

VEHICLE SALES ANALYSIS REPORT

DATA INTERPRETATION

The dataset under review comprises detailed financial transactions spanning multiple countries, customer segments, and product categories over the period of 2013 to 2014. It captures key performance metrics including sales revenue, profit, cost of goods sold (COGS), and product-level pricing. The objective of this analysis is to derive actionable insights by examining sales and profitability patterns across geographic regions, customer segments, product lines, and time periods to support informed business decision-making.

Sales revenue by Country

- The **United States of America** leads in sales revenue, slightly ahead of other countries, with revenue close to **\$25.02M**.
- **Canada** and **France** follow closely, both generating slightly under the USA's figure, indicating strong market performance in North America and Western Europe.
- **Germany** maintains solid sales just below France, showing stable market activity.
- **Mexico** shows the lowest sales among the five but still remains near **\$20.97M**, marking it as a valuable market.

Sum of Profit by Segment

- The **Government segment** is the dominant contributor, accounting for **65.04%** of total profit (**\$11M**), making it the most lucrative customer segment by a large margin.
- **Small Business** follows distantly with **\$4M** (about **24%** of total profit), showing it is a strong but secondary segment.
- The remaining segments: **Channel Partners**, **Midmarket**, and **Enterprise** contribute marginally:
 - Channel Partners: **\$1M (7.52%)**
 - Midmarket and Enterprise segments together account for less than **5%**, indicating minimal profit impact.

Sum of Profit by Product

- Tesla leads in sum of profit by product (\$4.79m) follows by Volkswagen, Innoson, Honda, Mercedes, Toyota listed.

Sum of Profit by Country

- **USA, Canada, France, Germany** key markets.
- Top profit: **3.78M** by France
- Lowest profit: **2.90M** by Mexico

Conclusion

- The business achieved **consistent profitability** across transactions in 2013 and 2014.
- **Higher sales volumes** and **products with higher sale prices** contribute significantly to higher gross sales and profits.
- **Government and Midmarket segments** appear prominently, indicating strong customer concentration in these segments.

Recommendation

- **Focus on high-performing products** with higher sale prices and volumes to maximize revenue.
- **Explore further segmentation analysis** to identify countries and customer segments yielding the highest profits.
- **Consider strategic discounts** or bundled offers in underperforming segments or products to boost unit sales without eroding margins.