

# Bright Motors





## Vision

Our vision is to become a market-leading organisation recognised for excellence in performance, innovation, and customer service. We envision a future where strategic insights, advanced analytics, and responsible decision-making drive consistent profitability, operational effectiveness, and long-term success.

# Introduction

In South Africa's dynamic automotive market, understanding vehicle sales trends is crucial for stakeholders to make informed decisions. This project analyzes data from `SQL coding.csv`, which contains vehicle sales info (YEAR, MAKE, MODEL, revenue, units sold, etc.). Insights will help optimize strategies for pricing, inventory, and targeting the right market segments.



## Mission

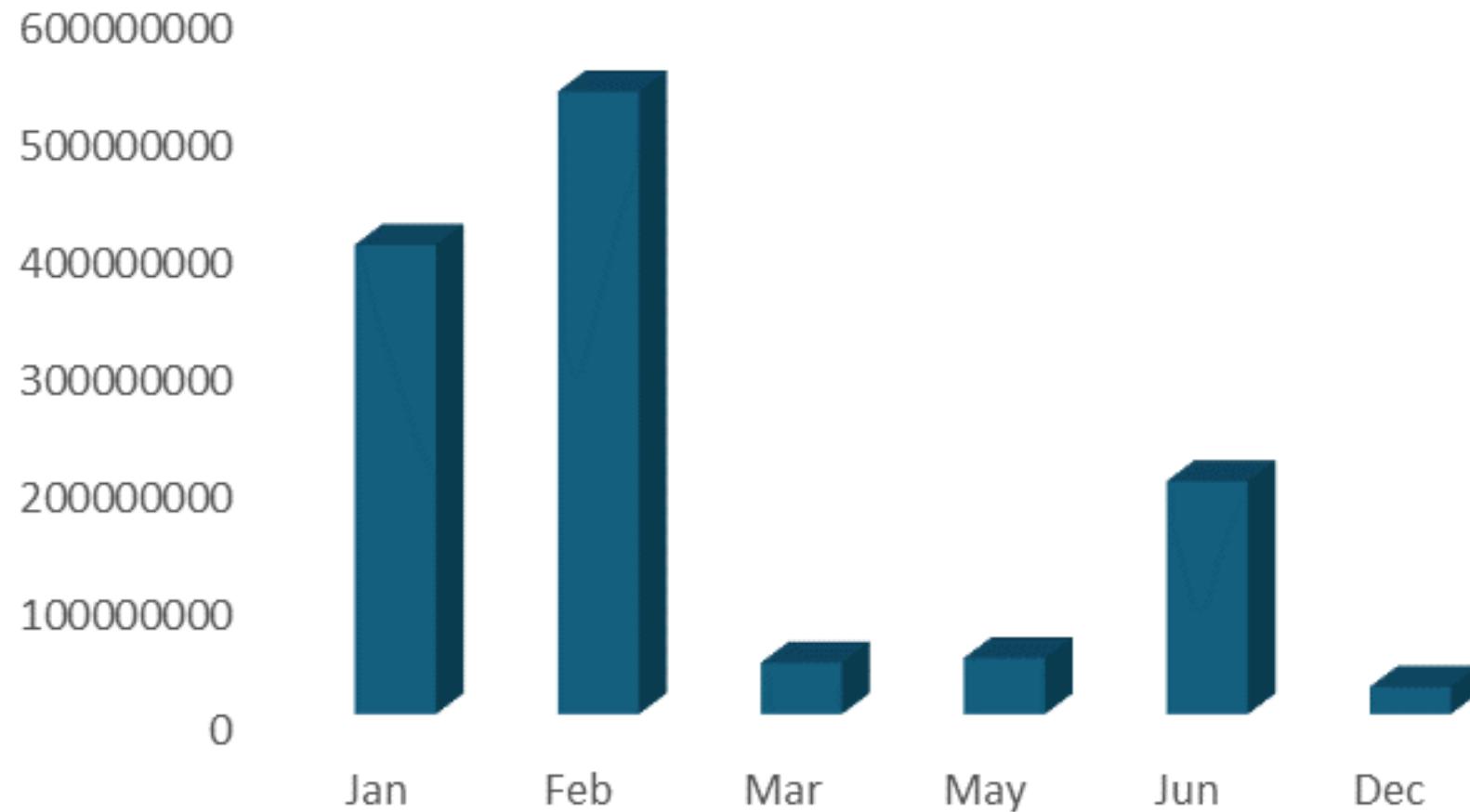
Our mission is to deliver high-quality products supported by data-driven strategies that maximise customer satisfaction and business performance. We aim to operate efficiently, maintain competitive pricing, and continuously improve our processes to ensure sustainable growth and value creation for all stakeholders.

