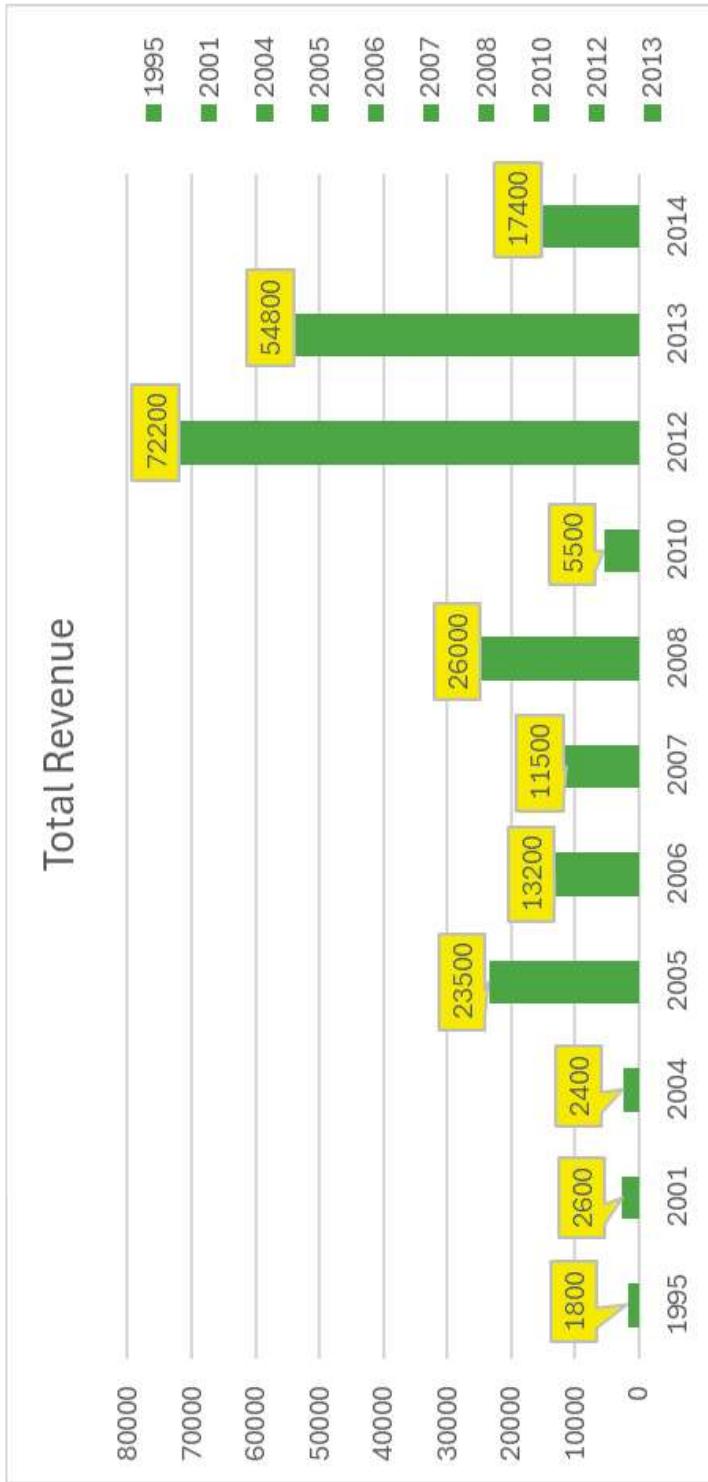




**CAR DEALER**

**2**

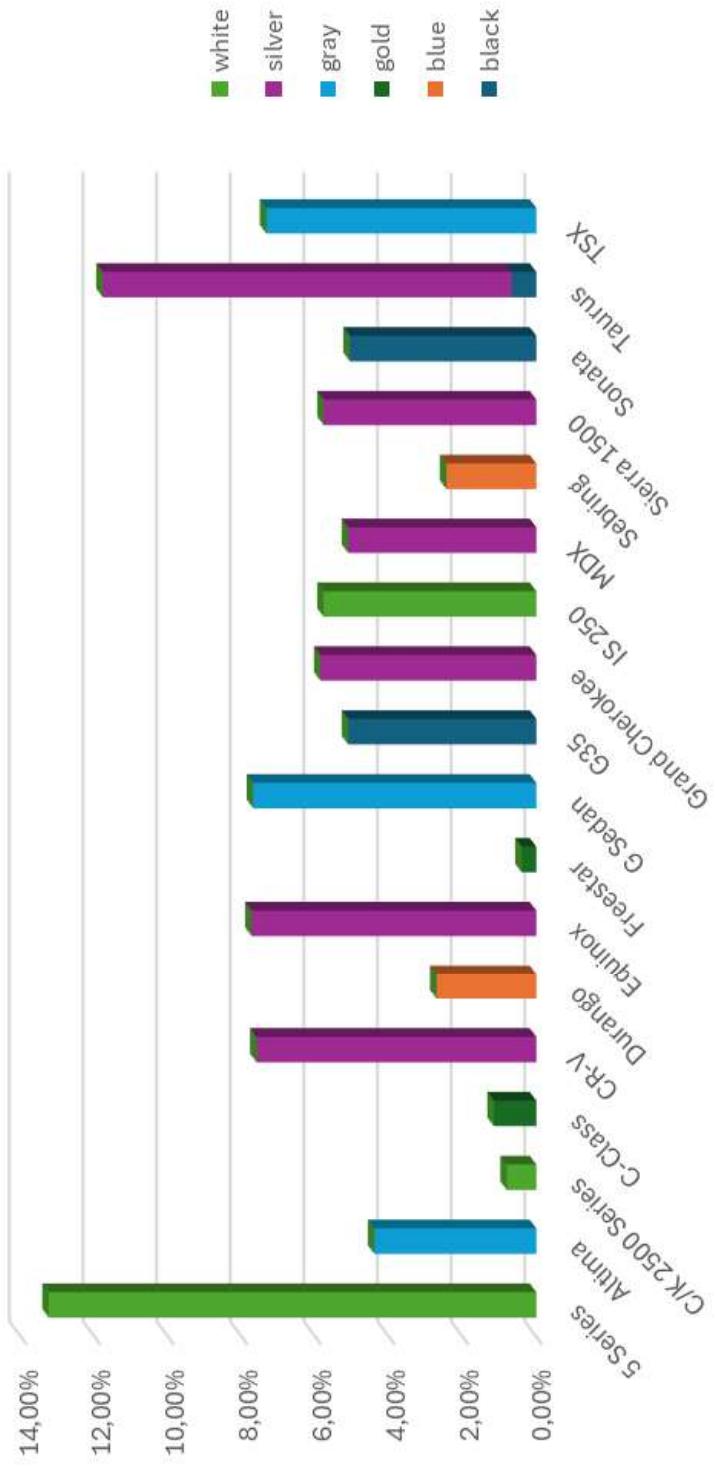


- The data provided includes annual revenue figures for various years.
- Each year listed has an associated revenue amount.
- The cumulative revenue over the entire period is R230,900.
- This structure allows for analysis of trends or patterns in revenue over time.
- This analysis could be useful for identifying periods of growth or decline.

### 3

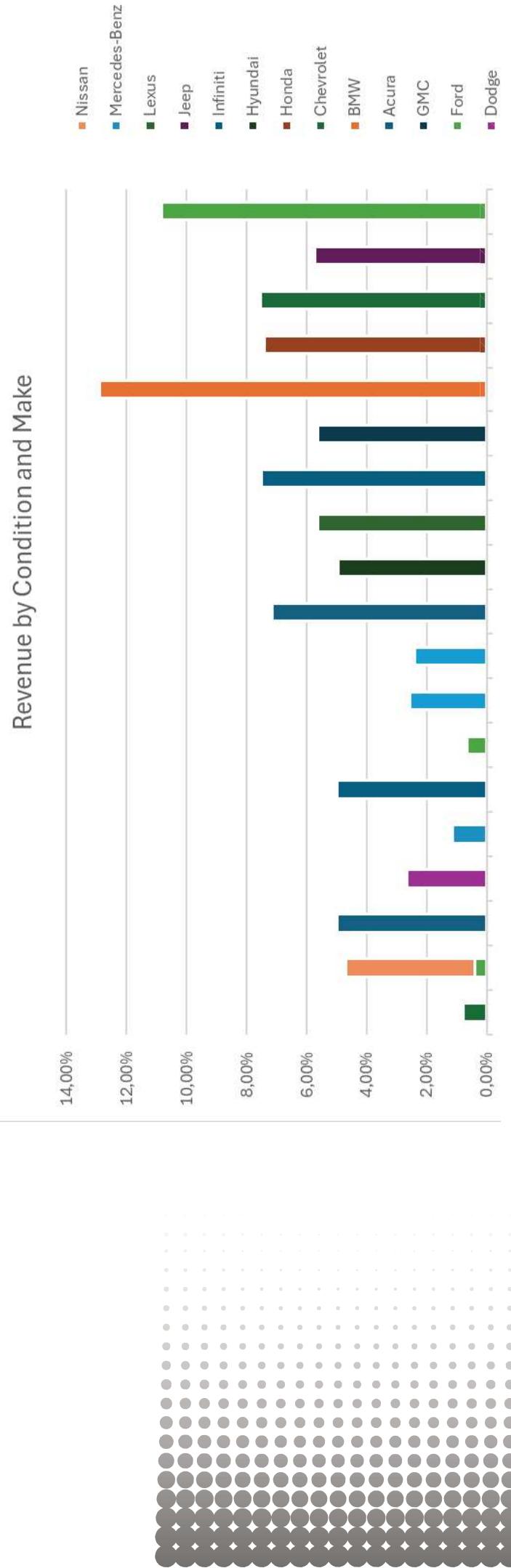
- The data shows the percentage contribution of total revenue by vehicle model and color.
  - Silver leads with the highest contribution at 43.20% of total revenue.
  - White follows with 19.82%, and gray contributes 19.42%.
  - Black, blue, and gold contribute significantly less at 10.84%, 5.16%, and 1.56%, respectively.
  - The “5 Series” in white has the highest individual contribution at 13.24%.
  - The “Taurus” in silver and “G Sedan” in gray also have notable contributions, each exceeding 7%.
  - Models like the “Festiva” in gold and “C-Class” in gold have minimal contributions.
  - Overall, there's a significant preference for silver and white vehicles.
  - These insights can inform inventory and marketing strategies by focusing on high-demand color-model combinations.

