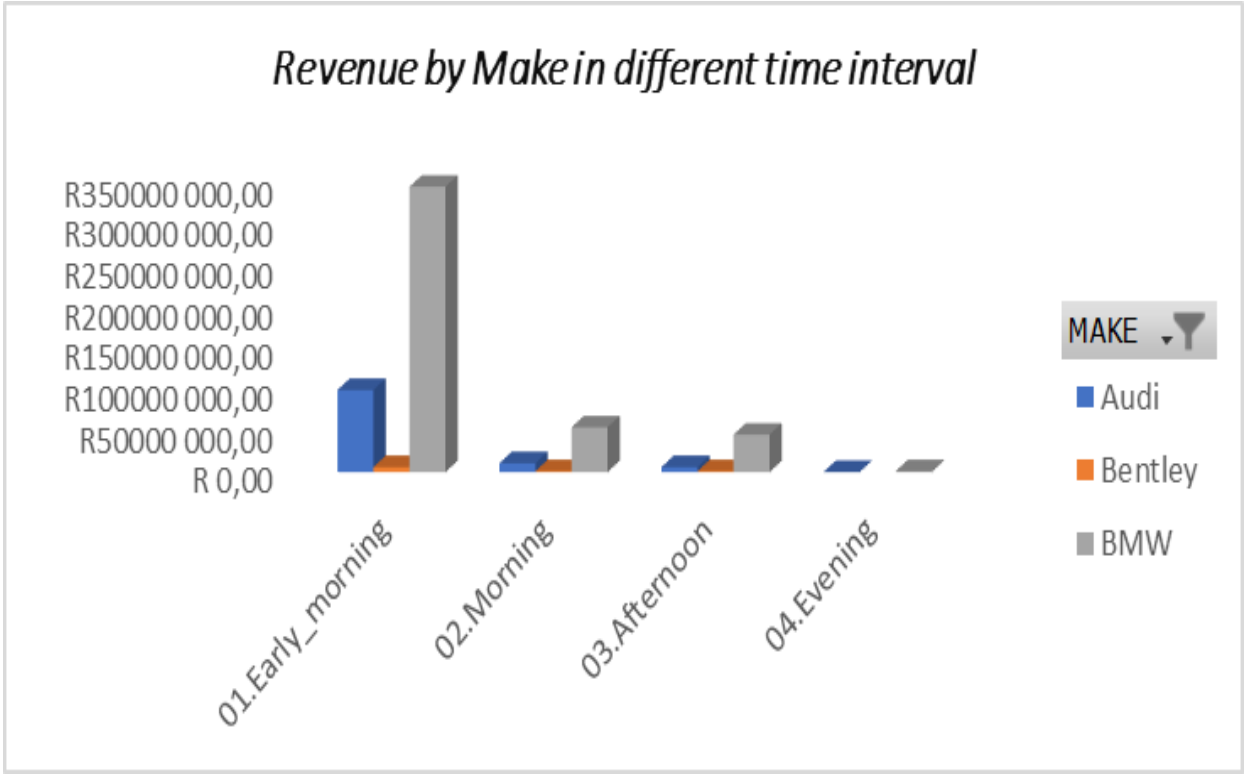


- Wed made the most gross profit followed by Thursday and Tuesday which shows minor difference in between.
- Friday and Monday indicates a profit decline then weekends Sat and Sun shows a terrible decline in profit.

- All units started to show profit from Monday then skyrocketed in Tuesday to Thursday.
- Friday showed a massive recession while Sat and Sun indicated poor profits

