

BRIGHT CAR SALES

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Objective

To study and Car sales data to reveal patterns and trends that help improve business performance and decision-making.

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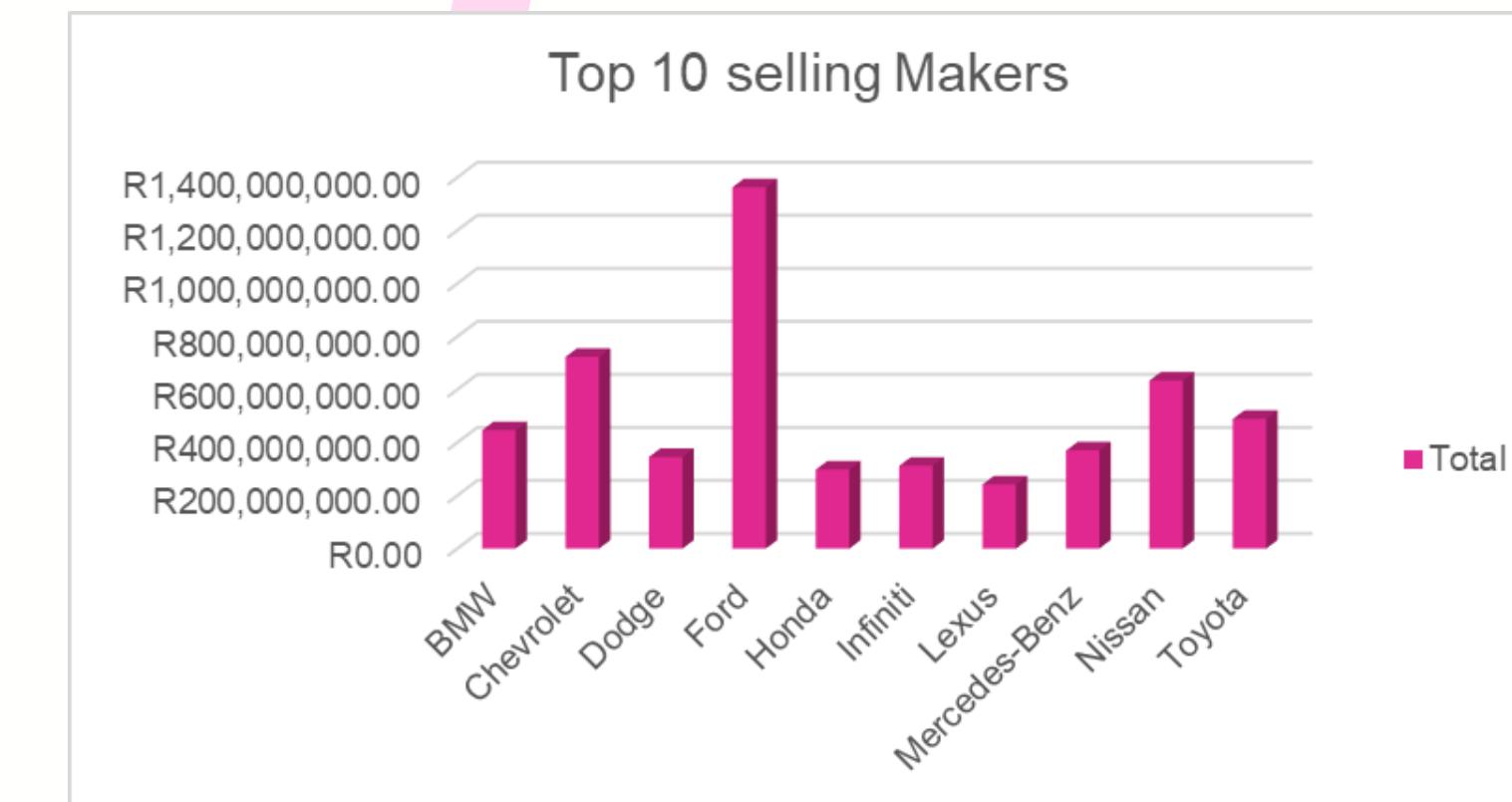
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Top-selling makers and Models

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Top selling Maker

Ford is the most selling Maker as it generates the most revenue. Chevrolet and Nissan and BMW follow respectively.



Top selling Model

The F-150 is the top performing car model by revenue. Edge has the lowest total revenue among the listed models.

