



# CAR SALES PRESENTATION

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2025 Presentation

NOV 2025

# OBJECTIVE

To provide actionable insights to grow  
revenue and improve product performance

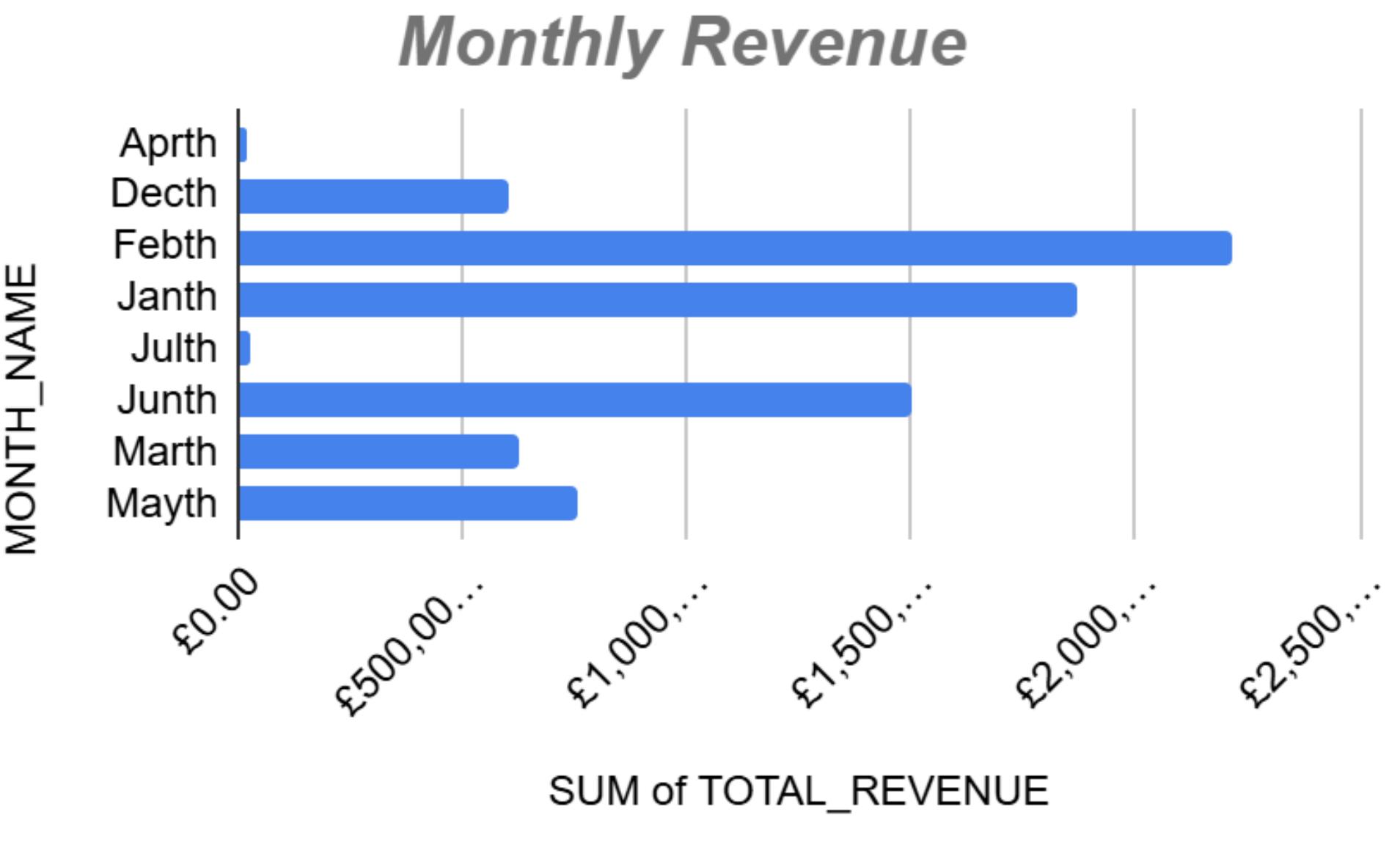
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# REVENUE BY MONTH