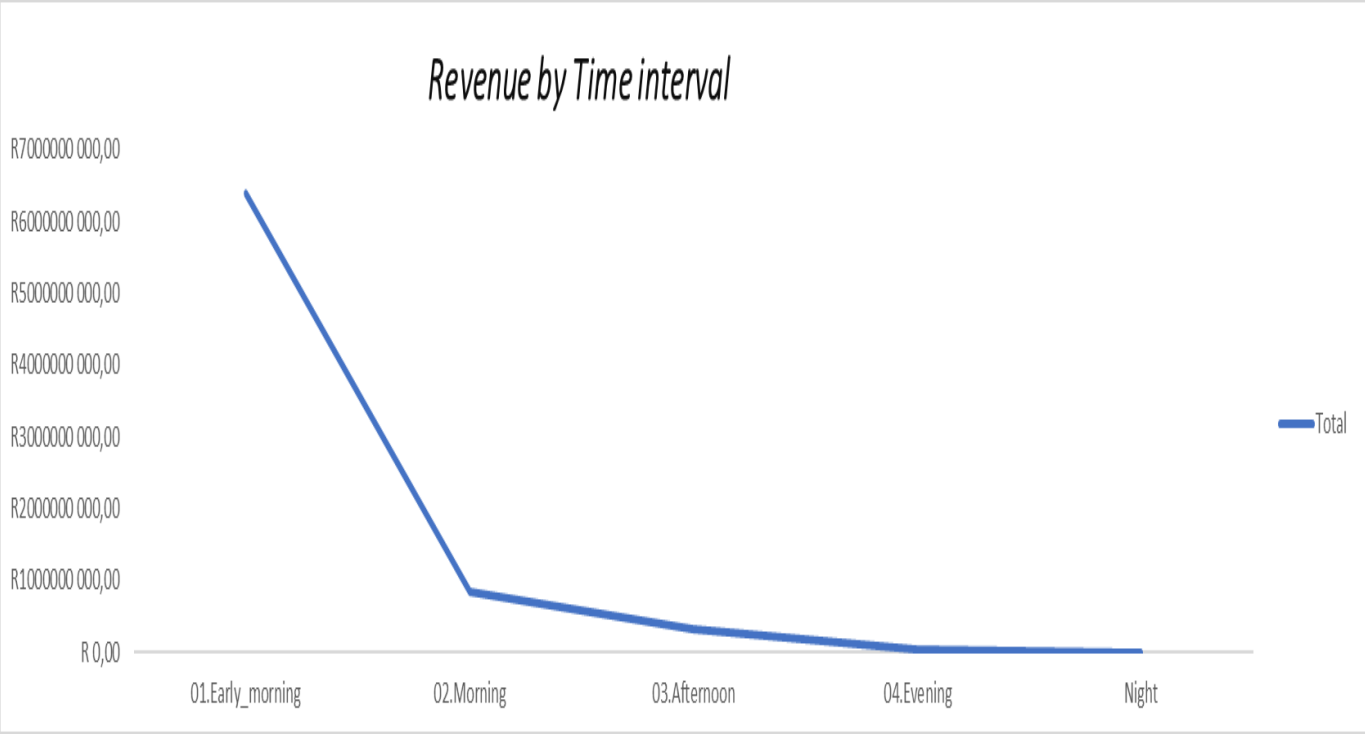
Promotional price VS Revenue

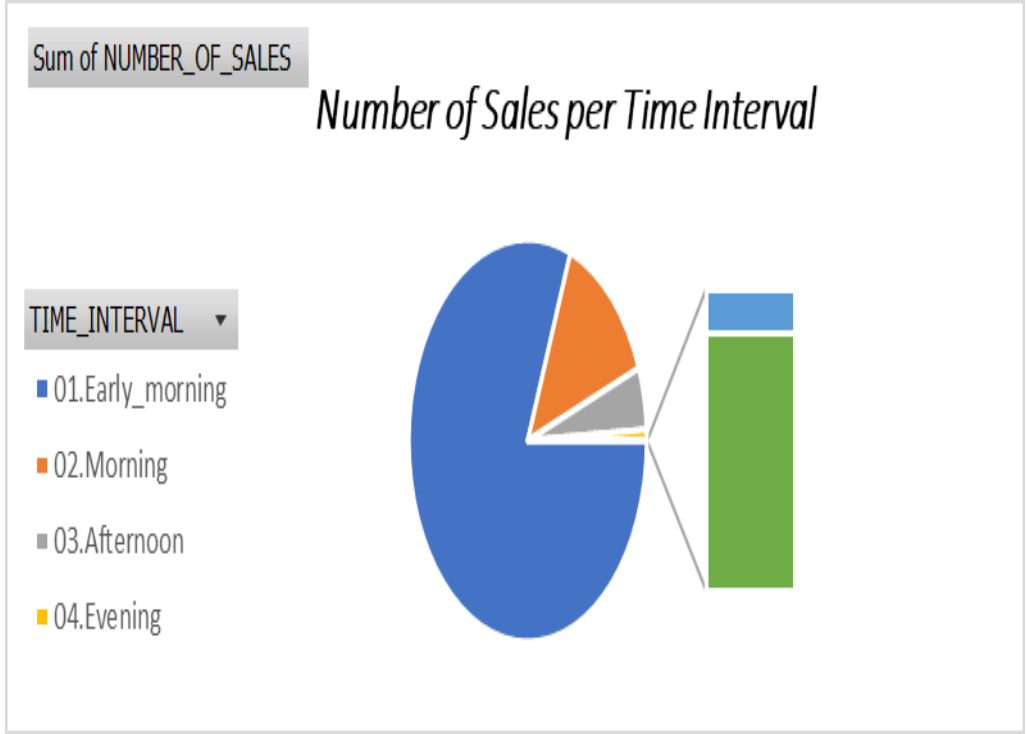




- BMW outperformed all the three products in both promotional price and revenue while Audi was second best and Bentley showed poor performance
- All the cars generated more money under promotional price than in revenue. Which indicates a better sales performance in promotional price.

Revenue VS Number of Sales





- Early morning made the most revenue followed by Morning as the second best while the rest showed a sharply decline

- Early morning made the most sales followed by Morning as the second best while the rest dropped drastically.