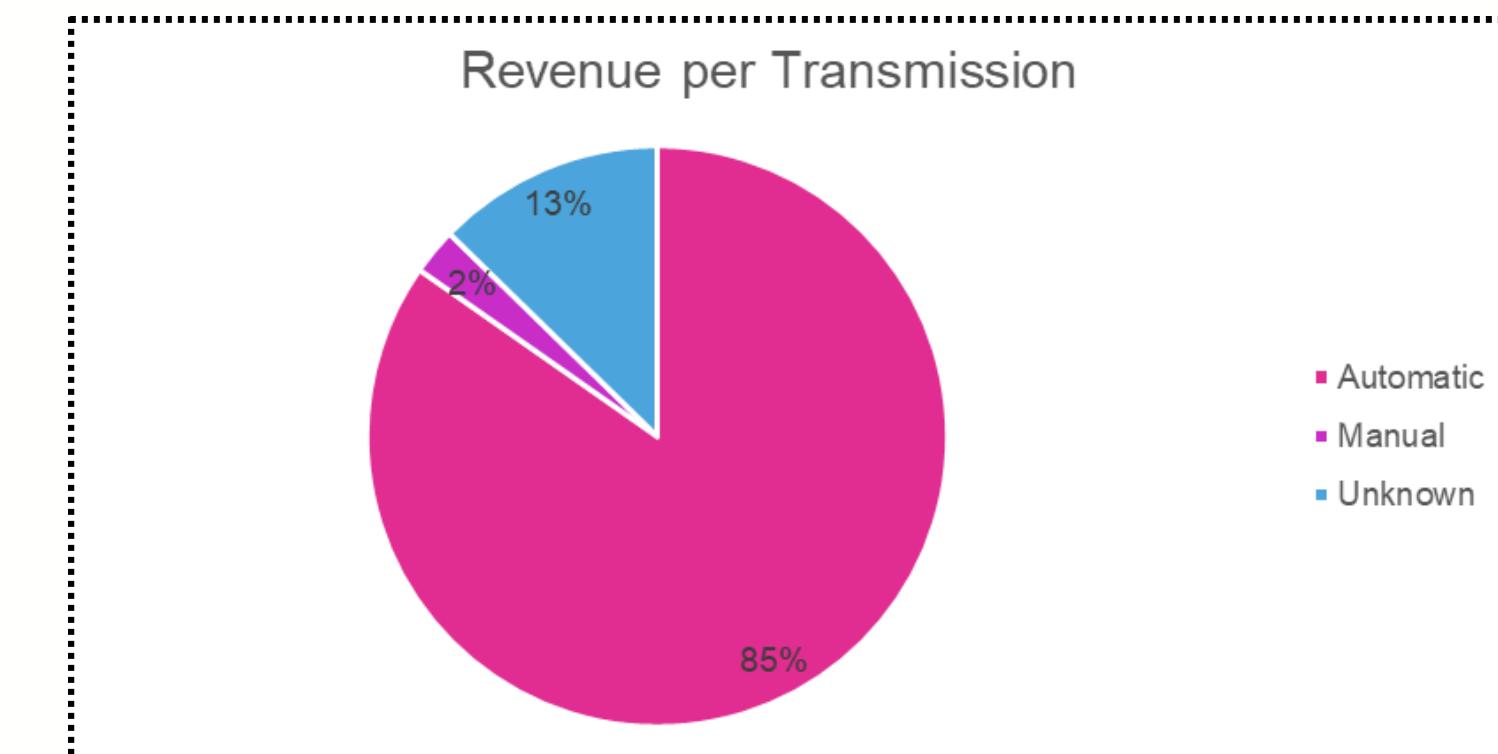


Top-selling per Transmission and Time Bucket

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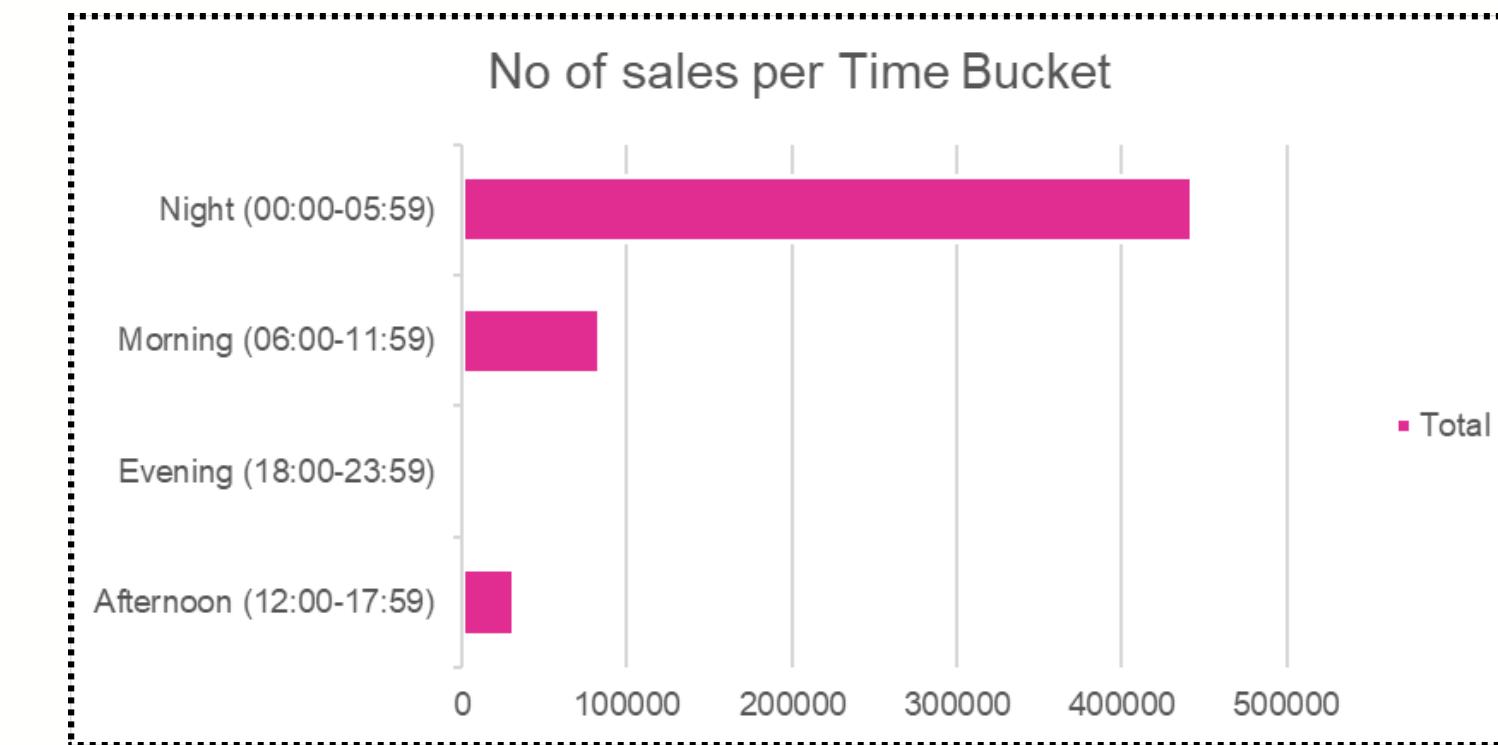
Revenue per Transmission

The automatic transmission is the leading type, contributing approximately 85% of the total revenue. Manual is the least favourite transmission, contributing about 2% of revenue



No of sales per Time Bucket

Night sales dominate revenue. Morning and afternoon time type sales are much smaller, with Evening (18:00 - 23:29) being the weakest

