



VANTAGE  
CAR SALES

# **SALES PERFORMANCE ANALYSIS REPORT**

JANUARY - DECEMBER 2020

Towards Growth and Expansion



The Company's sales volume and growth rate in 2020 were higher compared to industry averages.

With the increasing demand, we have identified opportunities and proposed strategies for

**growth and expansion.**



# 1

## Facts

- Objectives.
- 2020 Summary.
- Lagos State.
- Osun State.
- Ogun State.
- Oyo State.
- Ondo State.
- Ekiti State.

# 2

## Insights

- Branches.
- Brands.
- Models.
- Trends.
- Gender.
- Age.
- Population.
- Economic Power.

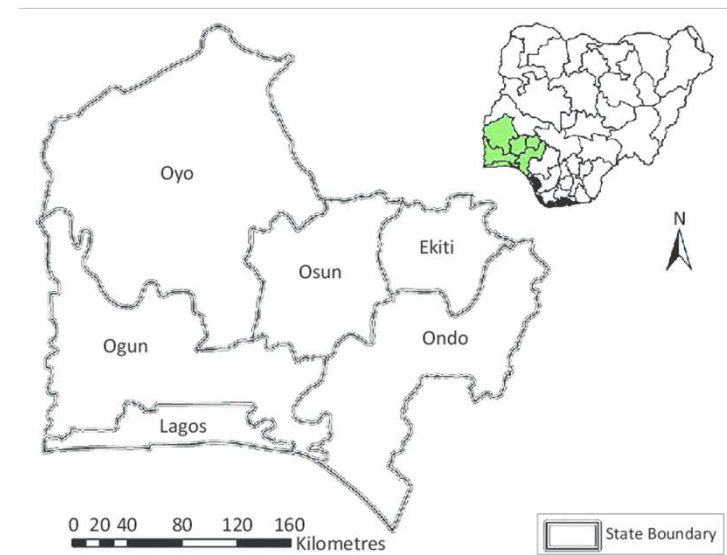
# 3

## Recommendations

- Growth and Expansion.
- Ekiti.
- Lagos.
- Brands.
- Models.
- Trends.
- Team.

## Objectives:

- Analyze the **performance** of the branches across different regions.
- Identify areas with the highest sales volumes.
- Compare sales performance across branches.
- Understand regional preferences or market trends.



Facts



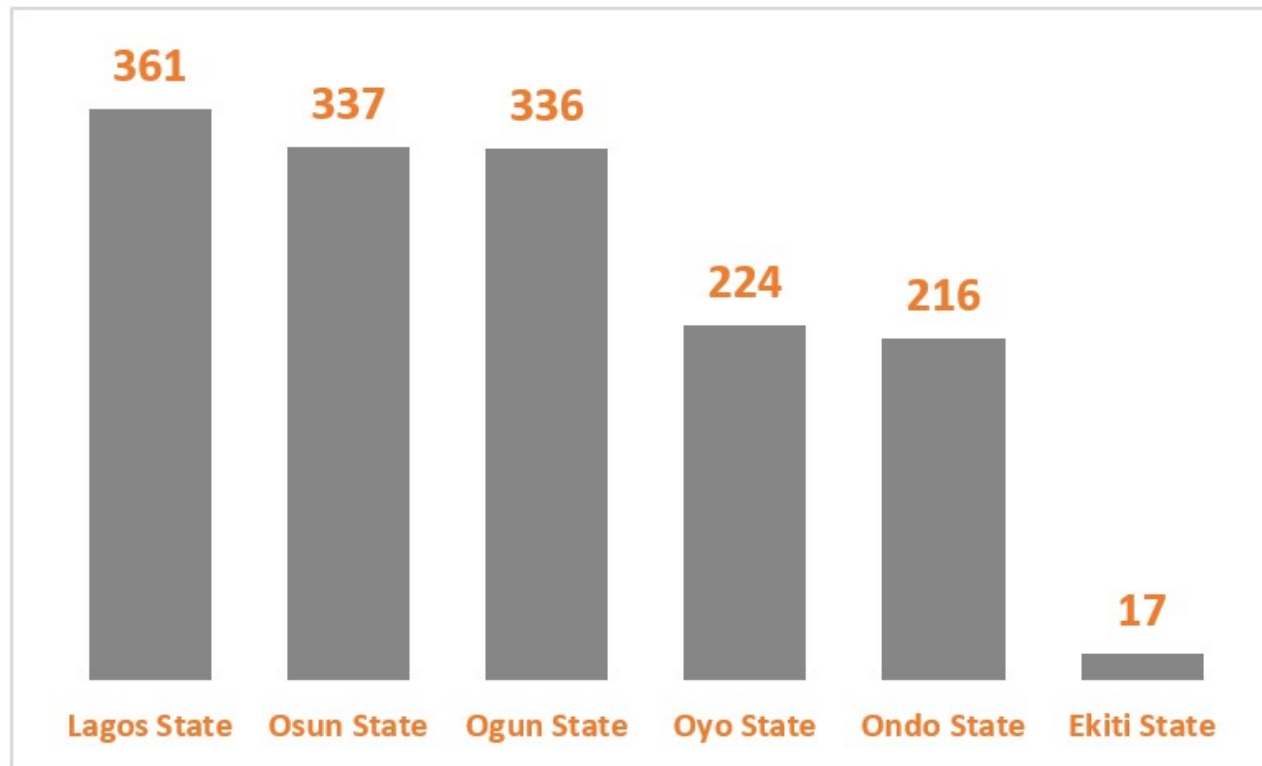
Between Jan 1st – Dec 31<sup>st</sup>, 2020,