# Exclusive Summary

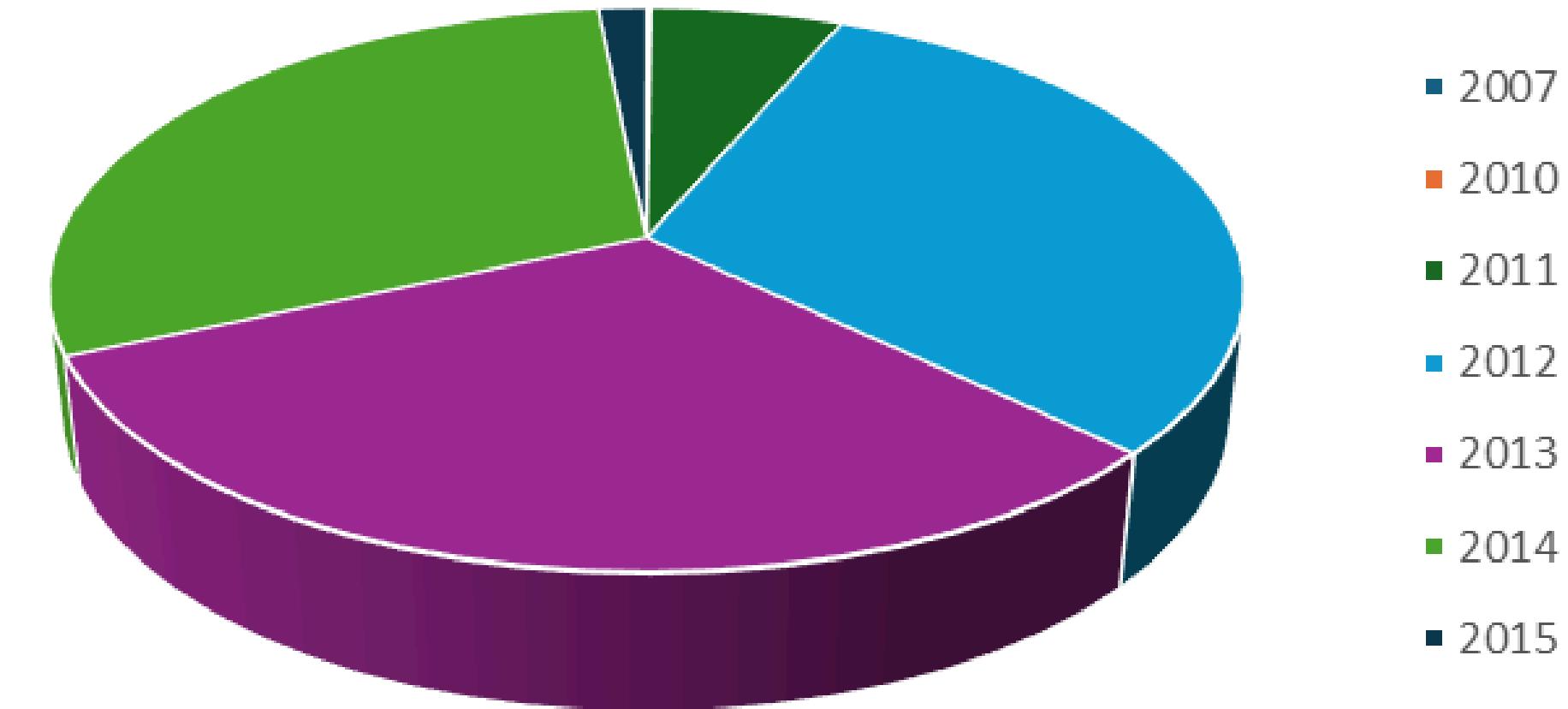
Above Market segment is your cash cow—high revenue, lower average price, so play the volume game! Price and mileage trends move in sync, hitting peaks in January–February and a slump in December. To make the most, target value-driven buyers, amp up luxury promotions in peak months, and throw in sweet deals during the off-season.

