



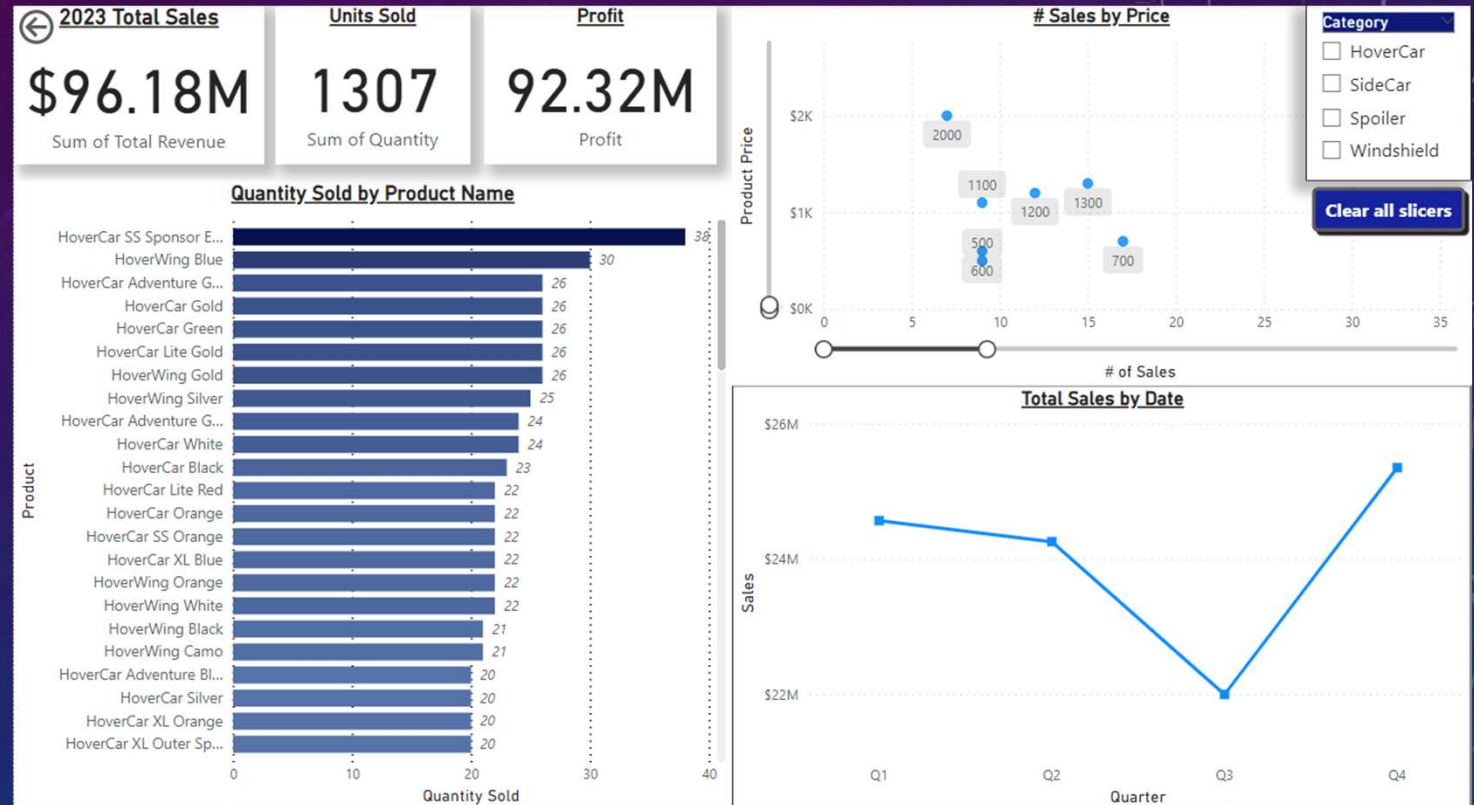
2023 HOVERCAR SALES REPORT

BY VINCE CUTLIP

2023 SALES OVERVIEW

Key Takeaways