Revenue by Model and color



- The auction market for vehicles features a broad price distribution, with both high-value and low-value transactions being common.
- This diversity often reflects the varying conditions and appeal of the vehicles being auctioned.
- Market volume is predominantly skewed towards mass-market American and Japanese brands.
- Ford alone contributes nearly 20% to the top five manufacturers, highlighting its dominance.
- A moderately strong negative correlation exists between selling price and odometer readings, suggesting higher mileage tends to lower vehicle valuation.
- There is a consumer preference for automatic transmissions, indicating a shift towards convenience and modernity.
- Manual transmissions occupy a niche market.
- The average selling price often falls below the Manheim Market Report (MMR), suggesting a potential gap in pricing strategies.
- Understanding this discrepancy is vital for optimizing bids and ensuring profitability.
- It is crucial for stakeholders to refine their pricing strategies to align with market dynamics.

Revenue by Condition and Make

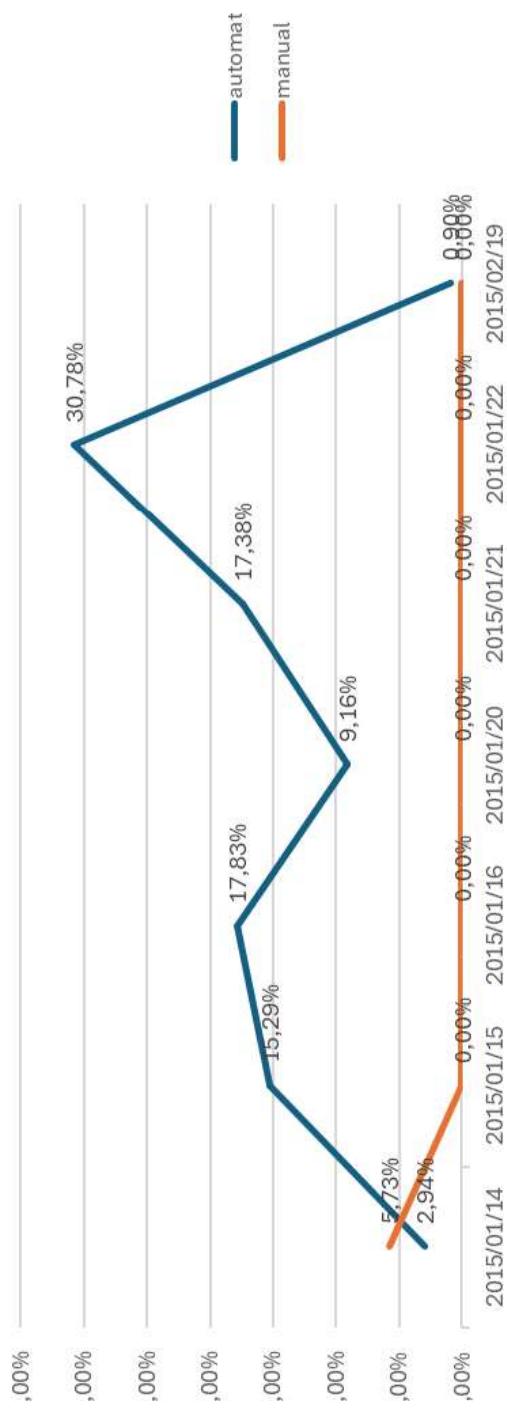


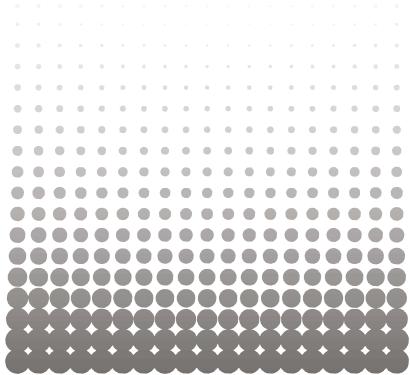
## 5

- The data represents revenue percentages categorized into "automatic" and "manual" processes over specific dates.
- Revenue from automatic processes significantly exceeds that from manual processes during the period shown.
- On January 14, 2015:
  - Automatic revenue: 2.94%
  - Manual revenue: 5.73%
- On January 22, 2015, automatic processes accounted for 30.78% of the total revenue.
- The overall total reveals:
  - 94.27% of revenue was generated automatically.
  - 5.73% came from manual processes.
- This indicates a strong reliance on automation for revenue generation during this period.