## key Highlights



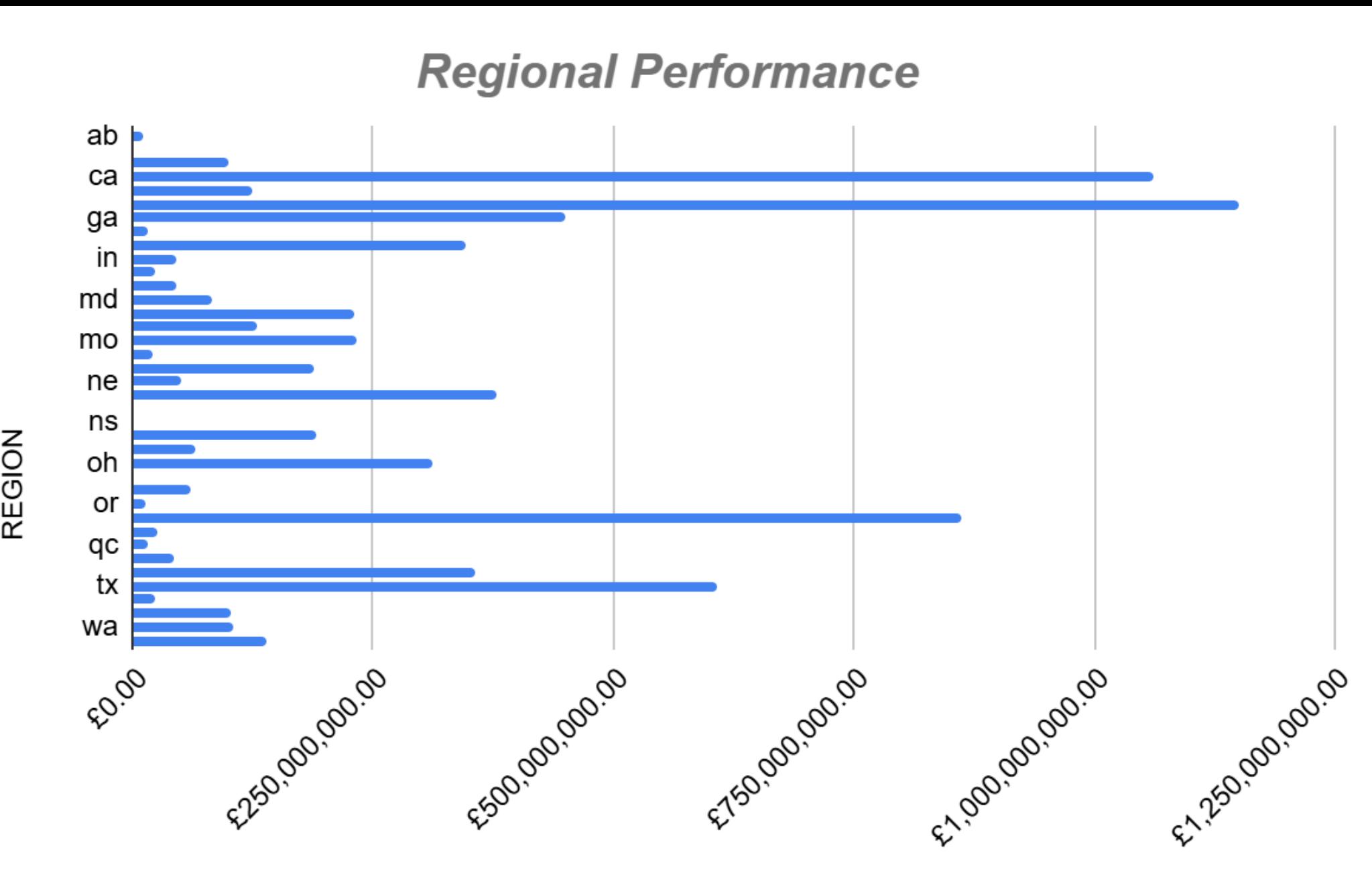
- **Top-Performing Months** Feb leads with the highest revenue, followed by Jan and Jul.
  - These months likely reflect strong seasonal demand, successful campaigns, or product launches.
  - Aprth, Decth, and Marth show significantly lower revenue.
  - These dips could signal off-peak periods, reduced marketing activity, or inventory challenges.
  - Junth and Mayth sit in the middle range, suggesting stable but not peak performance.

# STRATEGIC INSIGHTS

- **Campaign Timing:** If Feb and Jan are top performers, replicate or analyze what worked—email sequences, influencer pushes, or promotions.
- **Revenue Gaps:** Investigate low months—were there fewer campaigns, stockouts, or external factors?
- **Forecasting:** Use this trend to guide budget allocation and campaign planning for upcoming quarters.