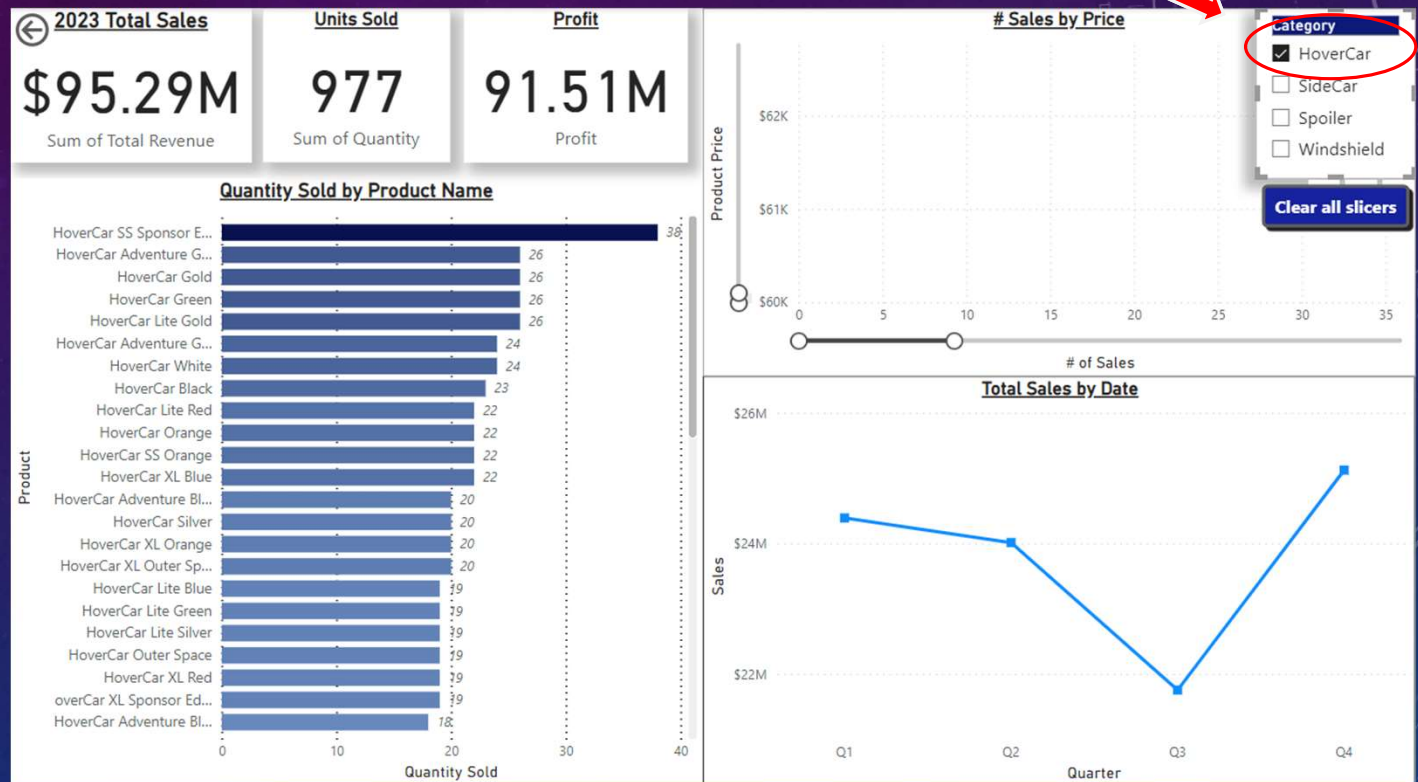
- \$96.18 million in total sales.
- 1307 total units sold.
- \$92.32 million in profit.