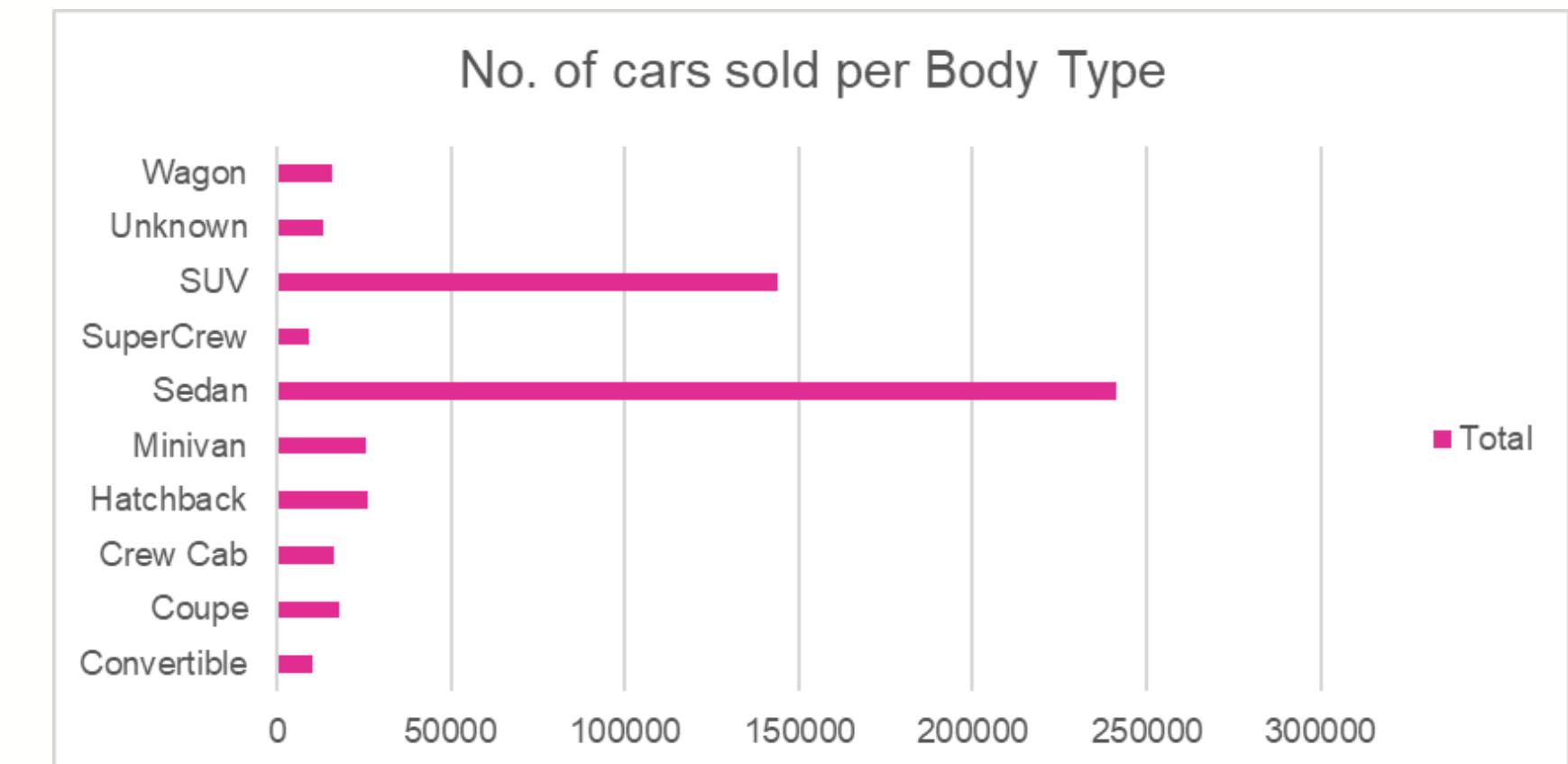


Top-selling Body Types and Interior

