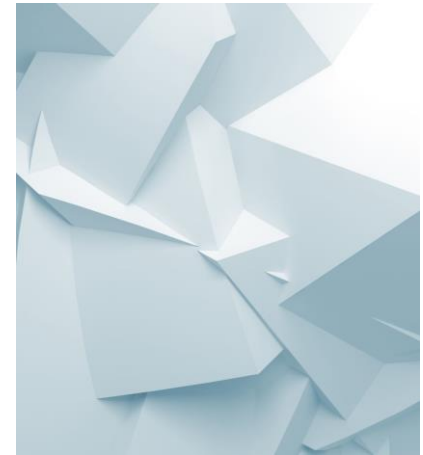


# Analysis of 2018 Sales Data & Recommendations for 2019

Alexis Richard



# Just a Recap



Lariat is a car rental service with a diverse national fleet of over 4000 cars, spanning over 50 branches.

While 2018 was a profitable year, Lariat aims to better their decision-making process for 2019, and to become more informed about their customers.

# Our Objective for 2019

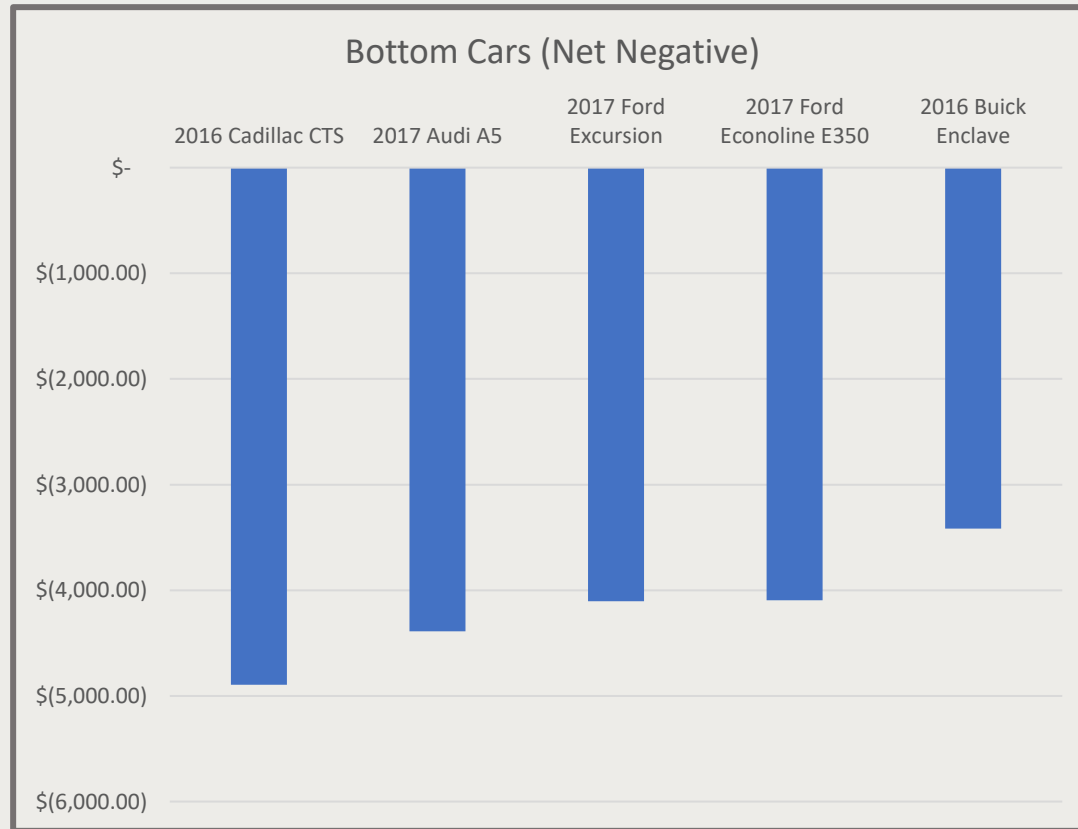
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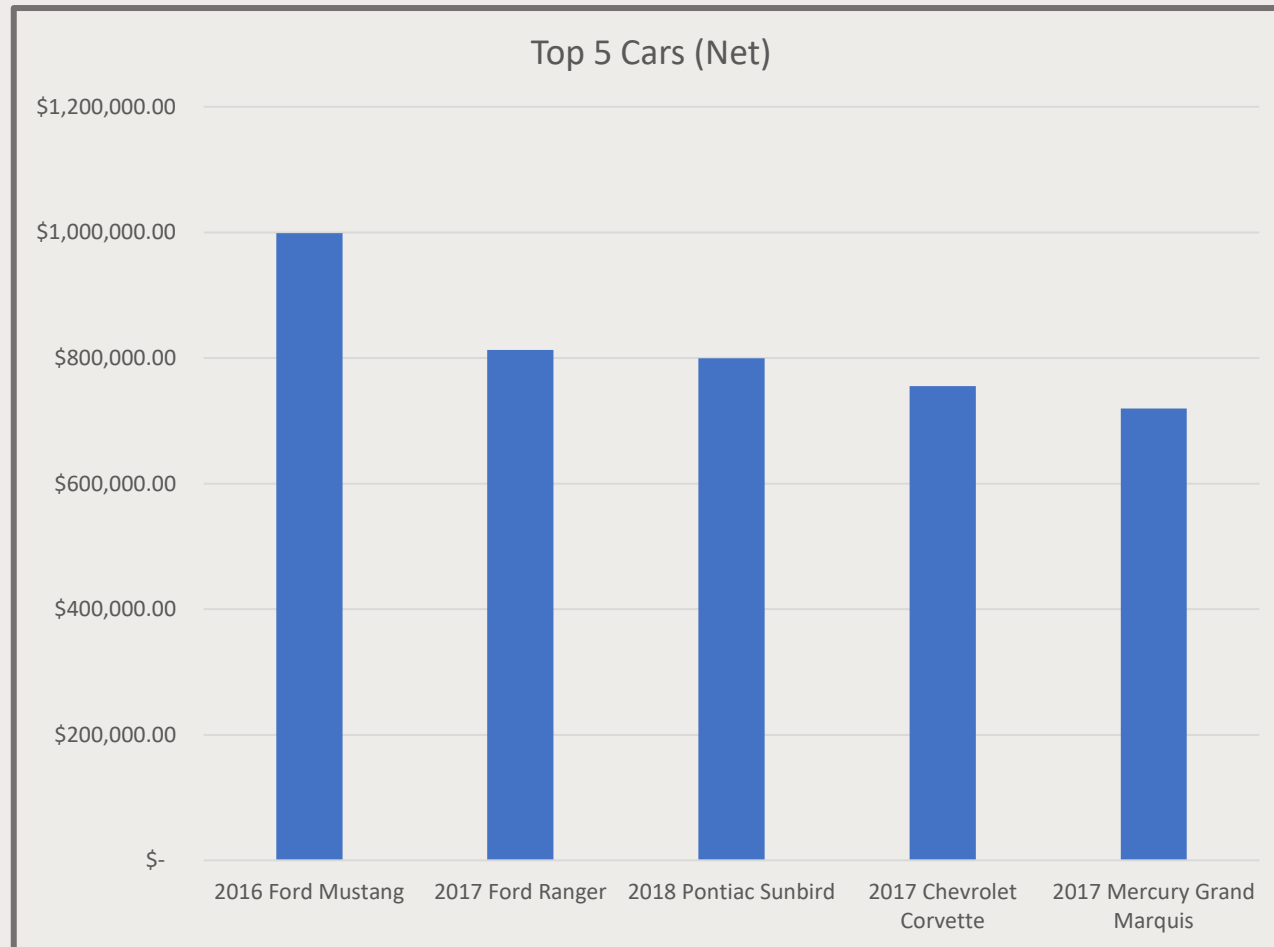
We have 4 actionable strategies that will increase net profit overall and allow Lariat to make informed decisions in the 2019 fiscal year.