2023 SALES OVERVIEW

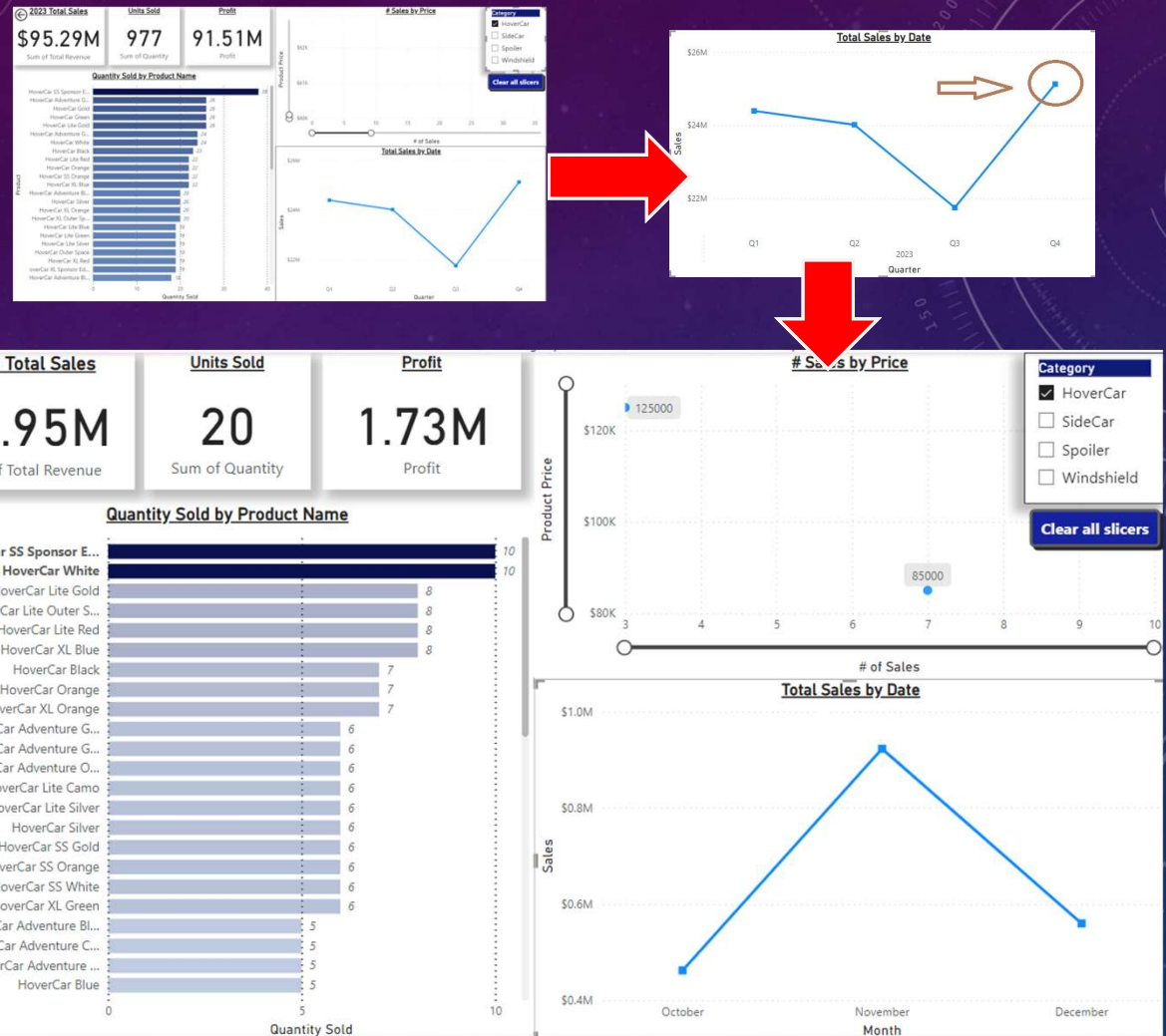
HoverCar Sales

- \$95.25 million sales.
 - (of \$96.18 million)
- 977 units sold.
 - (of 1307 Total Units)
- \$91.51 million profit.
 - (of \$92.32 million)
- HoverCar SS Sponsor Edition sold the most overall.
- Most sales were made in Q4.
 - (\$25.12 million)