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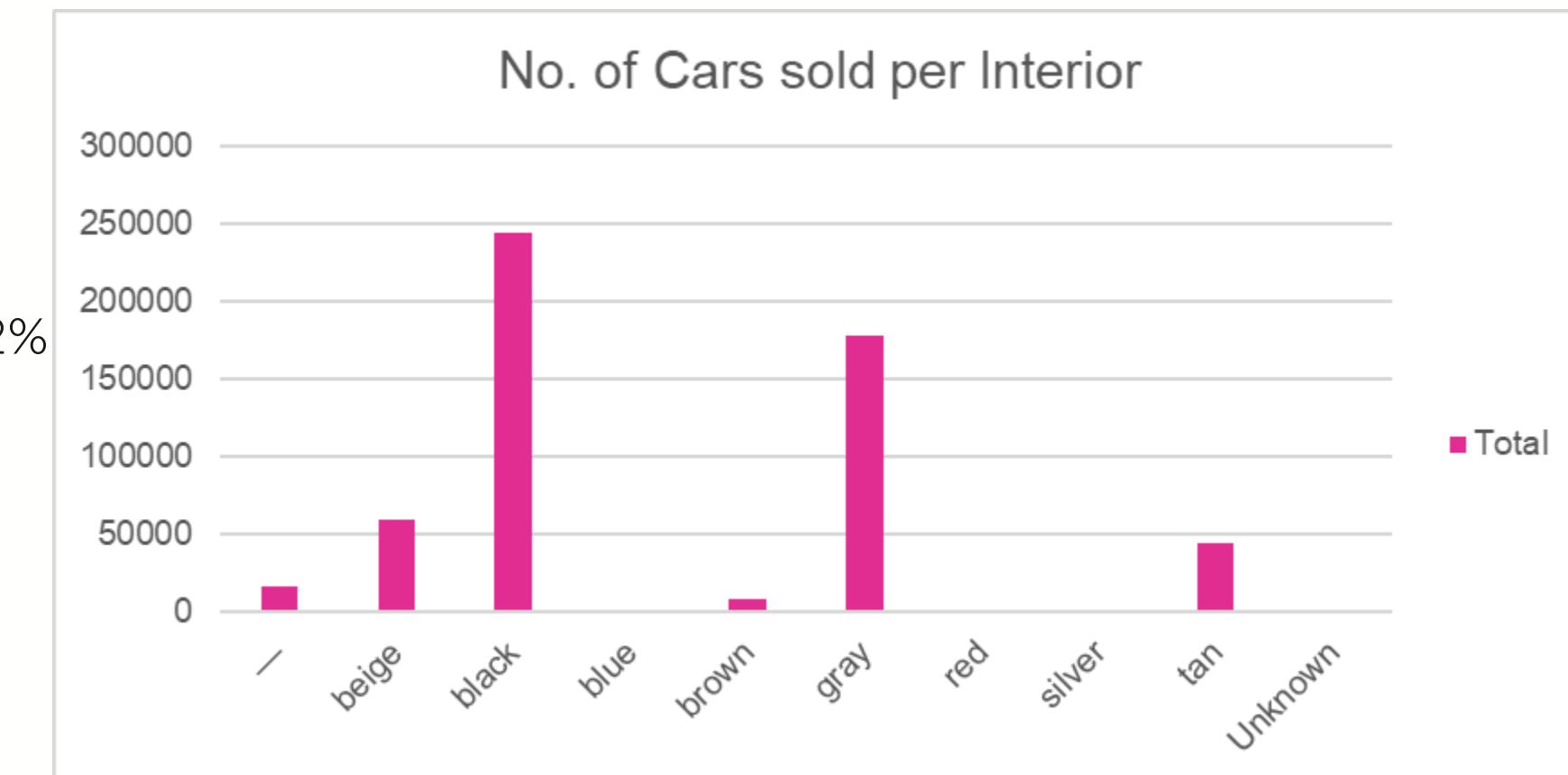
No of sales per Body Type