# First, let's look at the past: The Worst



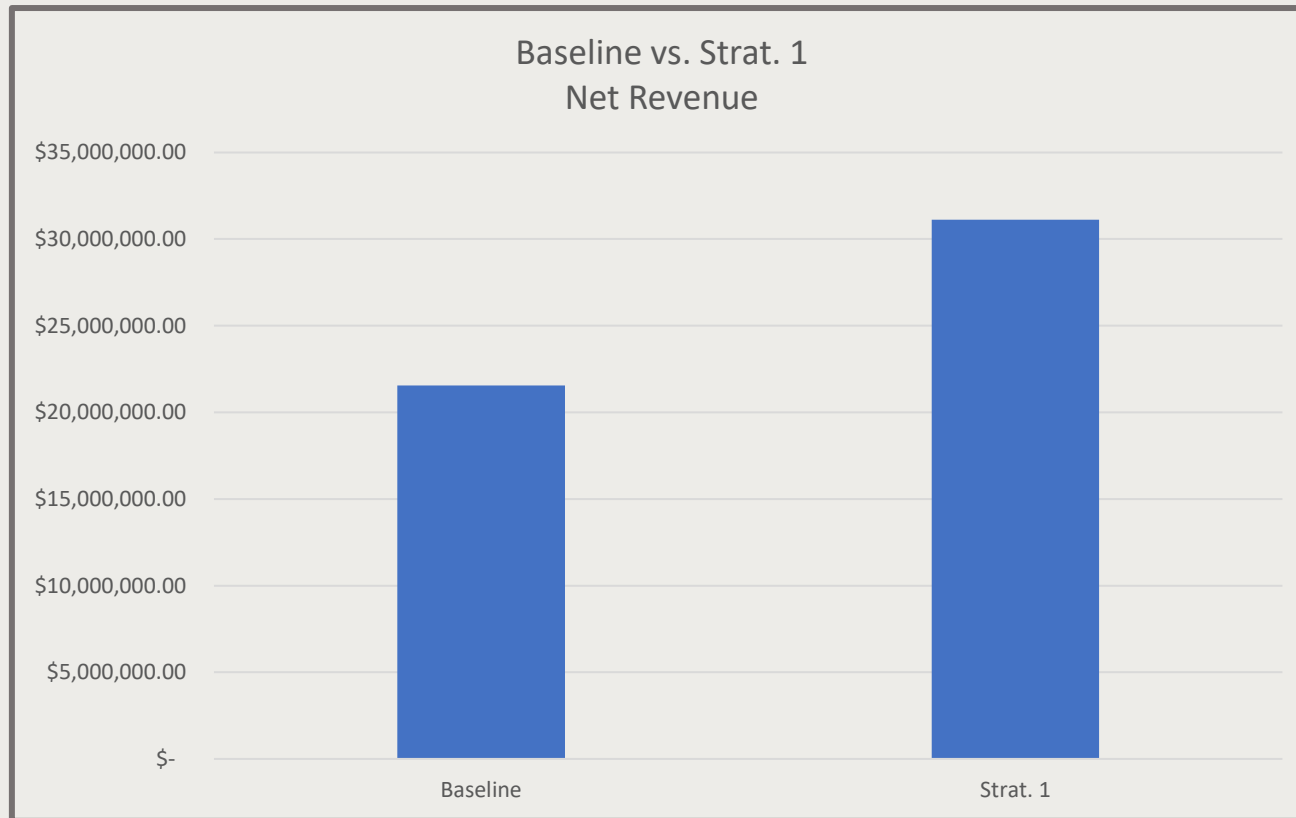
1. 2016 Buick Enclave
2. 2017 Ford Econoline E350
3. 2017 Ford Excursion
4. 2017 Audi A5
5. 2016 Cadillac CTS

# First, let's look at the best:



1. 2016 Ford Mustang
2. 2017 Ford Ranger
3. 2018 Pontiac Sunbird
4. 2017 Chevrolet Corvette
5. 2017 Mercury Grand Marquis

