

Analyzing Copart - Team Challengers



Contents - What did we analyze ?

Business case scenario I - Targetting most frequent buyers

Analysis

Recommendations

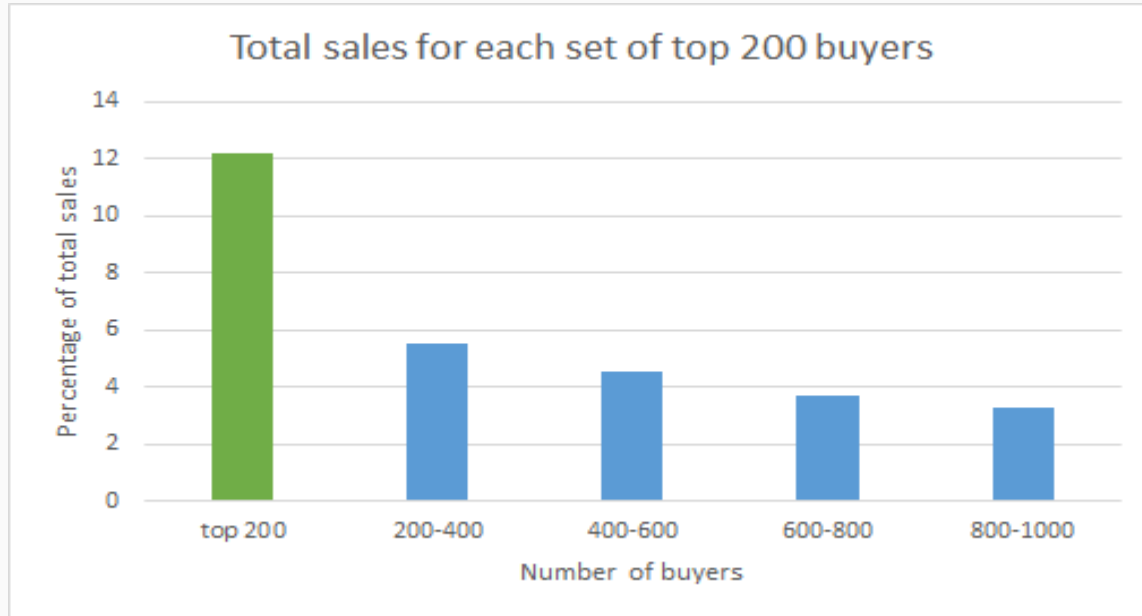
Business case scenario II - Targeting overseas

Analysis

Recommendations

Other proposals: Let's think outside the box

Targeting most frequent buyers



12% sales amount comes from 0.5% of most active buyers

Aim is to target most active buyers to increase their chances of bidding even more because they are most likely to bid

Flow of Idea

Identify most active buyer



Identify which vehicle he buys the most based on Vehicle_category, Loss_type, Damage_type



If the buyer is present in a bid process of a vehicle that falls into the vehicle category or Loss type or Damage type, then you can provide him with bonus time.



By doing this, we are giving a potential buyer some more time to think and to buy the vehicle and also with increase in Bid count the Bid amount is going to increase.

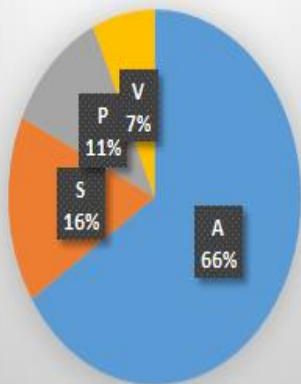
Analysis of your top buyer - “kuzl k8”

66% of the times, *kuzl k8* buys Automobiles (A)

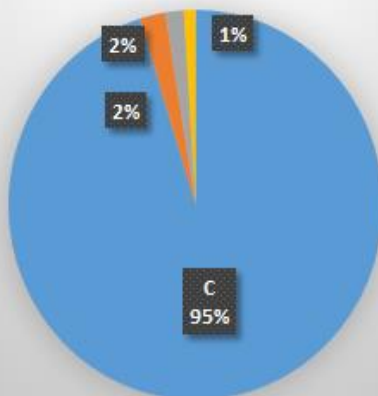
95% of the times, *kuzl k8* buys collision type of damaged vehicles