the total number of  sold across the 6 branches was

**1,491**

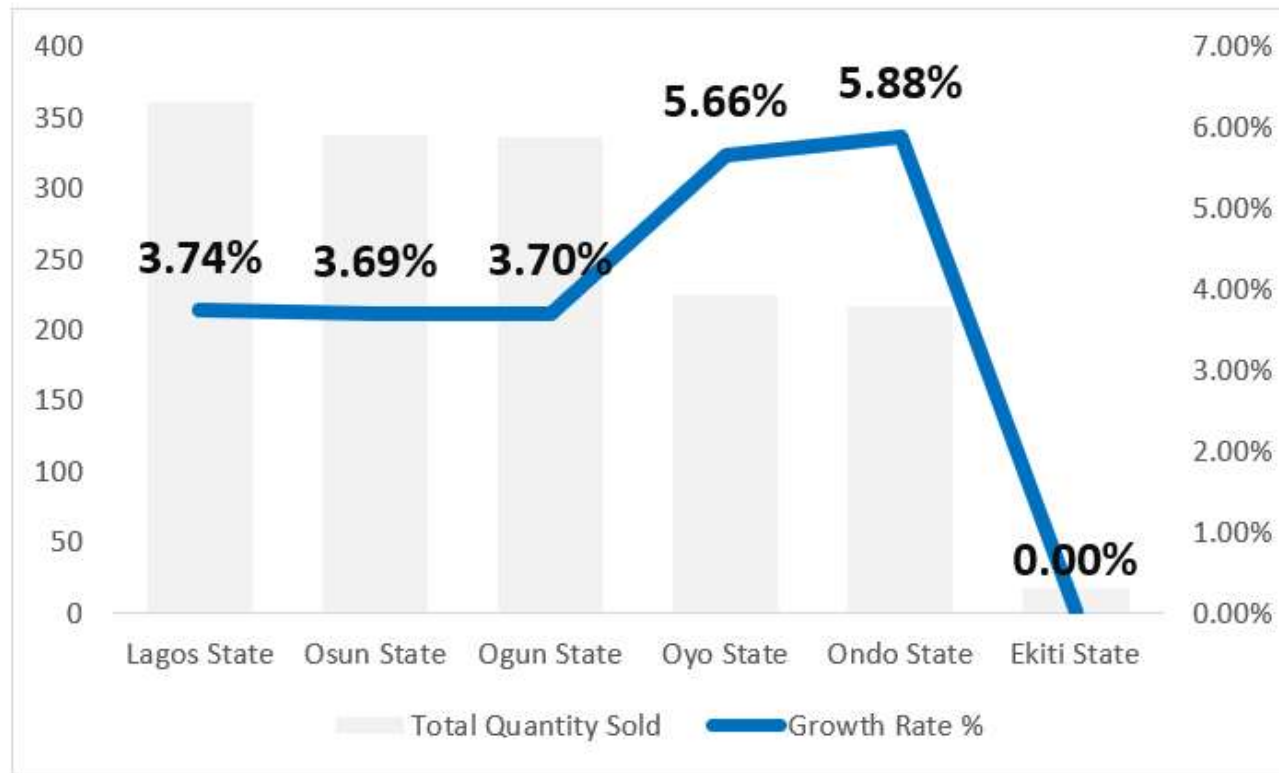
and the average monthly growth rate (GR) was

**4.27%**



In terms of **DEMAND**, Lagos generated the highest sales volume with 361 cars, while Ekiti made the lowest sales with 17 cars.