# Revenue trends

Revenue by Month



Revenue by years



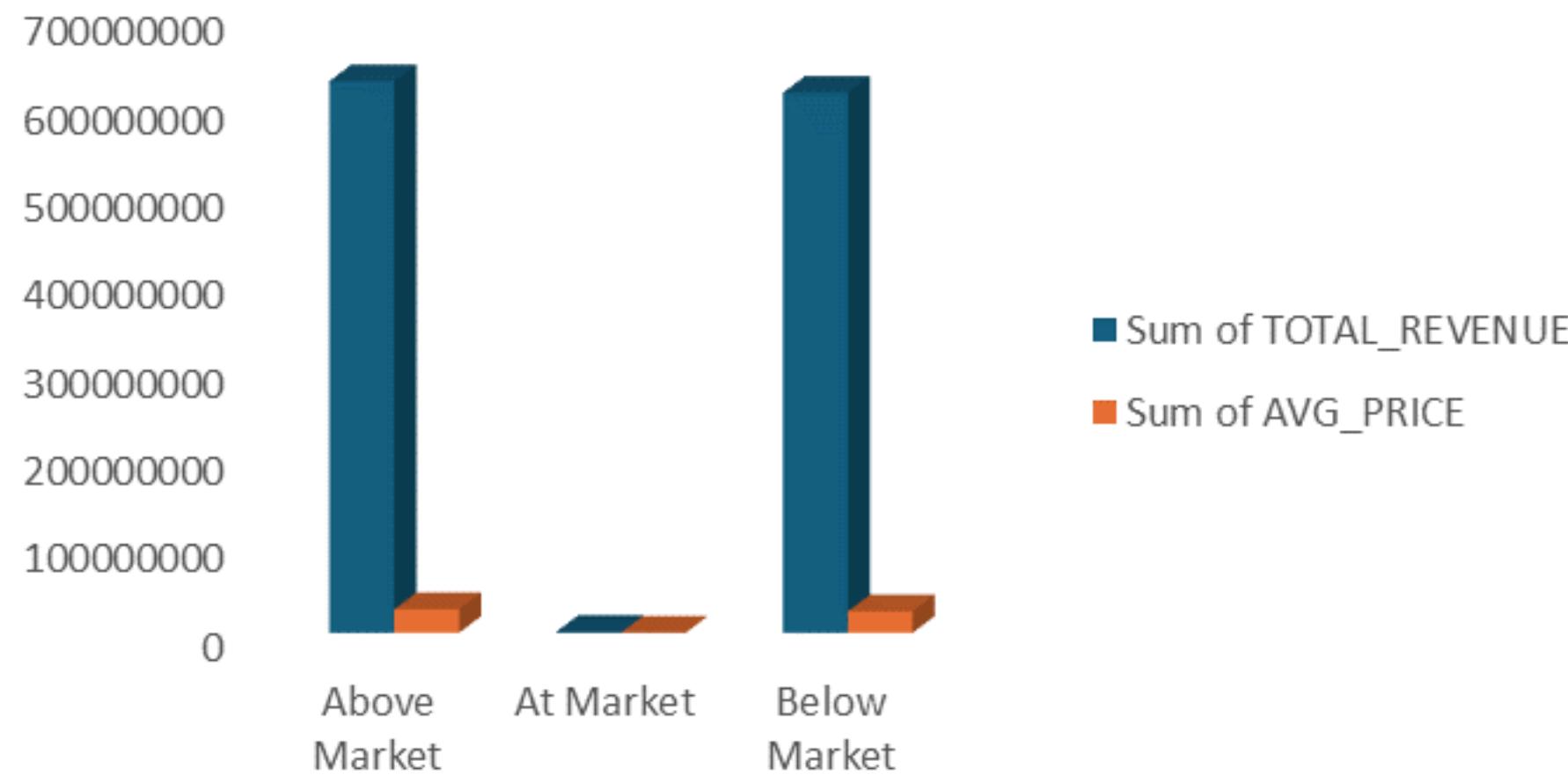
**Revenue Trends Summary** Revenue by Month- Feb highest: Revenue peaks in February.