# REGIONAL SALES INSIGHTS



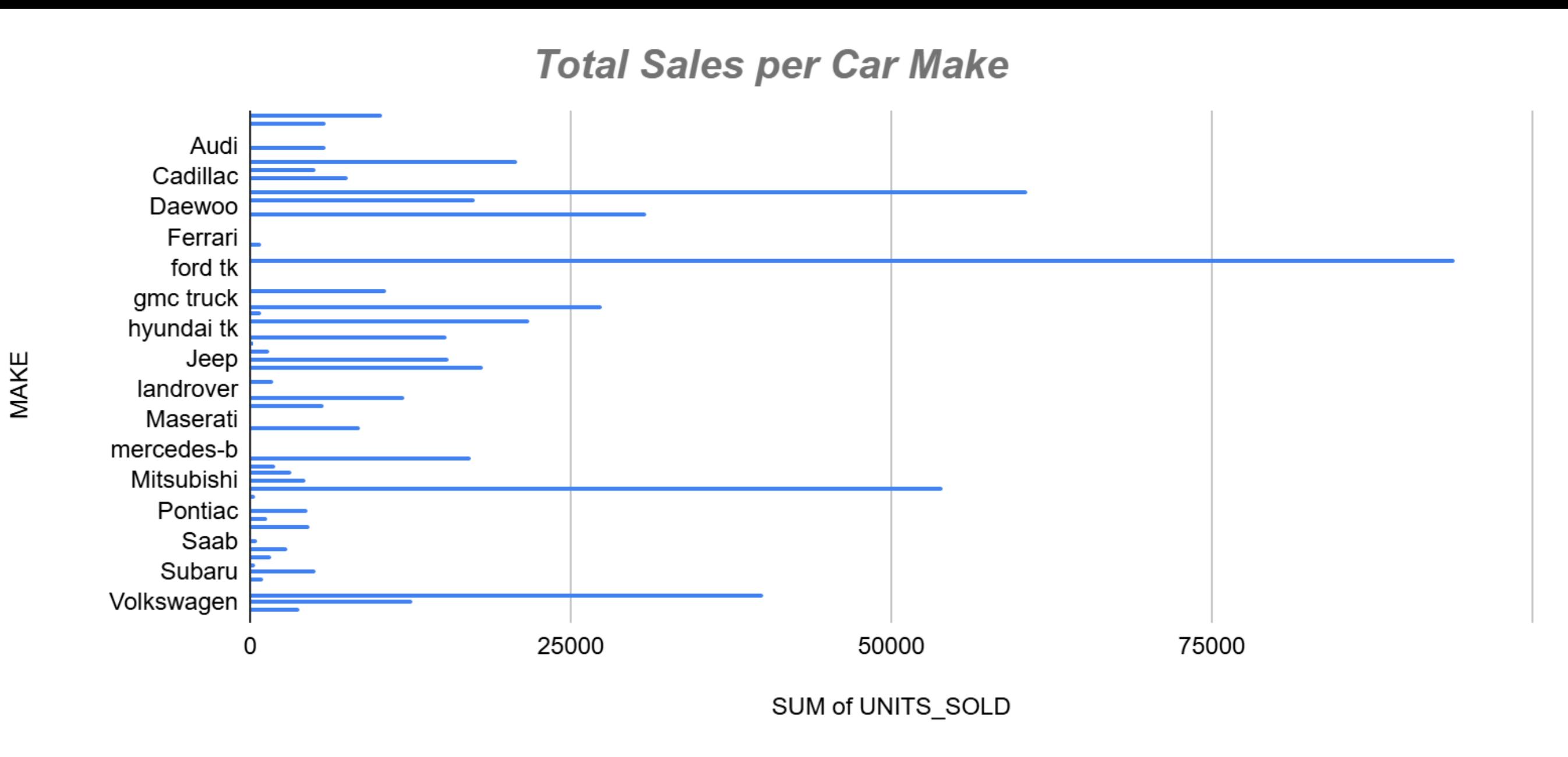
- **ca ( California )** dominates with the highest performance, nearing £1,250,000.
  - This region is a clear revenue leader—worth deeper analysis to understand what's driving success (e.g., market size, campaign effectiveness, product mix).
  - Regions like tx, qc, and wa show moderate performance.
  - These may be stable contributors with potential for growth through targeted strategies.
- **ab, ns, ne, and md** have the shortest bars, indicating minimal revenue.
- These could be underpenetrated markets or areas needing revitalized marketing, better distribution, or localized offers.

# STRATEGIC RECOMMENDATIONS

- Double Down on High Performers ,Analyze what's working in each channel mix, customer behavior, pricing and replicate in similar regions.
- Lift the Laggards ,Consider geo-targeted campaigns, partnerships, or influencer strategies in low-performing regions.
- Segment by Potential ,Group regions into tiers (e.g., high-growth, stable, underperforming) and tailor strategy accordingly.