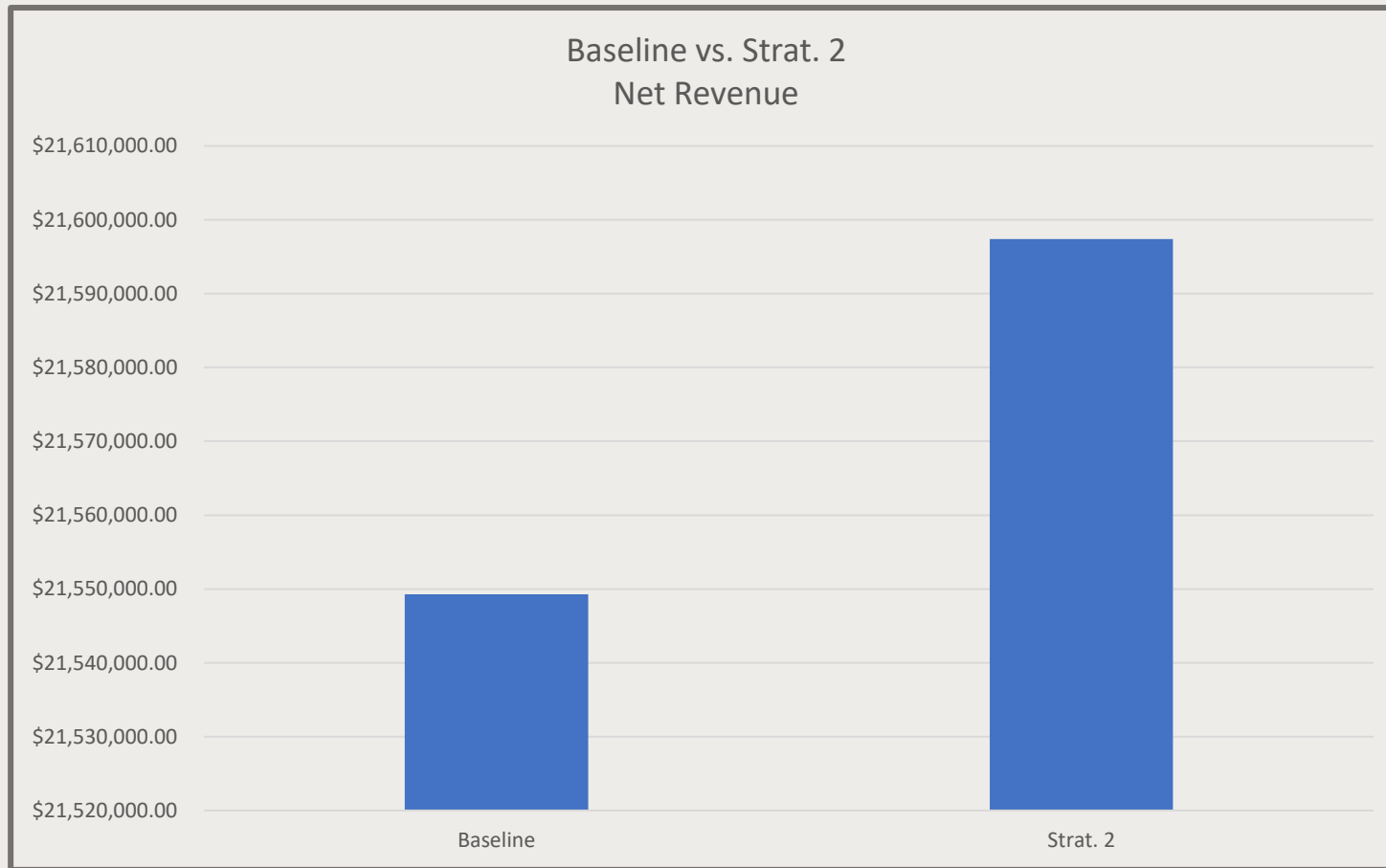
# Strategy 1: Invest in our top performers.