Q4 Sales Takeway

- White and Gold Hovercars sold most (10 units each) in Q4.
- White and Gold HoverCars made up \$1.95 million in sales.
- November led in Sales for White and Gold HoverCars (\$922,500).

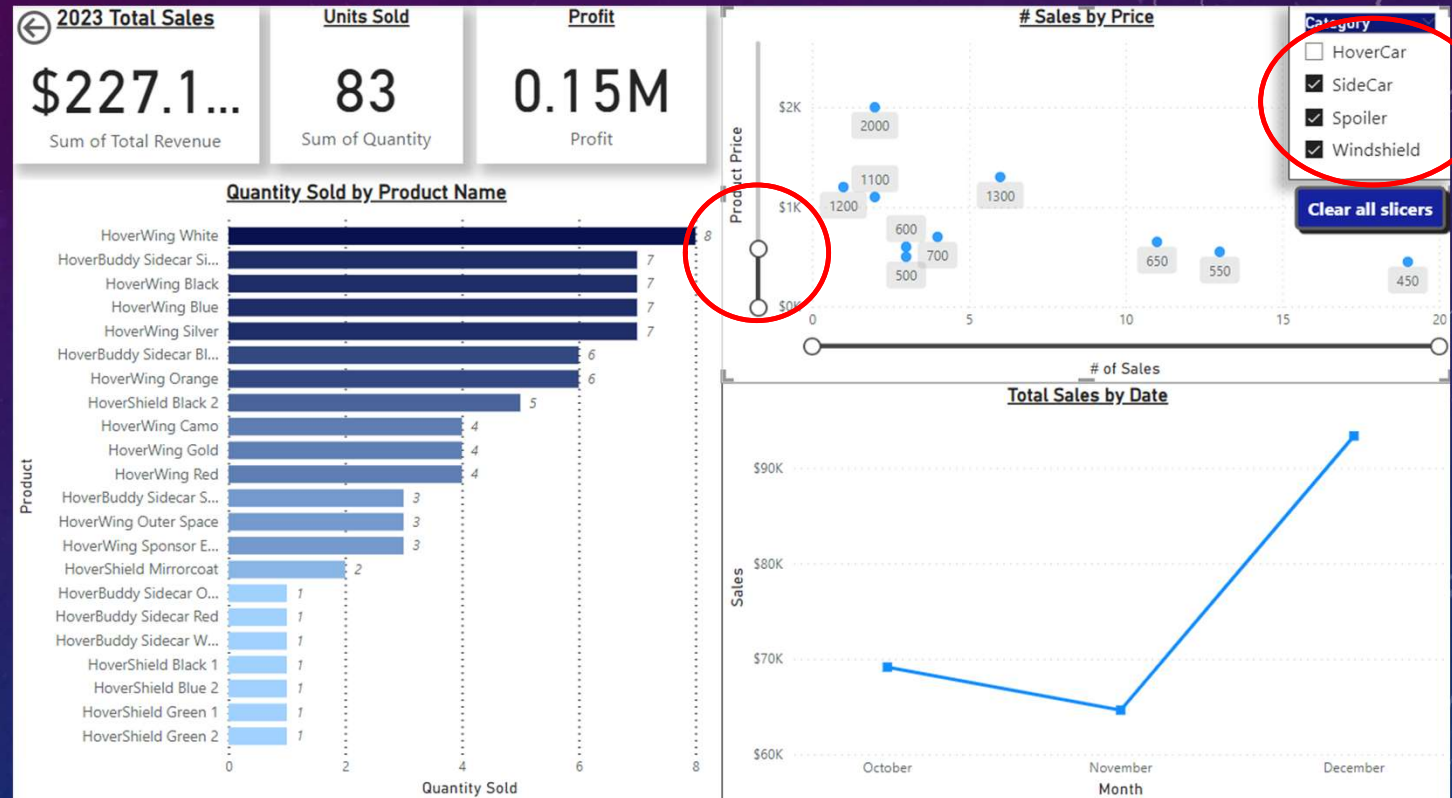


2023 SALES OVERVIEW

**Slider Adjusted to \$0 - \$2,000 price range for easier visualization*

Q4 Accessory Sales

- Most accessory sales were made in December.