# TOTAL SALES PER CAR

## INSIGHTS



- Ford tk leads by a wide margin, with nearly 75,000 units sold. This suggests strong brand loyalty, broad market appeal, or effective distribution and pricing strategies.
- Cadillac, GMC truck, Mercedes-b, and Subaru show solid performance, indicating they're key players in your portfolio or market.
- Ferrari, Maserati, and Saab have minimal sales—likely due to niche positioning, premium pricing, or limited availability.

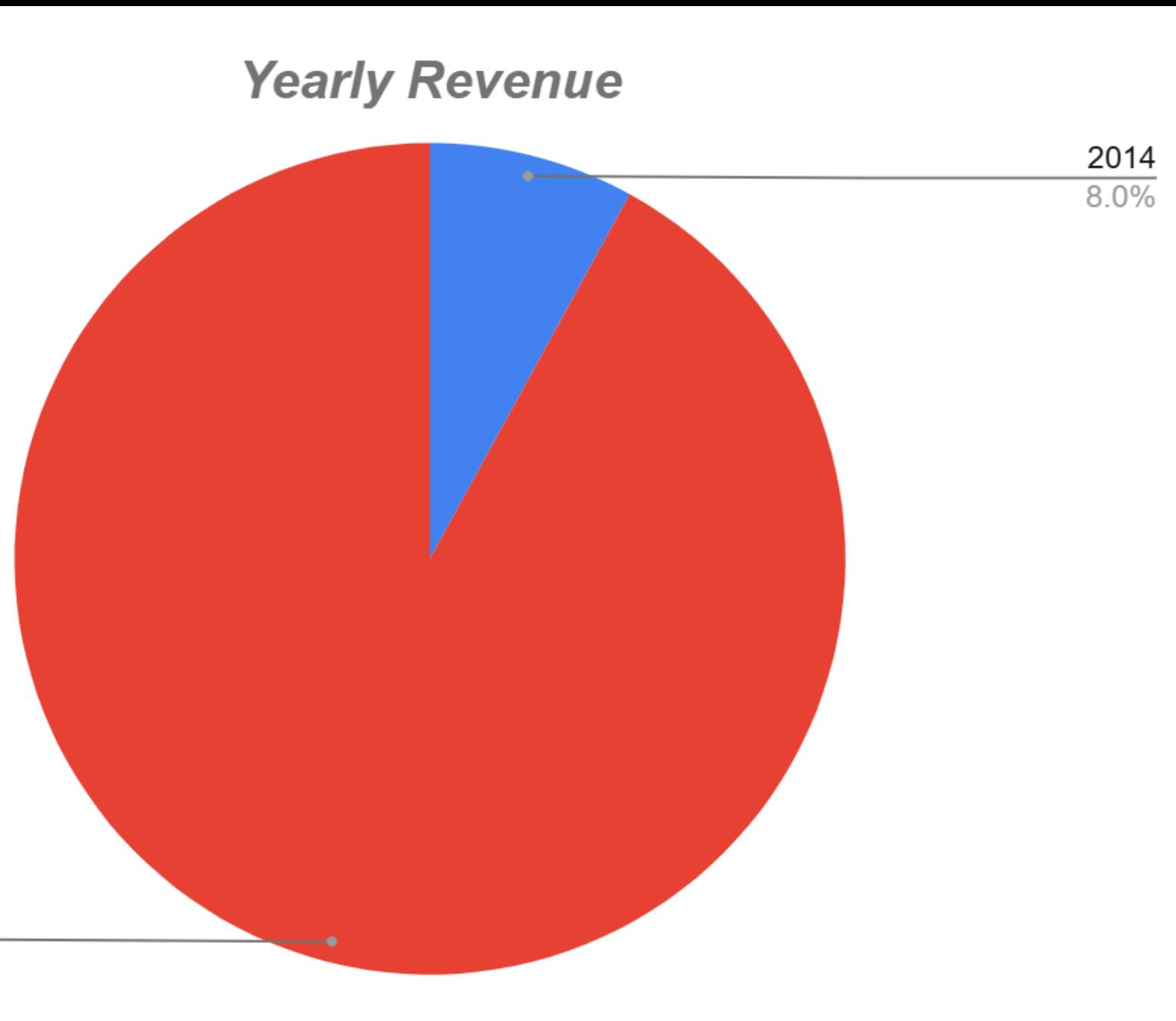
# STRATEGIC INSIGHTS

.Segment by Volume, Group car makes into tiers: high-volume (Ford tk), mid-volume (Cadillac, GMC, Mercedes), and niche (Ferrari, Maserati).