In terms of growth, Ondo had the highest GR of 5.88%,  
followed by Oyo with a GR of 5.66%

Branch

- Lagos State

Sales Volume

- 361

Growth Rate

- 3.74%

No.1 Car

- Ford Fiesta (45%)

Gender

- Female (75%)

Age

- 31-35 years (39%)





Branch

- Osun State

Sales Volume

- 337

Growth Rate

- 3.69%

No.1 Car

- Toyota Corolla (46%)

Gender

- Female (83%)

Age

- 26-30 years (43%)



Branch

- Ogun State

Sales Volume

- 336

Growth Rate

- 3.70%

No.1 Car

- Honda Civic (37%)

Gender

- Male (81%)

Age

- 26-30 years (39%)



Branch

- Oyo State

Sales Volume

- 224

Growth Rate

- 5.66%

No.1 Car

- Hyundai Sonata (56%)

Gender

- Male (65%)

Age

- 26-30 years (36%)



Branch

• Ondo State

Sales Volume

• 216

Growth Rate

• 5.88%

No.1 Car

• Nissan Rogue (69%)

Gender

• Male (68%)

Age

• 36-40 years (37%)



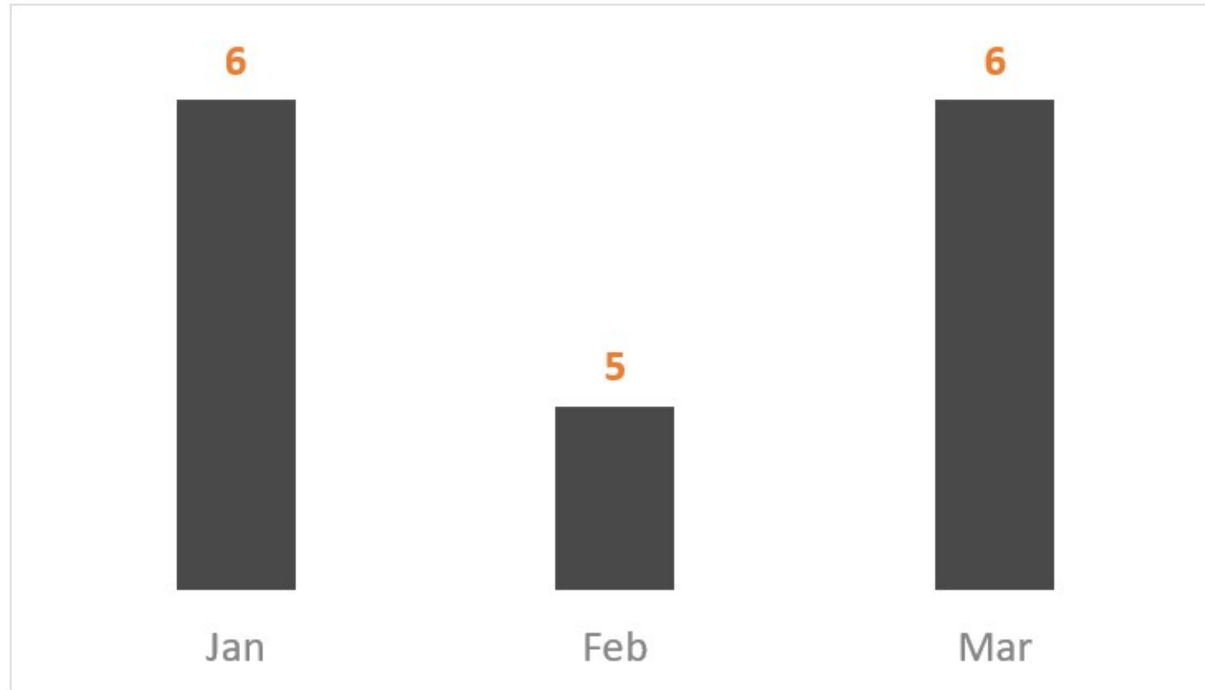
Branch	• Ekiti State
Sales Volume	• 17
Growth Rate	• 0.00%
No.1 Car	• Nissan Rogue (69%)
Gender	• Male (88%)
Age	• 31-35 years (65%)





