

# Comprehensive Business Analysis Report

## Sales Overview (VENTAS)

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Total Sales: \$487261584.28

Average Sales per Transaction: \$34309.36

Total Number of Transactions: 14202

Top 5 Sales by Vehicle ID:

- Vehicle ID 41: \$3556835.06
- Vehicle ID 20: \$3484590.74
- Vehicle ID 148: \$3436535.24
- Vehicle ID 140: \$3358884.16
- Vehicle ID 87: \$3311067.02

Top 5 Sales by Channel:

- CRM: \$58925774.46
- Llamado en frío: \$56005528.16
- Newsletter: \$55031316.62
- Email en frío: \$54428359.04
- Publicidad en la radio: \$54237977.84

Top 5 Sales by Location (Sede):

- Santiago de Surco: \$284258267.66
- Ate: \$81613107.00
- San Miguel: \$81572199.94
- La Molina: \$39818009.68

Top 5 Sales by Salesperson (Vendedor):

- Norma Domínguez: \$43310718.82
- Laura Alonso: \$43037947.66
- Sebastián Sánchez: \$42844092.54
- Guillermina González: \$42447207.80
- Matias Pozo: \$41783635.98

Total Estimated Profit: \$239501456.68

Sales Over Time (Monthly):

- 2015-01: \$21690338.74
- 2015-02: \$17122760.52
- 2015-03: \$17056125.92
- 2015-04: \$16407815.04
- 2015-05: \$20535977.78
- 2015-06: \$17974463.28
- 2015-07: \$20827797.68
- 2015-08: \$21474995.82
- 2015-09: \$19321948.94
- 2015-10: \$20603845.48
- 2015-11: \$18522527.26

- 2015-12: \$17738466.82
- 2016-01: \$21086919.78
- 2016-02: \$18929521.06
- 2016-03: \$18889250.02
- 2016-04: \$19153789.50
- 2016-05: \$18804528.38
- 2016-06: \$17940712.92
- 2016-07: \$21780537.94
- 2016-08: \$16367763.48
- 2016-09: \$16255825.14
- 2016-10: \$19642854.66
- 2016-11: \$17355381.00
- 2016-12: \$21056805.00
- 2017-01: \$19896860.28
- 2017-02: \$5873118.42
- 2017-03: \$1087578.86
- 2017-04: \$1076790.12
- 2017-05: \$1037721.50
- 2017-06: \$1056859.92
- 2017-07: \$691703.02

## Vehicle Inventory Overview (VEHICULOS)

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Total Vehicles in Inventory: 179

Top 5 Vehicles by Brand:

- TOYOTA: 53 units
- SUZUKI: 42 units
- HONDA: 28 units
- VOLVO: 25 units
- HYUNDAI: 18 units

Top 5 Vehicles by Model:

- GENESIS: 6 units
- ELANTRA: 6 units
- XL7: 6 units
- SANTA FE: 6 units
- 651-1000: 6 units

No vehicle by type data available.

Vehicles by Year:

- 2017: 31 units
- 2016: 33 units
- 2015: 29 units
- 2014: 26 units
- 2013: 30 units

## New Registrations Overview (NUEVOS REGISTROS)

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Total New Registrations: 7

New Registrations Over Time (Monthly):  
- 2017-07: 7 registrations