56% of the times, *kuzl k8* buys vehicles with front end damage

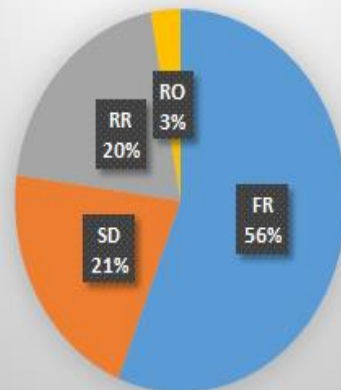
Vehicle Category



Loss type



Damage type

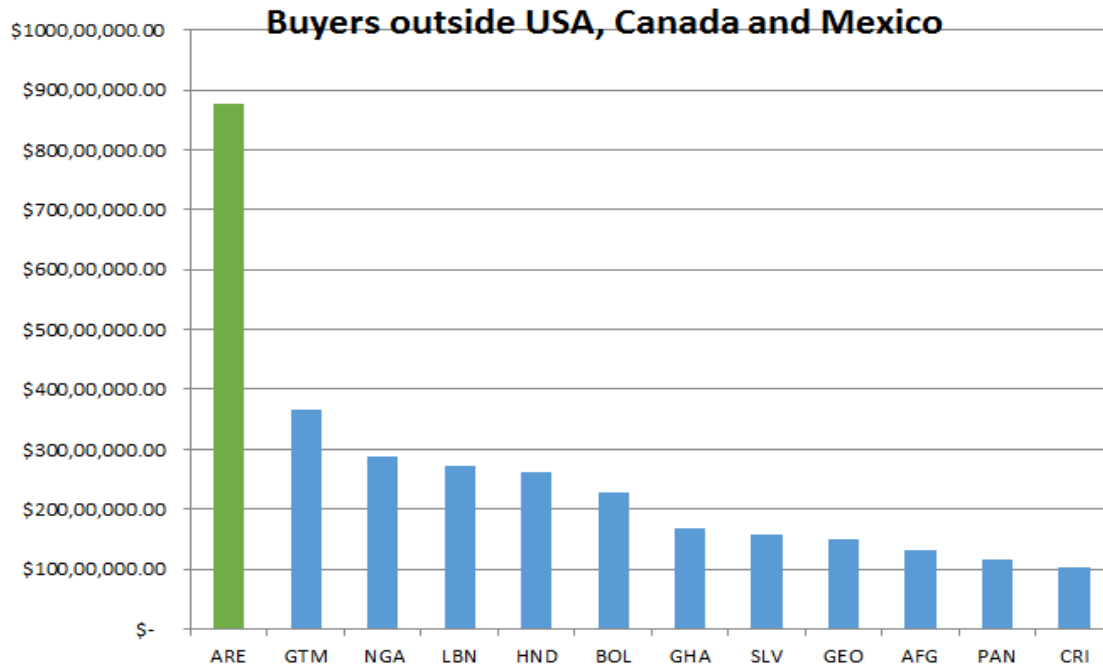


Our Recommendation

Identifying the buying pattern and preferences of your most frequent buyers can be leveraged by increasing the bid time for such buyers specially when their preferred choices of vehicles are available in the auction

This information can be used for targeted marketing emails and reminders towards these most frequent buyers

What is happening Overseas ?



- Argentina accounts \$87 million in sales.
- African market which includes Nigeria and Ghana is a \$45Million market for copart.

Flow of idea

No local presence in
Argentina or Africa



Strategic expansion for
Copart – Additional South
American office , Enter
local African market using
sales numbers provided

Other Proposals - Let's think outside the box

Market Basket Analysis

Can determine association between vehicle of different types that are bought together

Yard Analysis

Area left unused can be leased to increase revenue