Dec lowest: December has the least revenue. Other months like Jan, Mar, May, Jun have varying revenues but are lower than Feb.

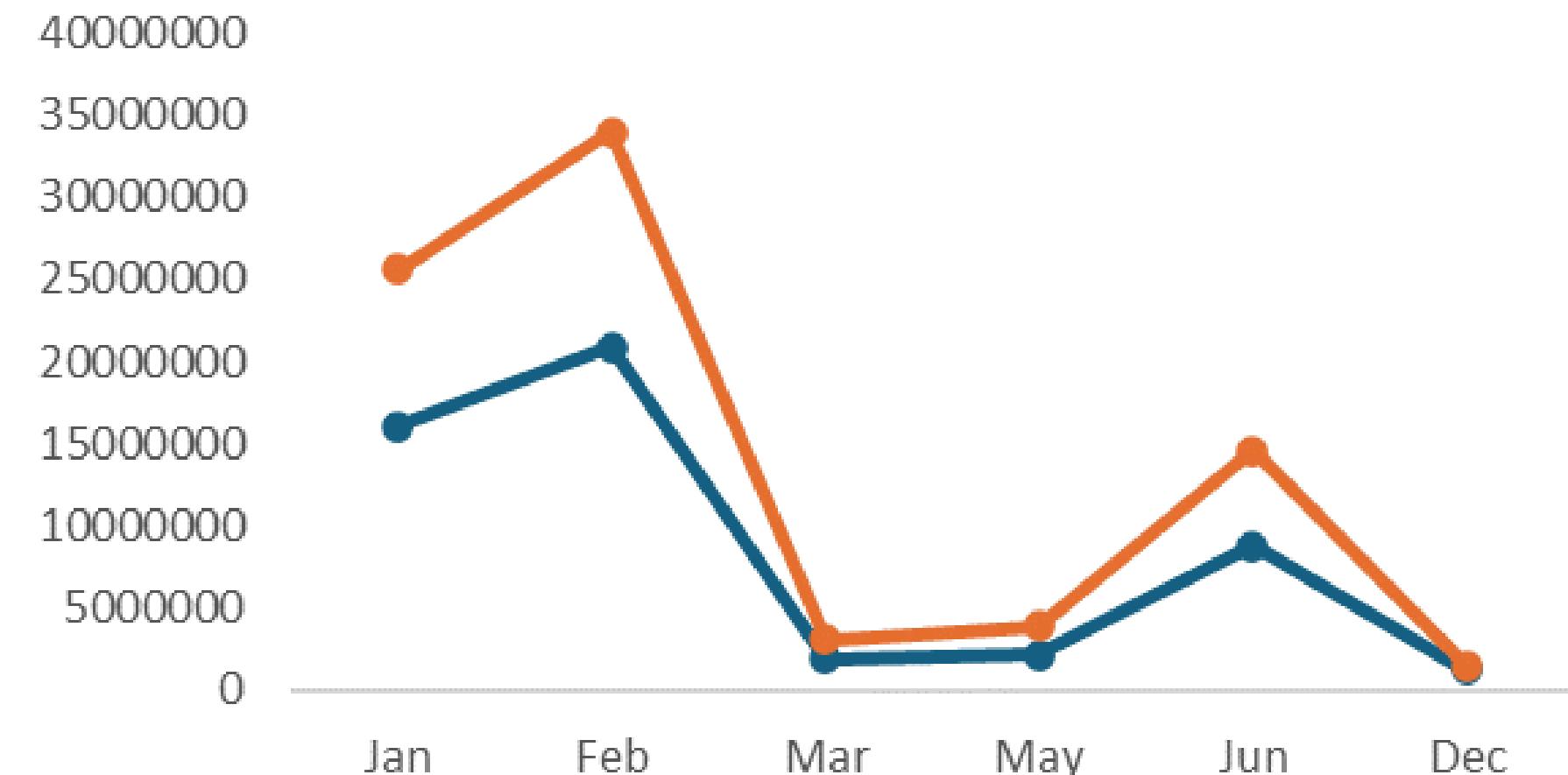
Revenue by Years- The pie chart shows revenue distribution across years (2007, 2010–2015).

Largest slice is 2014: Looks like 2014 had a big chunk of revenue based on slice size.