- Most units were sold under \$650 price.
- White accessories sold the most.



2023 SALES OVERVIEW

Customer Insights

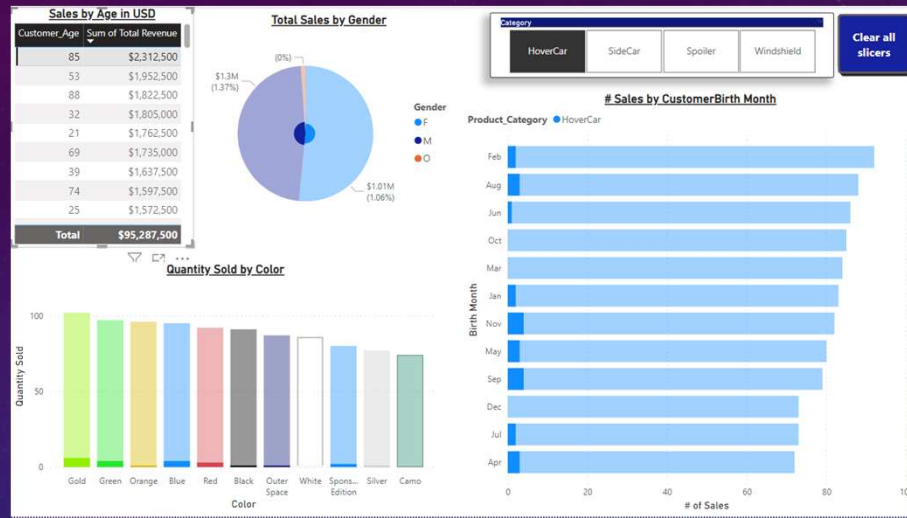
- Age 85 was age with highest sales (\$2.3 million).
- Female customers made up 51.8% of sales, males 47%, and 1.2% identified as neither M or F.
- Customers born in February made the most HoverCar purchases (92 units).



2023 SALES OVERVIEW

Customer Insights (cont.)