1. 2016 Ford Mustang
2. 2017 Ford Ranger
3. 2018 Pontiac Sunbird
4. 2017 Chevrolet Corvette
5. 2017 Mercury Grand Marquis

**Net Change: \$9,562,891.49**

# Strategy 2: Get rid of the underperformers.

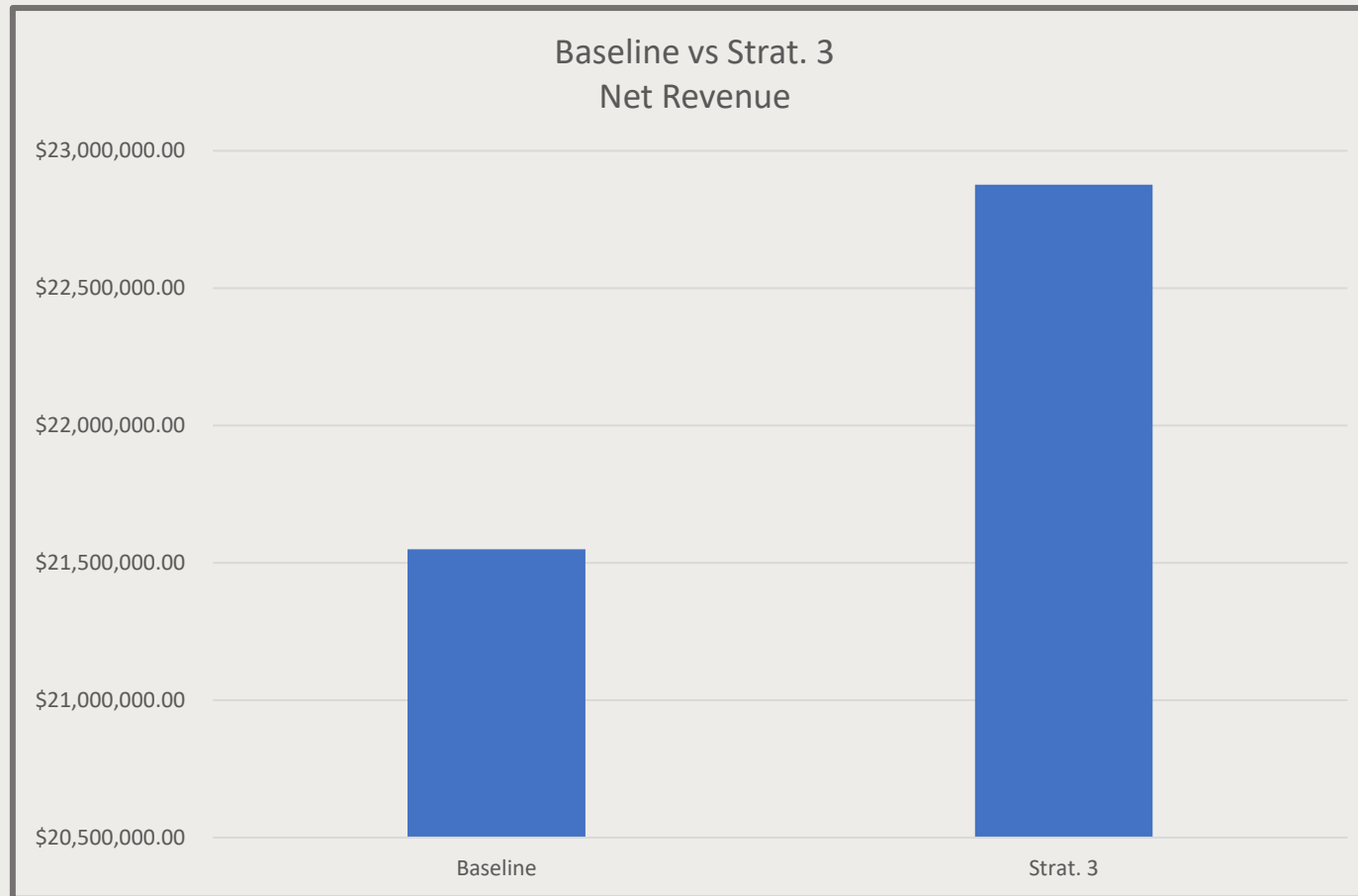


Cut the bottom 25 cars for  
having a negative net revenue.