Market position by Revenue & AVG\_Price



AVG\_Price & Mileage by Month



### **Yearly Performance Summary- Market Position by Revenue & AVG Price:**

- A bar chart comparing revenue for Above Market, At Market, and Below Market positions.

**Above Market has the highest revenue.**

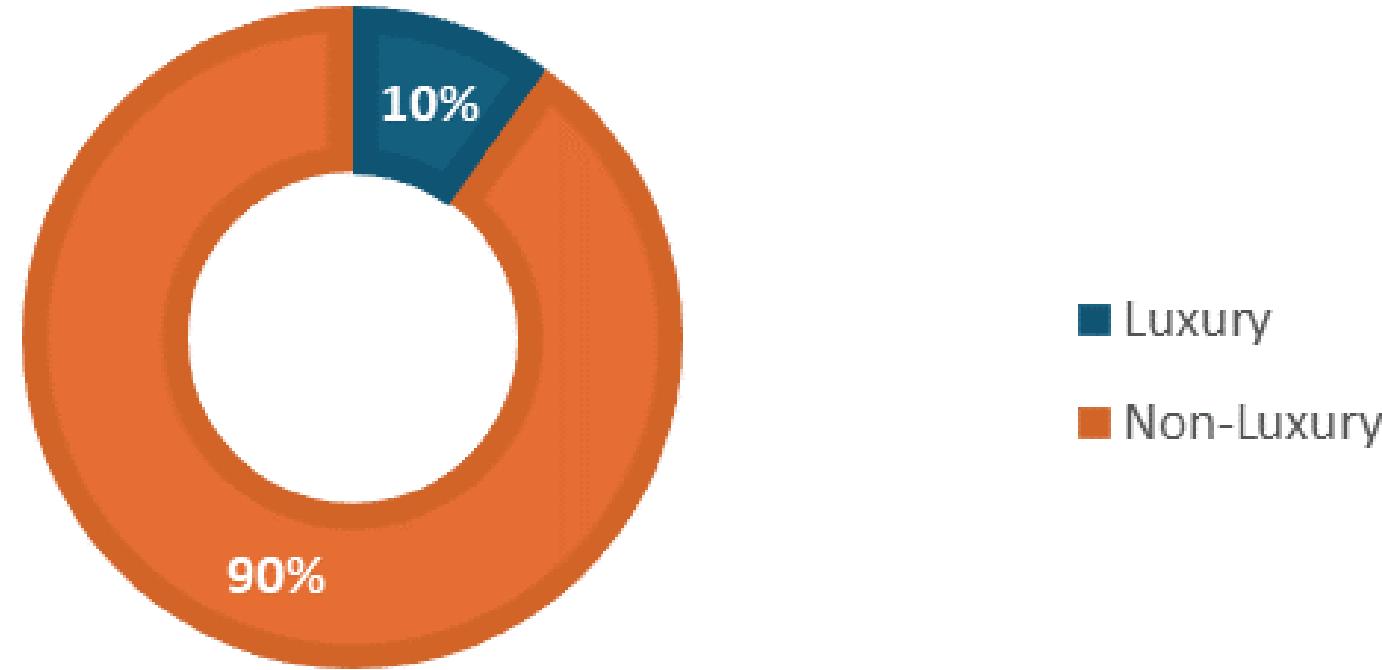
- AVG\_Price & Mileage by Month:

- A line graph showing trends of average price and mileage across months (Jan, Feb, Mar, May, Jun, Dec).