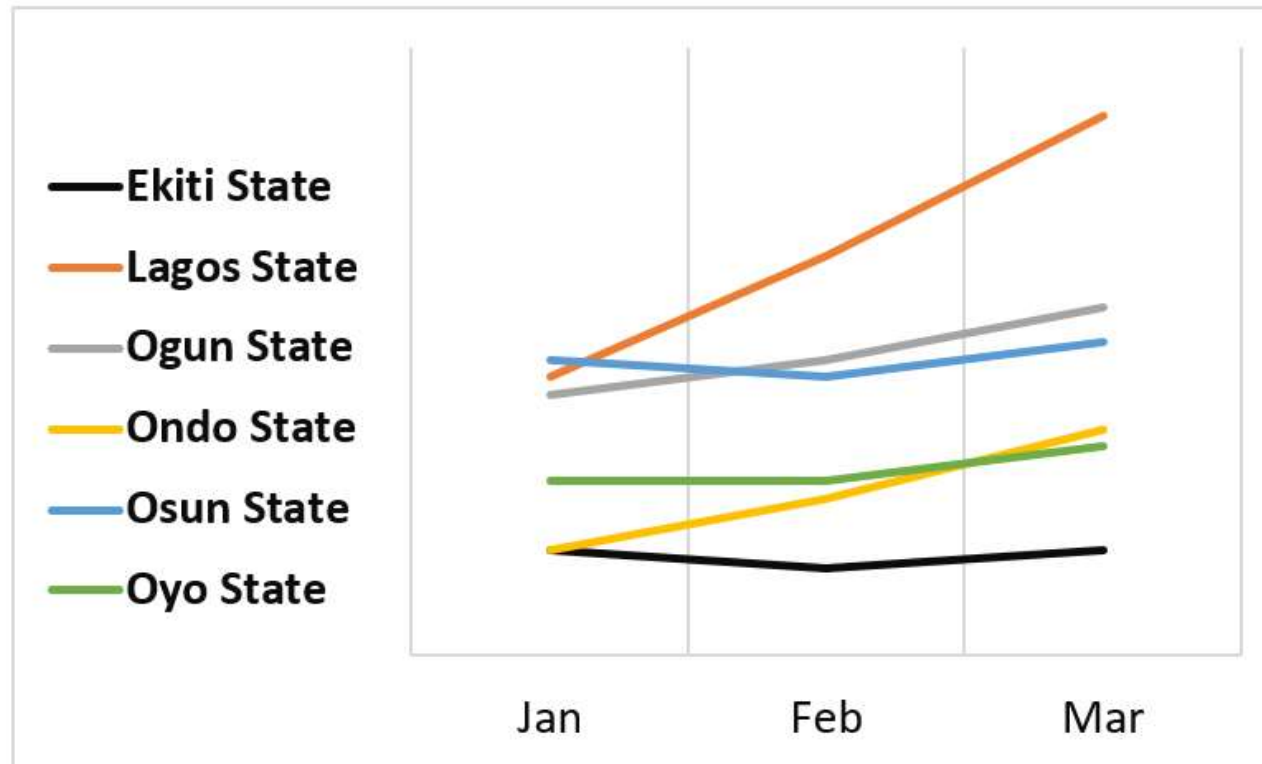
Row Labels	% Filtered Branches	Total Quantity Sold
Lagos State	24.2%	361
Osun State	22.6%	337
Ogun State	22.5%	336
Oyo State	15.0%	224
Ondo State	14.5%	216
<b>Grand Total</b>	<b>98.9%</b>	<b>1,474</b>

Approximately **99%** of the sales volume came from 5 branches (Lagos, Osun, Ogun, Oyo and Ondo State).



The branch in **Ekiti** has not been operational since April.






