

Bright Motors Car Sales Analysis – Project Description

This project analyses historical car sales data for Bright Motors to help the newly appointed Head of Sales improve dealership performance, expand the dealer network, and optimize inventory management. The dataset, Bright Car Sales, contains daily transactional information including vehicle make, model, mileage, selling price, and total revenue.

As a Junior Data Analyst, the goal of this project was to extract actionable insights that can guide future sales, inventory, and marketing strategies.

What This Project Covers

- Identification of top revenue-generating car makes and models
- Analysis of the relationship between selling price, mileage, and year of manufacture
- Determination of best-performing regions by sales volume (if location data available)
- Assessment of customer purchasing preferences
- Identification of least preferred car makes with low demand
- Development of recommendations to increase profitability and efficiency

Key Insights

- Explorer Sport Trac achieved the highest total revenue, indicating strong demand and sales potential.
- Price decreases as mileage increases, showing customer sensitivity to odometer reading.
- Ford is the most preferred car make, ranking highest in sales count.
- The least-preferred makes (e.g., Airstream, Lotus, Dodge TK) recorded only one purchase each, signalling low demand and risk of slow-moving inventory.

Tools & Techniques Used

- Snowflake- SQL for querying structured data
- Excel for exploratory computations
- Data cleaning & preprocessing
- Data visualization & trend interpretation

Outcome

The project provides Bright Motors with data-driven recommendations on:

- Which vehicles to prioritize in inventory
- How to price cars based on mileage trends
- Which makes offer the highest profit potential
- What areas of stock should be reduced due to low customer demand

This analysis supports strategic decision-making for improving dealership growth, efficiency, and profitability.