Sedans and SUVs are the highest revenue contributors. While G Sedan, Wagon, Convertible, and SuperCrew are the least contributing car body types.



No of sales per Interior

Evening sales dominate revenue which is about 82% Morning and afternoon time type sales are much smaller with Evening (18:00 - 23:29) being the weakest

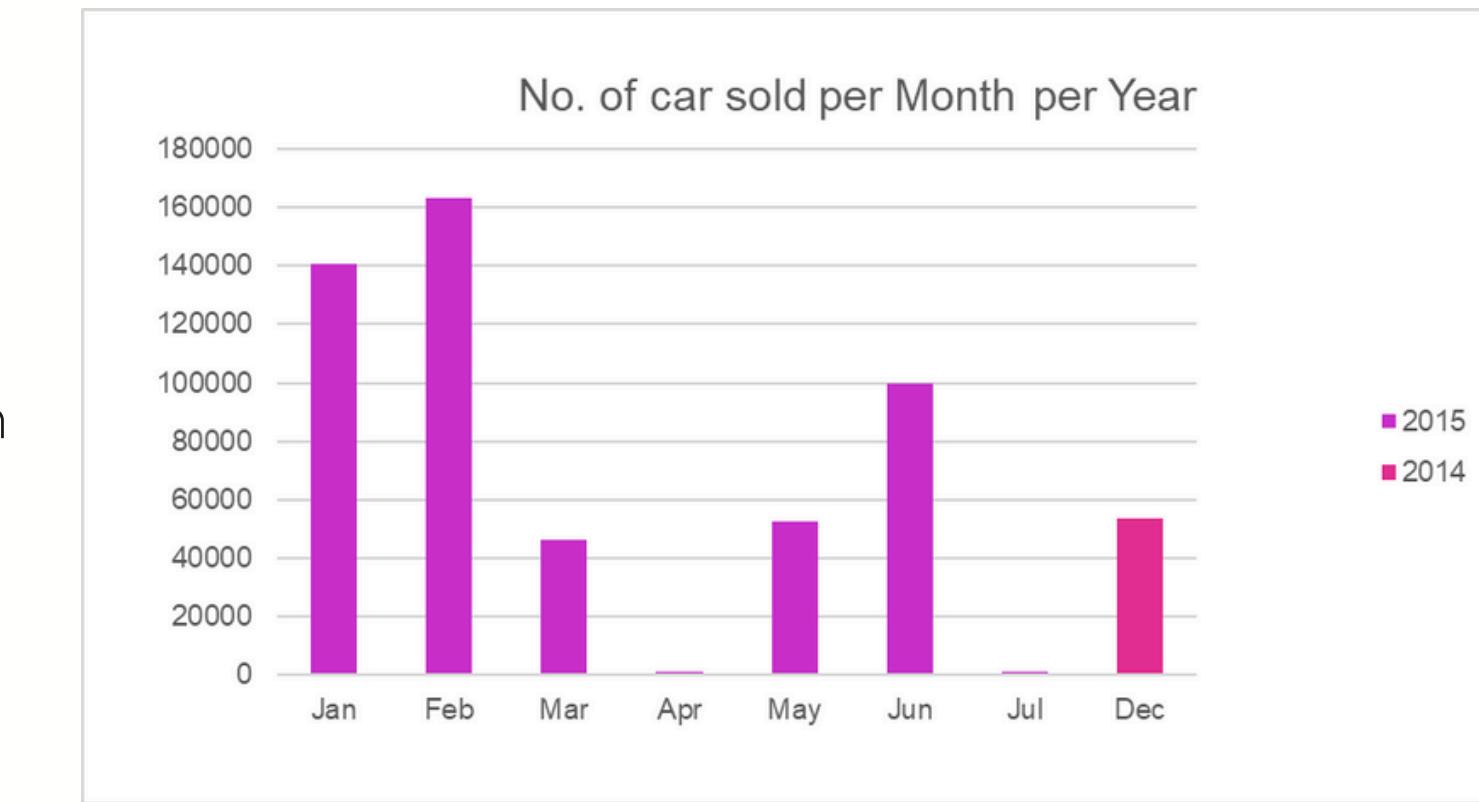


Top-selling Months per Year and Days

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No of sales per Month per Year