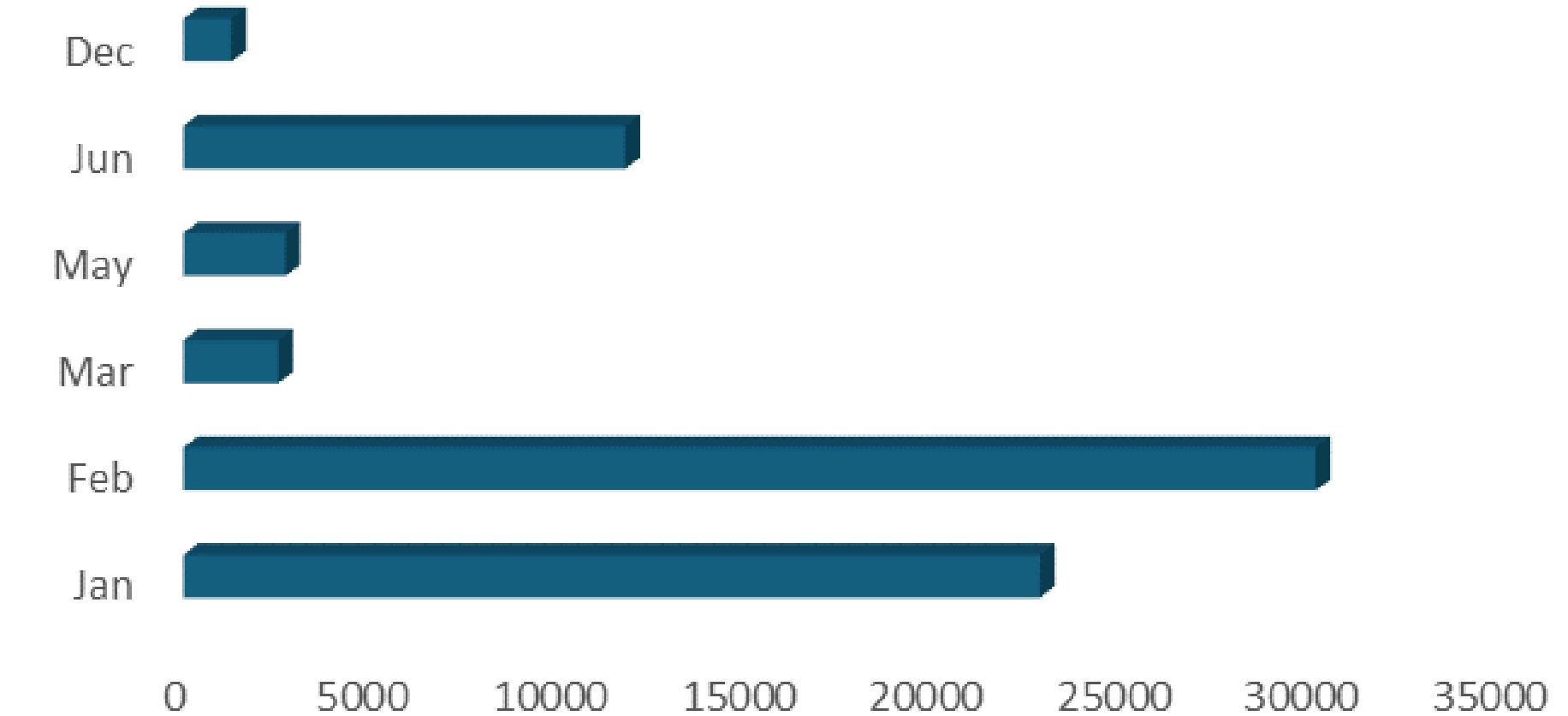
- Both lines follow a similar trend with peaks in Feb and drops afterwards.

# car type & units sold

CAR TYPE BY MILEAGE



Units sold by Month



**Car Type by Mileage:** A donut chart showing 90% Non-Luxury cars and 10% Luxury cars.

**Units Sold by Month:** A bar chart showing units sold per month (Jan to Dec) for Luxury cars. Sales seem highest in Jan and Feb, with a significant drop in other months, especially Dec.

# MARKETING STRATEGY

01

**Target Above Market for Volume:**  
Emphasize value pricing to boost sales in  
this high-revenue segment.

02

**Leverage Peak Months:** Push luxury deals &  
mileage-based offers in Jan-Feb for max  
impact.

03

**Off-Peak Boosts:** Offer discounts/ bundles  
in Dec to drive sales during slower periods.

04

**Positioning Balance:** Promote Above  
Market for affordability, "Below Market" for  
exclusivity.

# CONCLUSION

The yearly performance data shows that the **Above Market** segment drives the most revenue despite having a lower average price. The trends for average price and mileage align closely across months, with peaks in January and February, and a dip in December. To capitalise on this, focusing on value pricing for the **Above Market** segment could boost sales volume. Leveraging peak and off-peak strategies—like pushing luxury deals in high months and offering discounts in low ones—could also drive results. Balancing the positioning of **Above Market** for affordability and "**Below Market**" for exclusivity might further optimize performance.





Thank  
You