... and during these 3 months of operation, the performance of the

**EKITI** branch was low relative to other branches.



Row Labels 	Total Quantity Sold	% Filtered Brand
Ford	368	24.7%
Toyota	362	24.3%
Honda	203	13.6%
Nissan	201	13.5%
Hyundai	198	13.3%
<b>Grand Total</b>	<b>1,332</b>	<b>89.3%</b>

**Approx. 90%** of the total sales volume came from 5 major brands (Ford, Toyota, Honda, Nissan, Hyundai).





## Top 5 brands

(Ford, Corolla, Honda, Nissan, Hyundai)

**3 models per branch.**

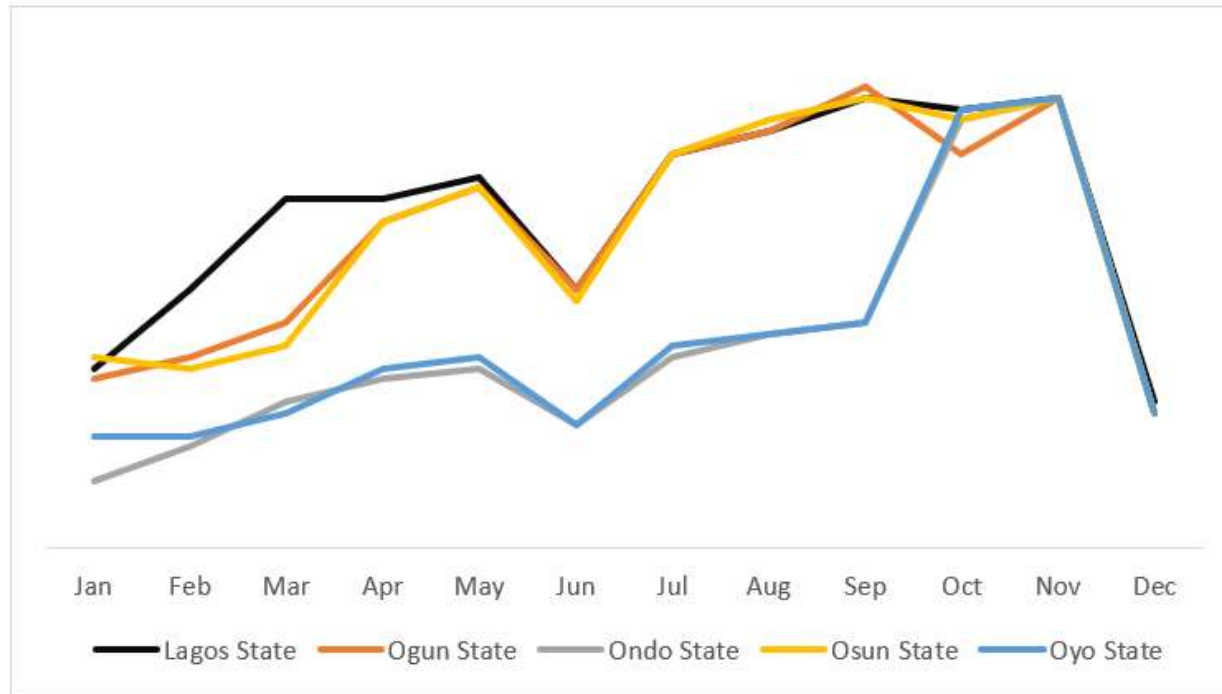


## Bottom 4 brands

(Chevrolet, Mercedes, Kia, Volkswagen)

