

REVAUTOS SALES PERFORMANCE AND TREND

TOOL USED: EXCEL



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Business Overview

Rev Autos is a mid-sized automobile dealership operating across multiple states in the U.S., offering a diverse portfolio of car brands and models to meet varying customer preferences and budgets. The company is committed to delivering a seamless car-buying experience through flexible financing options, extended warranty packages, and comprehensive after-sales support, all designed to maximize customer satisfaction and long-term loyalty.



Business Problem

Rev Autos is facing challenges in managing and analysing its sales data due to inconsistencies and unstructured records. Issues such as duplicate customer entries, inconsistent sales reporting, and incorrect data formatting have led to inaccurate revenue tracking, unreliable customer satisfaction metrics, and limited ability to make informed, data-driven decisions. These inefficiencies hinder operational performance and strategic planning.



Project Aim

The primary goal of this project is to enhance the integrity and usability of Rev Autos' sales data and empower data-driven decision-making.

This involves:

- Identifying and addressing data quality issues such as missing values, duplicates, and inconsistent entries
- Standardizing and cleaning data to ensure accuracy and reliability
- Creating interactive visualizations to monitor key performance indicators, including sales performance, revenue trends, and customer satisfaction
- Developing a dynamic dashboard that highlights insights on revenue growth, top-performing sales representatives, and best-selling car brands



SALES PERFORMANCE DASHBOARD

YKF
Insightful Analysis



RevAuto



DASHBOARD



ANALYSIS



DATASET

in

Yinka Faniyi

Sales Performance Dashboard

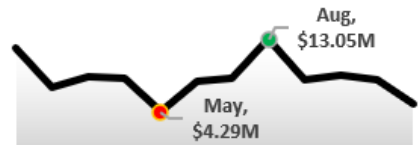
East

Midwest

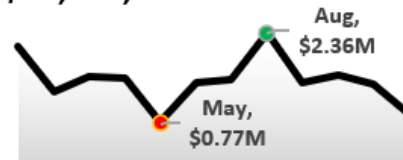
South

West

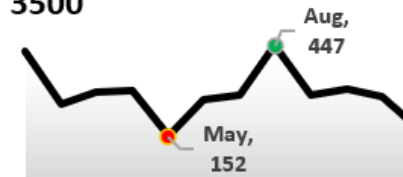
Total COGS
\$100,110,460



Total Profit
\$18,144,540



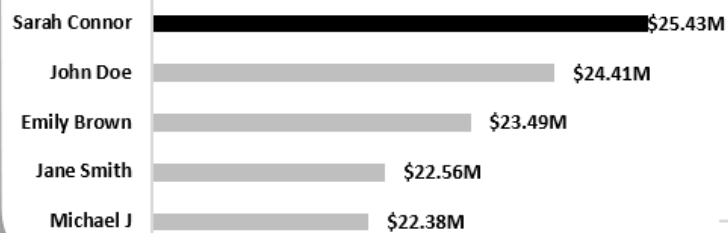
Total Orders
3500



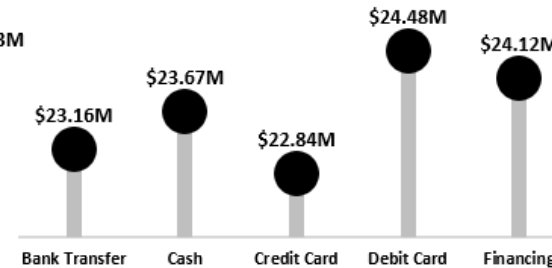
Customer Satisfaction Rating
8.53



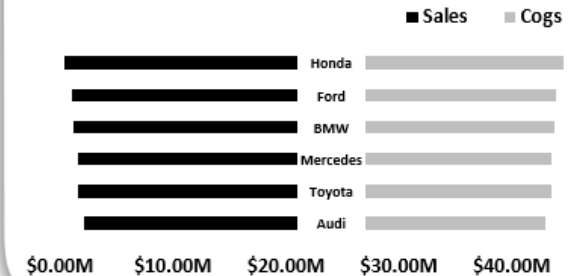
Performance: Sales By Sales Person



Sales By Payment Method



Car Brand: Sales vs COGS



Sales By State



Monthly Sales Performance



INSIGHTS



1. Revenue & Profit Performance

- **Total COGS:** \$100.11M.
- **Total Profit:** \$18.14M.
- **Profit Margin Insight:** High COGS relative to profit indicates potential for margin optimization or cost reduction strategies.
- **Peak Month:** August stands out with the highest profit (\$2.36M) and COGS (\$13.05M), possibly due to seasonal demand or promotions.
- **Lowest Month:** May saw the lowest profit (\$0.77M) and COGS (\$4.29M).

2. Sales Volume

- **Total Orders:** 3,500.
- **Monthly Trends:** Highest number of orders occurred in August (447 orders); May again was the weakest (152 orders), signalling a consistent underperformance in that month.

INSIGHTS

3. Customer Satisfaction

- **Rating:** 8.53 out of 10, a strong indicator of customer contentment.
- **Recommendation:** Consider collecting qualitative feedback to understand drivers behind the high satisfaction.

4. Top Performer

Sales by Salesperson:

- Sarah Connor leads with \$25.43M in sales, followed closely by John Doe and Emily Brown.
- Target Sarah's techniques for replication across the team.

Sales by State:

- New York dominates with \$54.62M.
- Texas lags with \$8.86M — explore state-level marketing or operational gaps.



5. Sales by Payment Method

- **Top method:** Debit Card (\$24.48M), followed by Financing and Cash.
- **Recommendation:** Incentivize use of high-conversion payment methods to improve revenue consistency.

6. Brand Performance

- **Sales vs COGS:** Brands like Honda and Ford show strong sales, but also high COGS.
- **Opportunity:** Focus on improving margin efficiency by either negotiating supplier terms or prioritizing brands with better sales-to-COGS ratios.

7. Monthly Sales Trend

- **Peak Sales Month:** August (\$15.41M).
- **Weakest Month:** May (\$5.06M).
- **Recommendation:** Investigate May's underperformance, potential issues with promotions, inventory, or external factors.

RECOMMENDATIONS

- **Optimize May Performance:** Revisit marketing, inventory, or pricing strategies to address consistently poor results.
- **Analyse High-Performing Sales Reps:** Leverage best practices from top performers to uplift team-wide sales.
- **Refine Product Mix:** Identify brands with high sales and lower COGS for better profitability.
- **Leverage Payment Insights:** Encourage use of preferred payment methods to streamline processing and enhance customer convenience.
- **Region-Specific Strategies:** Texas and similar underperforming states should be targeted with localized campaigns or sales support.





THANK YOU