2014 had the highest sales in December and 2015 showed the highest revenue in the month Feb, followed by January. April is the worst-performing month.



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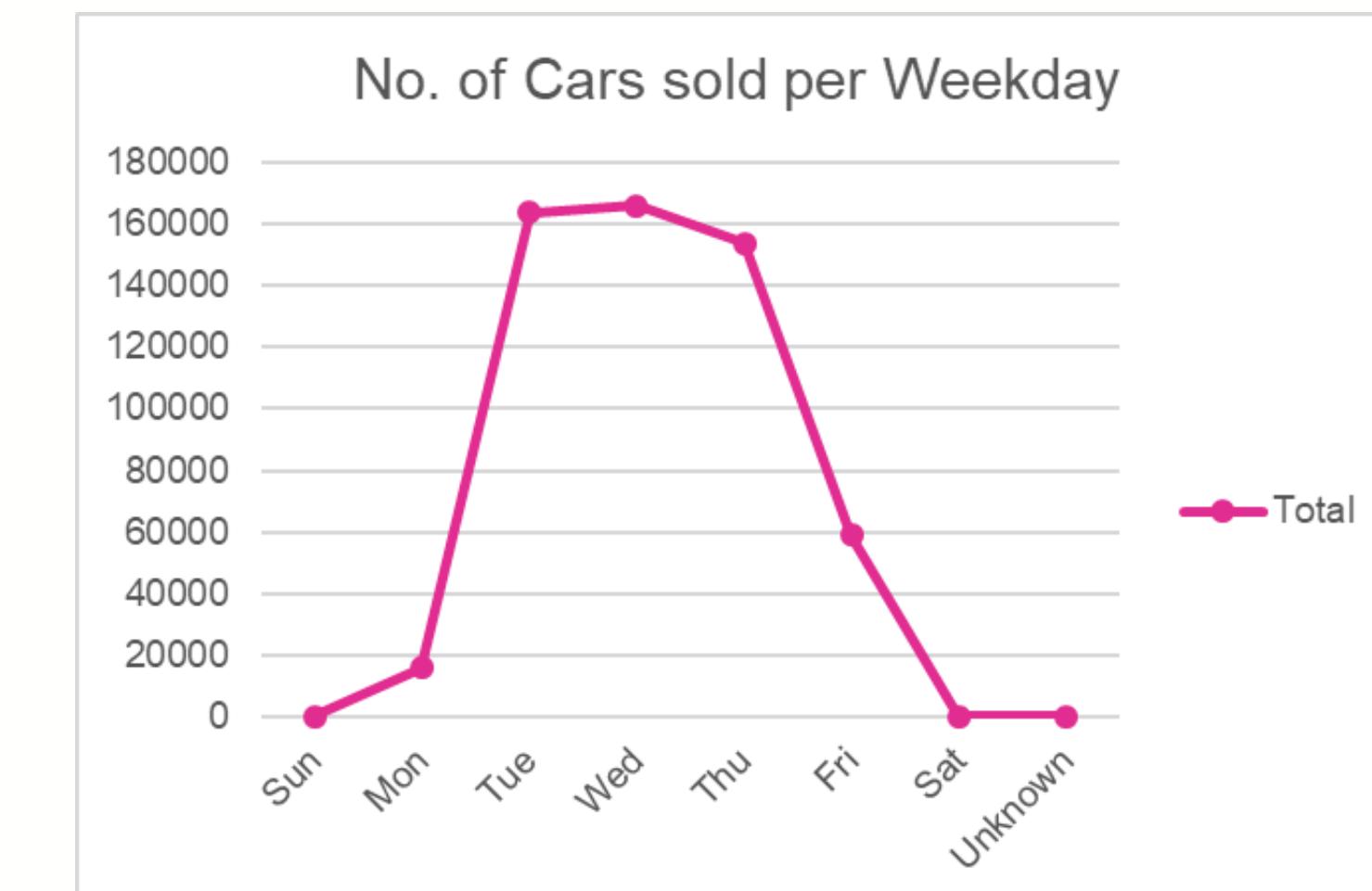
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No of sales per Week-day

Wednesday is the day dealerships generate the most revenue, followed by Tuesday and Thursday, with Saturday being the worst-performing day. Midweek is the peak selling period, while weekends are the worst-selling period.