**1 model per branch.**



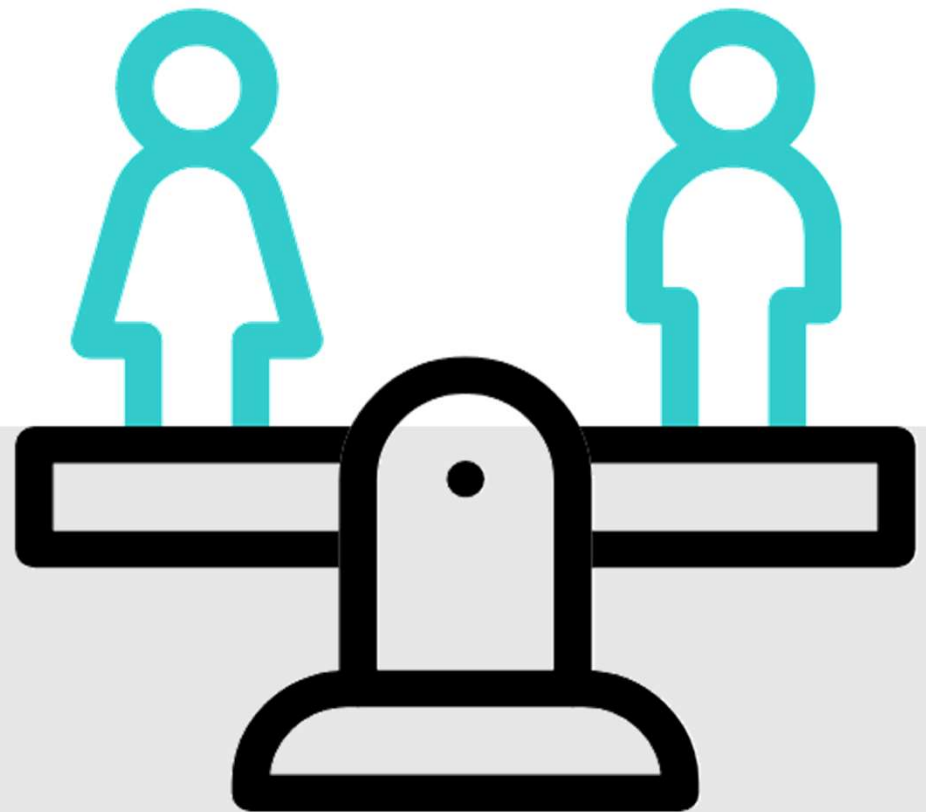


The top branches **ALL** experienced the same trend in:  
June ■, July ■, August ■, and December ■.



There is no general  
effect by gender on  
sales volume.