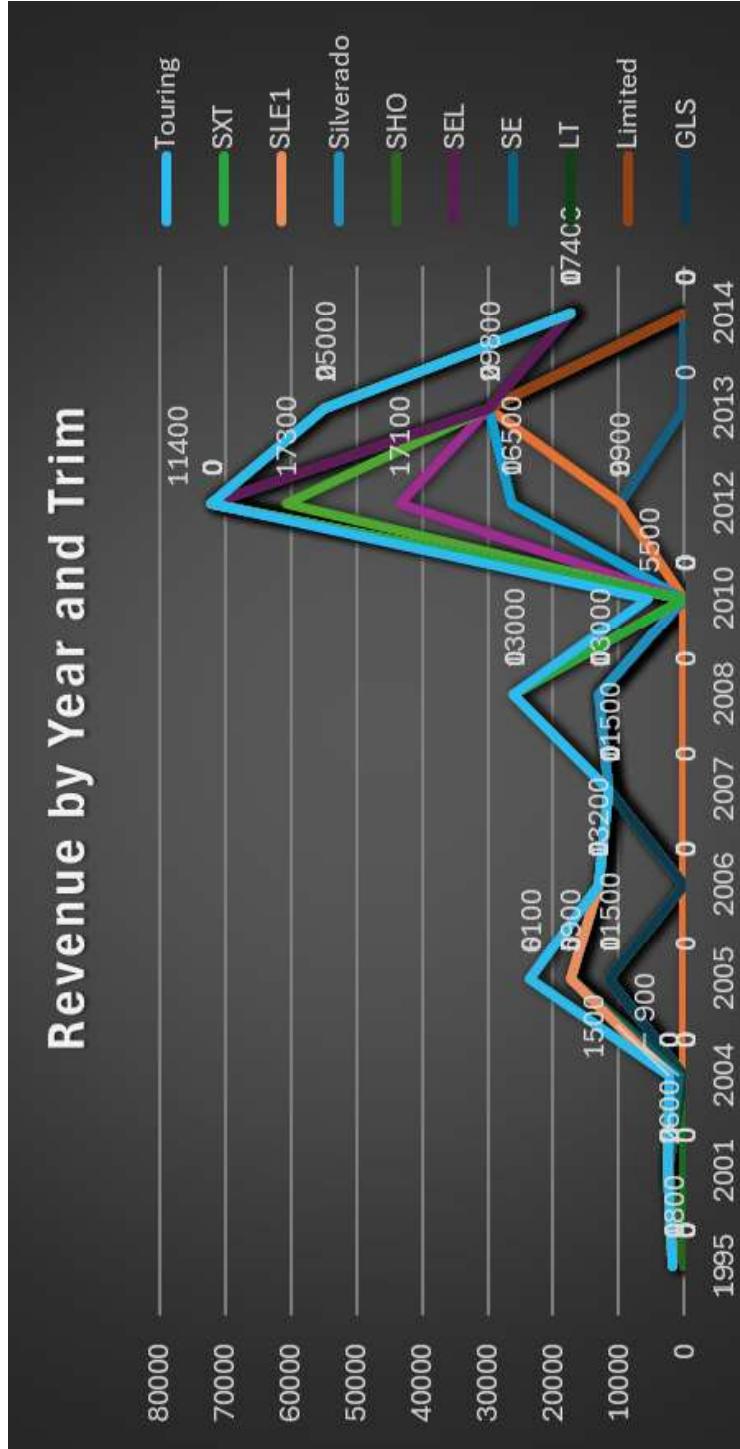
Revenue by SalesDate and Transmission





- The data highlights a strategic opportunity to optimize auction revenue by focusing on mid-market vehicles.
- The prevalence of Base and SE trims among top-selling models emphasizes the importance of high-volume, standard models for substantial revenue, rather than premium trims.
- The model years 2012-2014 are identified as the peak period for auction liquidity and transaction value, indicating high demand for these vehicles.
- Strategic sourcing efforts should focus on acquiring Base and SE trims from the 2012-2014 model years to sustain and potentially increase revenue streams.
- By aligning sourcing strategies with market trends, auction houses can enhance their competitive edge and profitability.

## Revenue by Year and Trim



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