Top selling per Mileage and per price bucket

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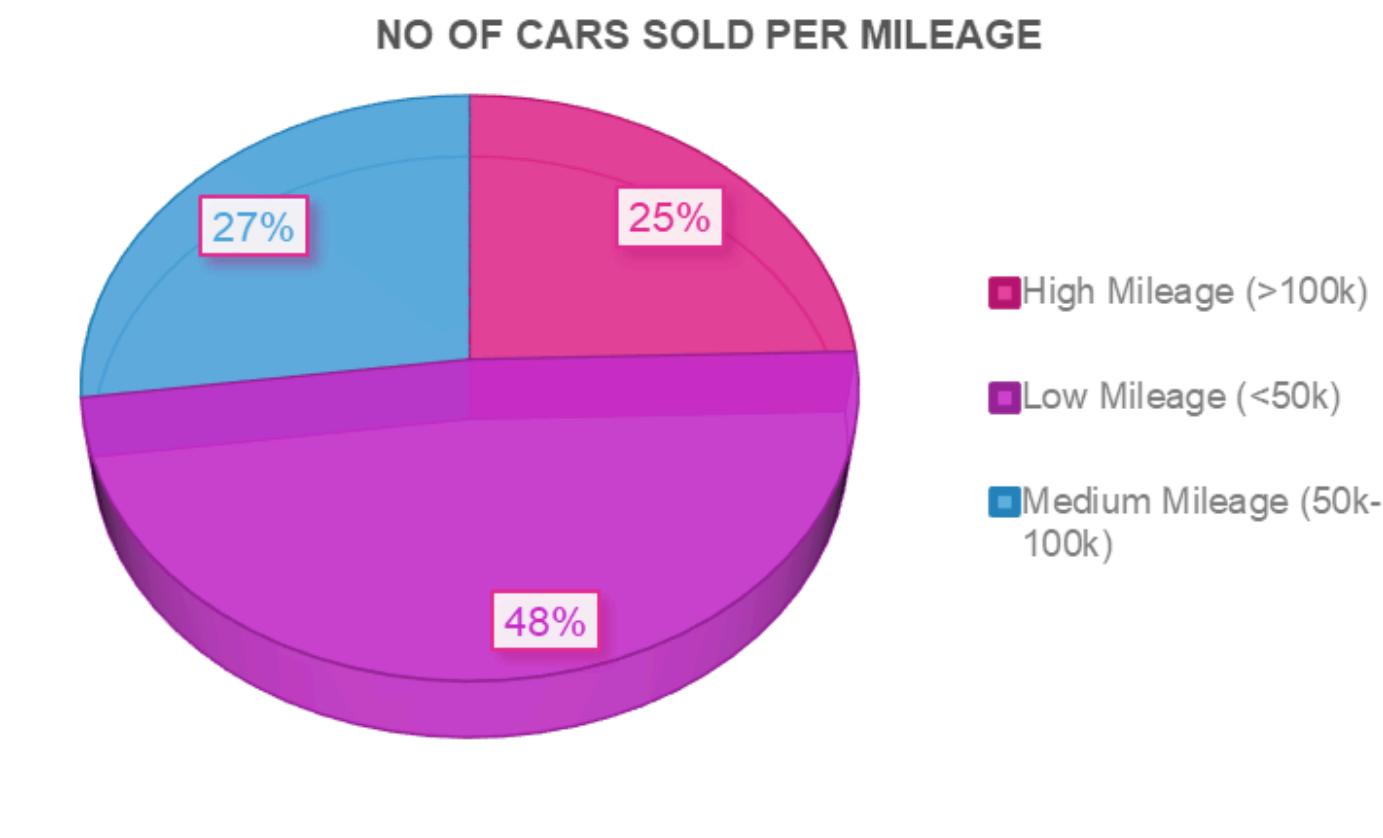
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No of sales per mileage