**Net Change: \$48,080.16**



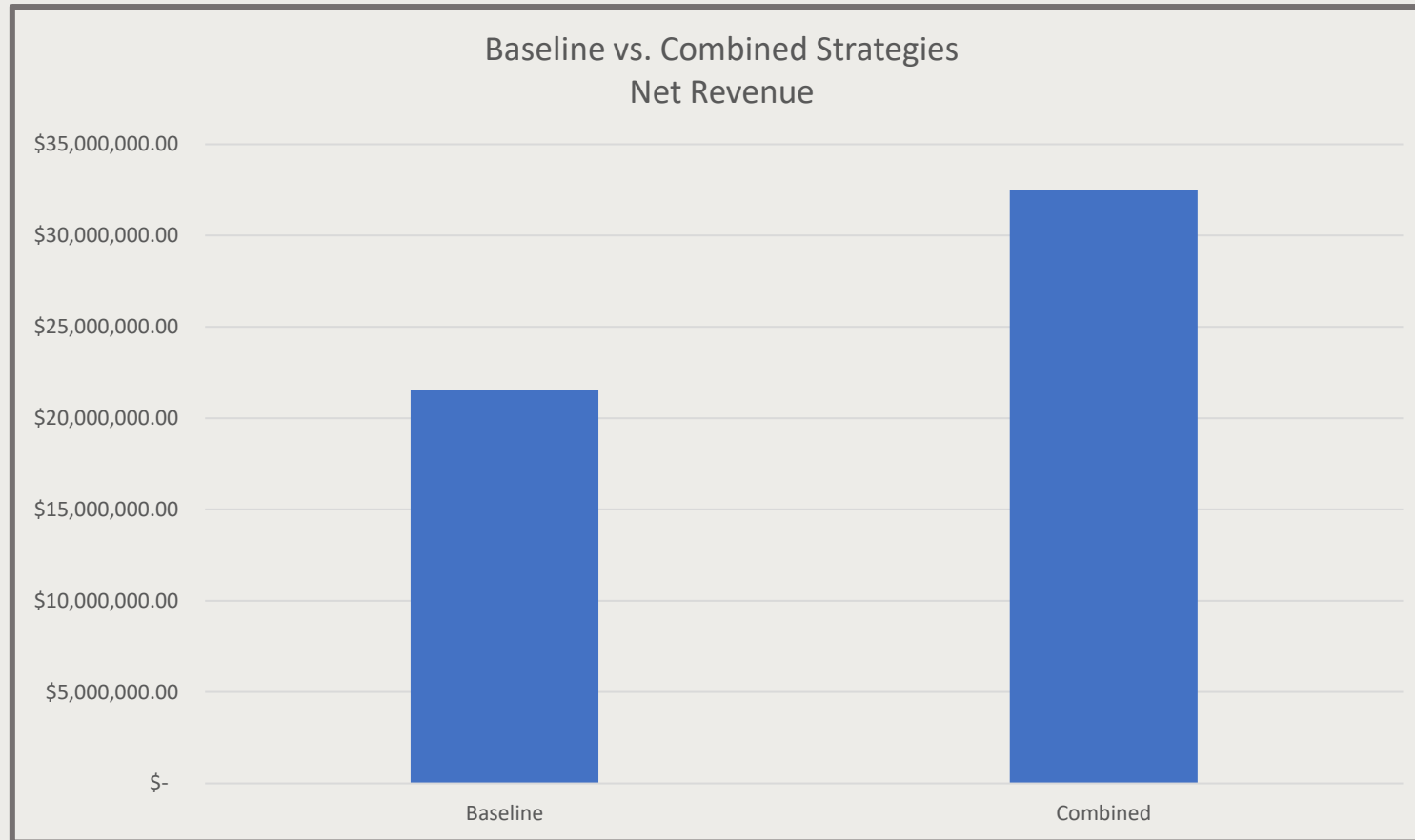
# Strategy 3:



Instituting a \$200 accident fee.

**Net Change: \$1,327,090.91**

# Combined: Using all the strategies at once.



How about all of the above?

**Net Change: \$10,938,062.56**

# Recommendation

Using the combined strategies to gain a greater understanding of ourselves and our customer base, resulting in a 31% increase in net profit and a net revenue goal of **\$ 286,487,723.92** for 2019.