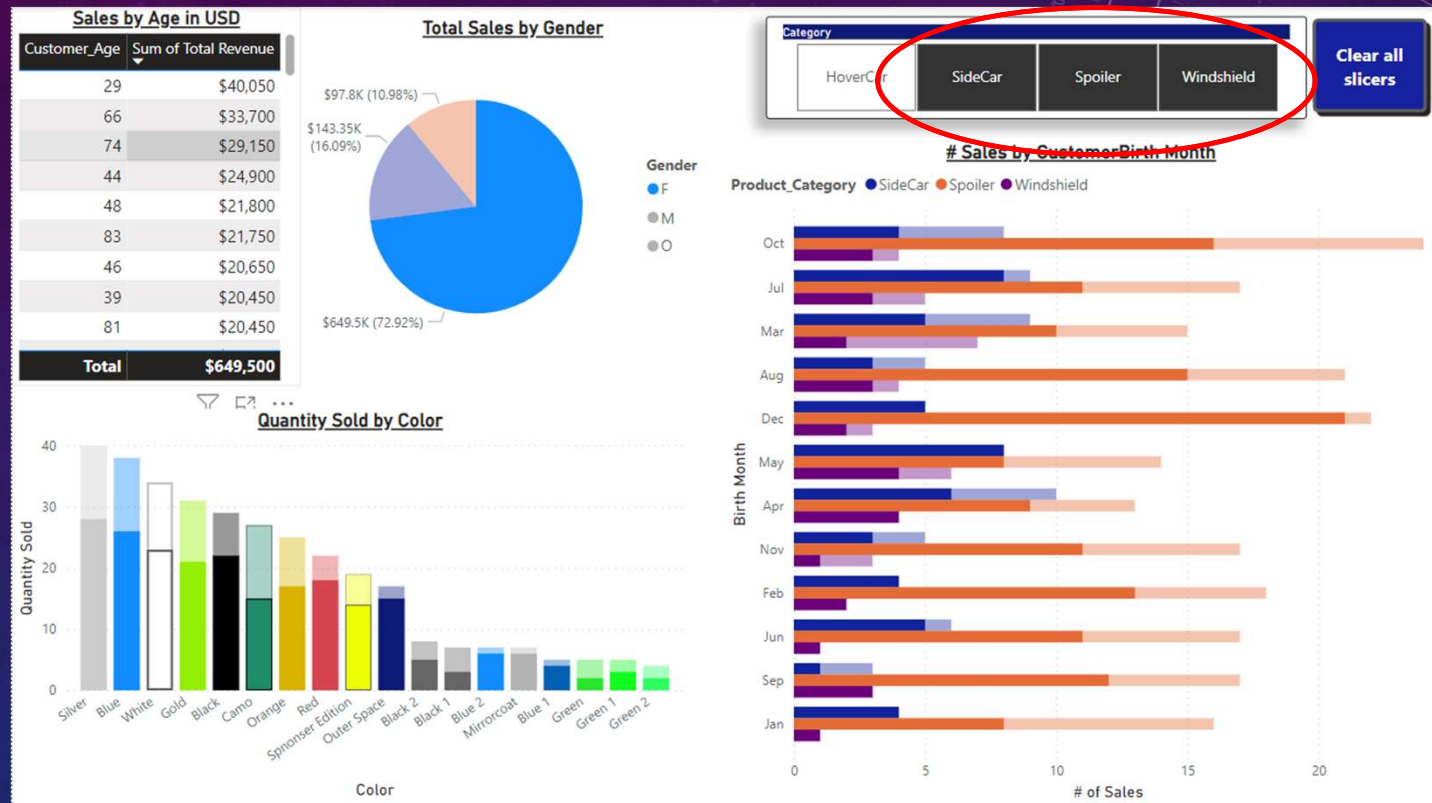
- Customers Age 85 preferred Gold HoverCars.
- Males age 85 made \$1.3 million in HoverCar purchases. Females made \$1.01 million.
- Female Customers overall preferred Orange and Red HoverCars.
- Female highest HoverCar sales at Age 31.



2023 SALES OVERVIEW

Customer Insights (cont.)