**Gender effect is branch  
specific.**

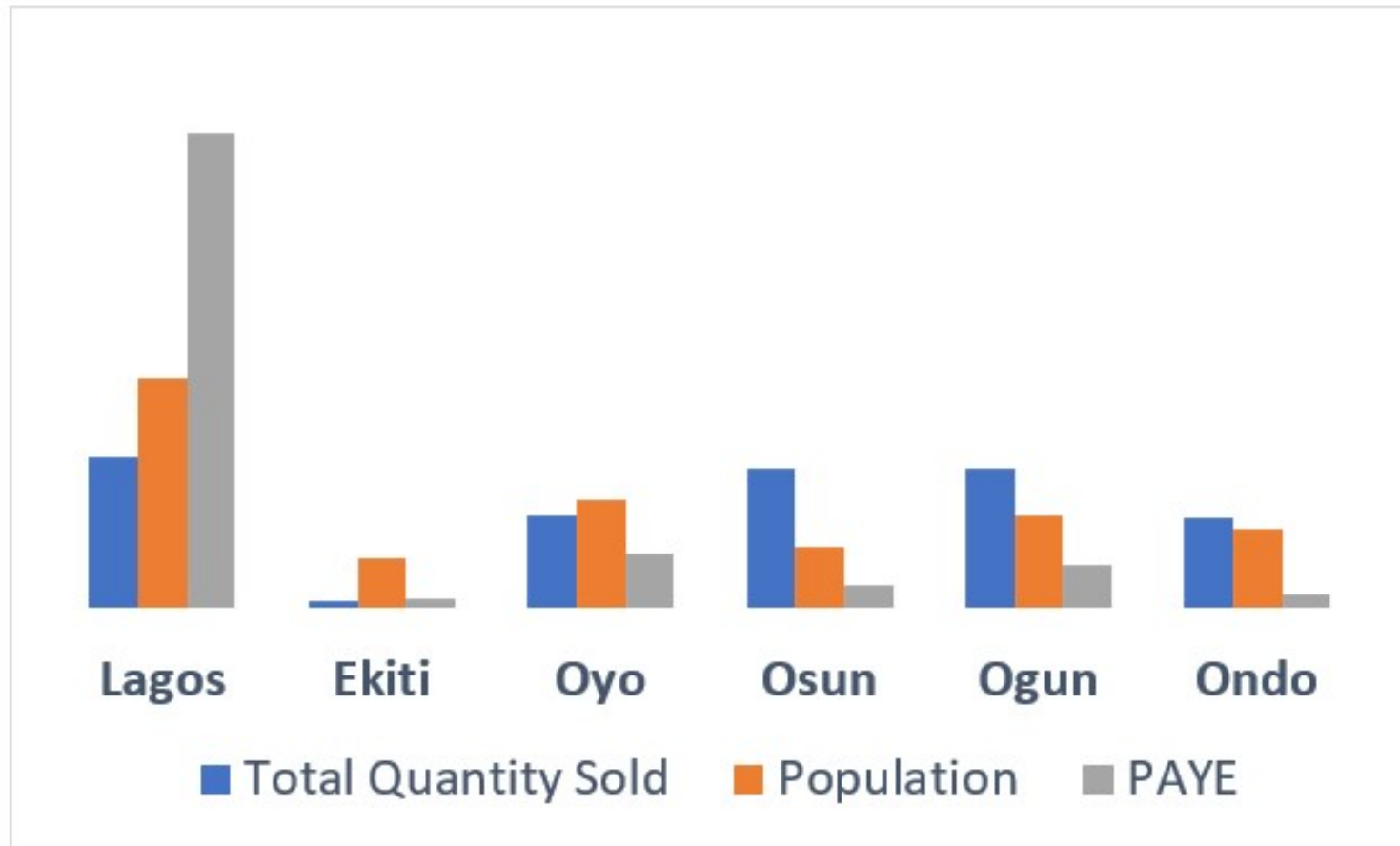


The **average age** does not have significant effect on the sales volume per branch.

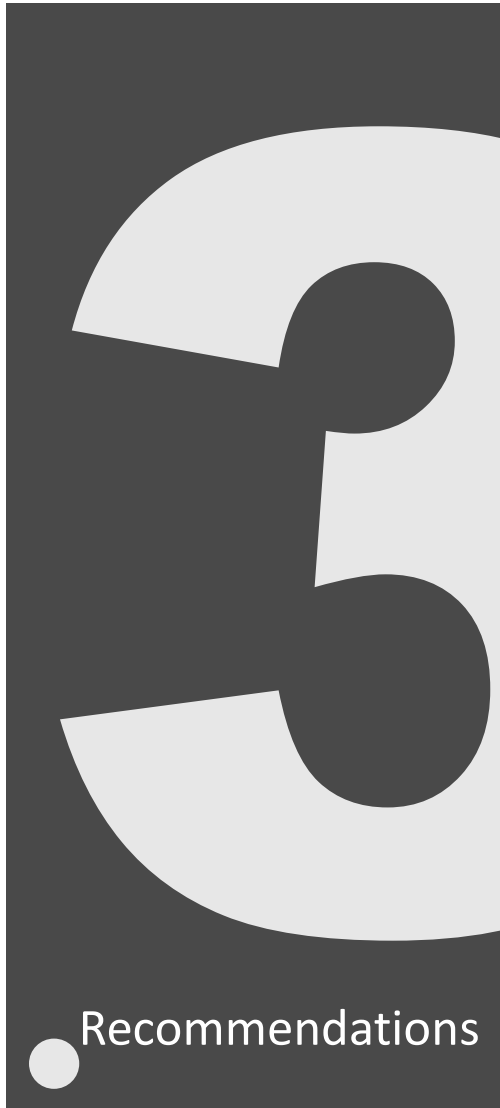
The most active age range across branches is

**26-48 years.**





- **Lagos** has higher income levels and more population.



## BENEFITS OF THE SOLUTION

- **Growth and Expansion Decision Making:** Provides a data-driven approach to selecting and managing branch locations.
- **Resource Allocation:** Allows for better allocation of resources by focusing on high-potential brands, models and periods.
- **Market Insights:** Offers deeper insights into regional preferences and market trends, informing future business strategies.

## 1. Review Existing Branches

- Assess the performance of current branches in relation to their local market conditions.
- Consider relocating or closing branches that are in less favorable areas and are underperforming.
- **Close down the branch in Ekiti State.**





## 2. New Branch Development

- Conduct comprehensive market research and analysis before selecting new branch locations to ensure they are in areas with favorable demographics and purchasing power.
- **Open a 2nd branch in Lagos State.**



### 3. Resource Allocation

- These five brands should be available in all the branches, all year, and should be top on the shelf.

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## Ford, Toyota, Honda, Nissan, Hyundai

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- For each brand, have at least 3 models.
- State preferences with respect to top performing models should be explored.



## 4. Trend Analysis

- Perform a thorough analysis of the industry and the environment to gather data to identify the reasons behind the steep drop in sales in **June** and **December**, and the increase in **July** and **August**.
- Compare the performance of existing branches with their respective local market conditions to validate the findings.
- The R&D, marketing, business development and sales team should create strategies that will lead to a consistent increase in sales all year.







# Thank You



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