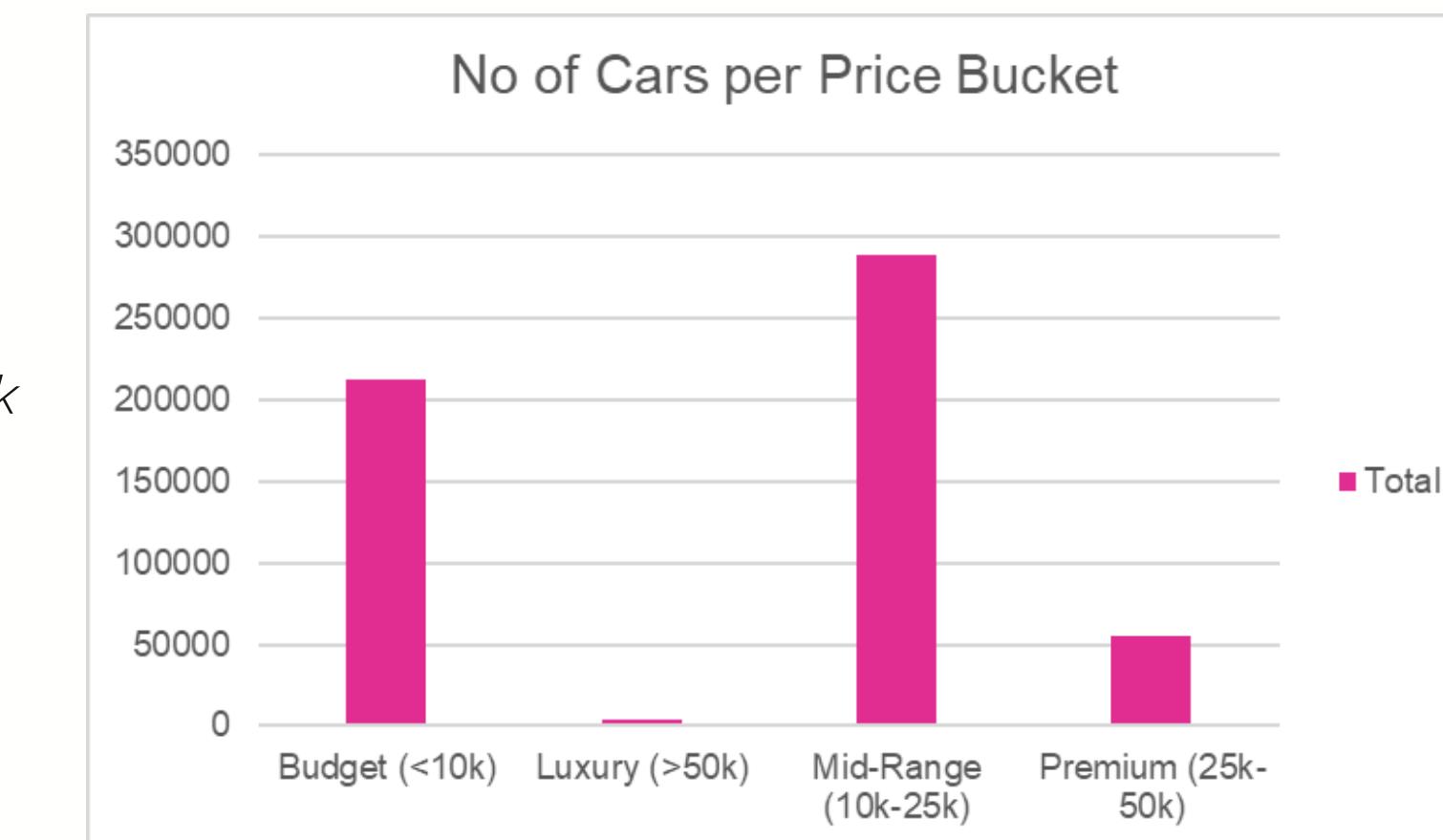
Low-mileage cars have the highest number of sales, generating more revenue.

High-mileage cars are the least purchased cars with the lowest revenue; none of the cars were sold.



No of cars sold per Price Bucket

People buy more mid-range (R10k-25k) priced Cars, followed by Budget cars priced less than 10k and then Premium priced between 25k-50k Luxury cars with a price greater than 50k are the least bought Cars.



Recommendations

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Pricing & Inventory Strategy

Our performance tiers suggest our vehicles may be priced too low. We should review and adjust pricing upward to better reflect market value.

Phase out luxury-priced cars and high-mileage vehicles, as these aren't making much sales. Focus inventory on newer model years that align with customer preferences.

Staffing & Operations

Increase weekday staffing levels and inventory to meet customer demand during peak business days.

Extend operating hours and consider hosting auctions to clear ageing inventory more effectively.

Sales & Marketing Initiatives

Launch weekend promotions to drive traffic and boost sales during slower periods.

Procurement Strategy

Prioritize automatic transmission vehicles when sourcing new inventory, as they generate the strongest return on investment.

Negotiate better pricing with suppliers for automatic vehicles, as they represent a core business and the fastest-moving inventory.

The company should focus its resources on areas where there is more revenue, as that is a clear indication of what people want more of.

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Thank you

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