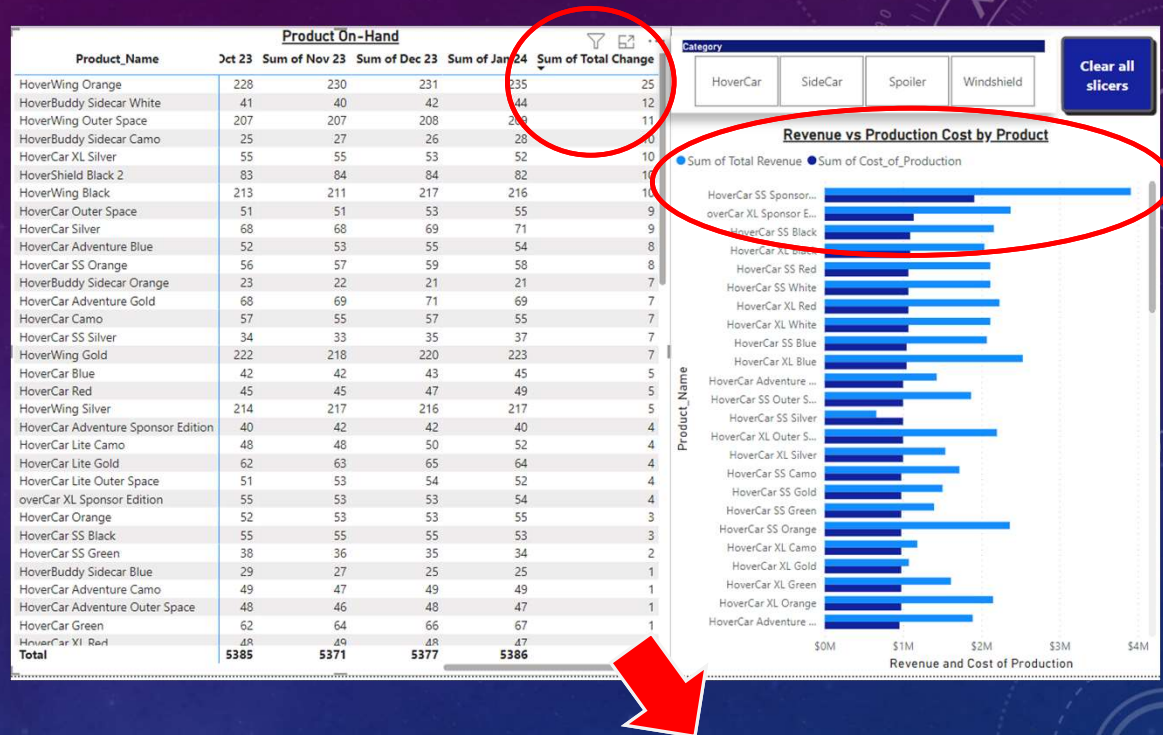
- Accessory Sales 73% Female.
- Customers Preferred Silver, Blue, White and Black Accessories.
- Most Accessory Sales at Age 29. (\$40,000)



2023 SALES OVERVIEW

Extra: 2023 Inventory Report

- Orange HoverWings had most units left over from original stock (25).
- HoverCar SS Sponsor Edition has the highest Production Cost.
 - Sales revenue is included for reference in this example.
- Black HoverCar XL had most units understocked from original stock (-14).



Product On-Hand

Product Name	Oct 23	Sum of Nov 23	Sum of Dec 23	Sum of Jan 24	Sum of Total Change
HoverCar XL Black	37	36	34	32	-14
HoverCar SS White	43	41	41	41	-13
HoverCar Adventure Orange	43	41	40	42	-10
HoverWing White	196	199	200	199	-9
HoverCar Lite Red	55	53	52	54	-8
HoverCar XL Green	34	33	31	32	-8
HoverWing Red	190	190	192	192	-8
HoverBuddy Sidecar Outer Space	1	2	2	1	-7
HoverBuddy Sidecar Sponsor Edition	8	8	10	9	-7
HoverCar Adventure Red	25	27	27	27	-7

KEY TAKEAWAYS AND ACTIONS

- HoverCars account for most sales (\$95.29m of \$96.18m).
 - Push Accessory items for more sales.
- HoverCar SS Sponsor Edition sold most overall.
 - Offer more/newer special edition options to capitalize.
- Q4 had highest sales, in which White and Gold HoverCars sold the most.
 - Possible link to holiday-themed colors during holiday season. Create sales special around this?
- Customers aged 85 led in sales volume overall.
 - What are we doing right regarding this age group?
 - Create new campaigns for younger customers.
- Age 29 led accessory sales. Females led accessory sales at 73%.
 - What are we doing right regarding this age group for Accessories?
 - How can we translate Female accessory sales into more HoverCar Sales/profit?



THANK YOU

BY VINCE CUTLIP