- Tailor marketing and inventory strategies accordingly—mass campaigns for high-volume, prestige branding for niche.
- Optimize Inventory ,Ensure high-performing brands have sufficient stock and visibility.
- Consider reducing or repositioning low-performing brands unless they serve strategic or brand equity purposes.
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# YEARLY REVENUE DISTRIBUTION



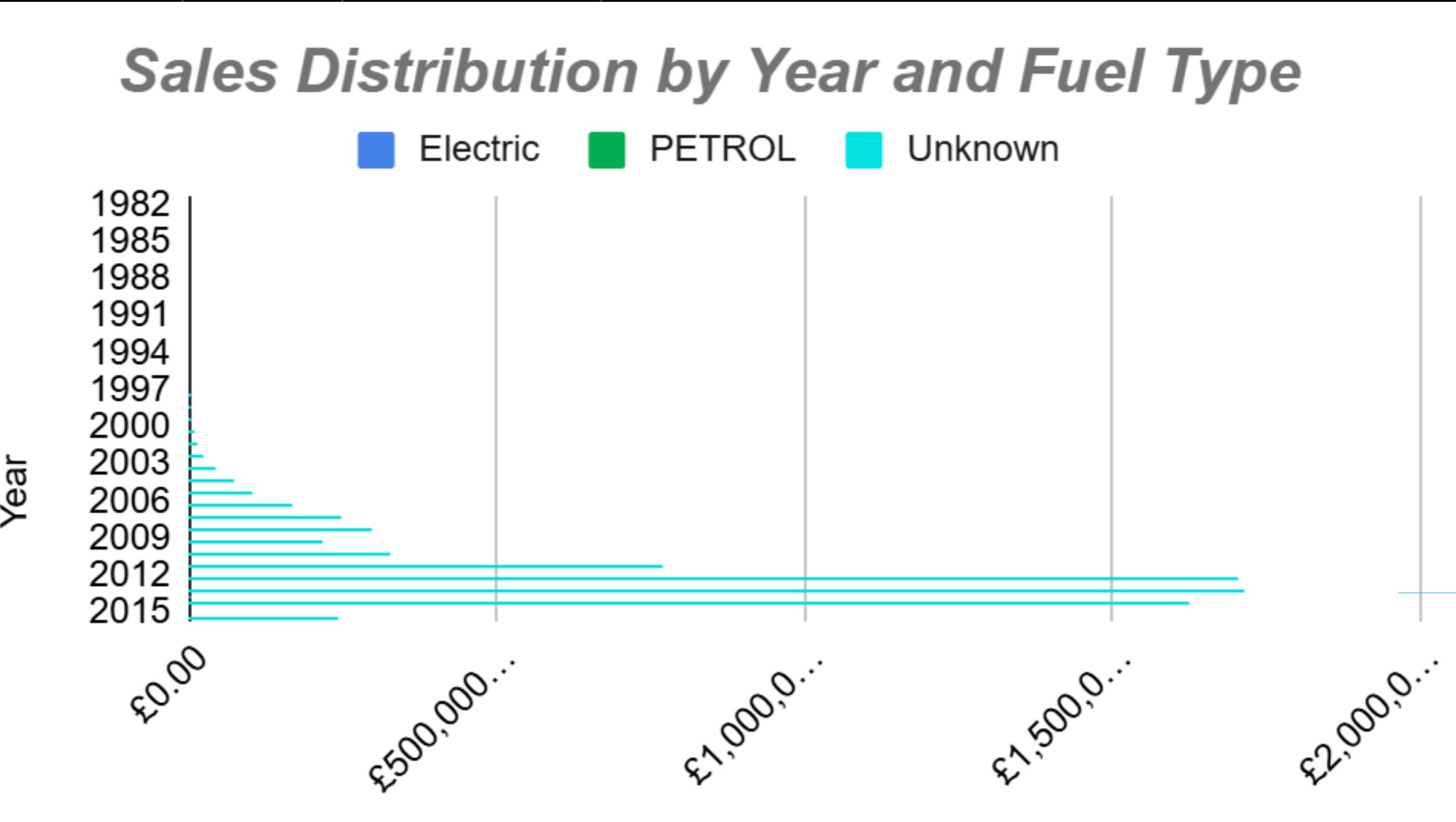
## INSIGHTS

- 2015 accounts for 92% of total revenue, while 2014 contributes just 8%.
- This signals a dramatic surge in performance year-over-year—likely driven by new product launches, expanded markets, improved campaigns, or operational efficiencies.
- 2015 represents an approximately 1000% increase in yearly revenue.

# STRATEGIC IMPLICATIONS

- **Momentum Opportunity** -the leap in 2015 suggests strong market traction. Consider doubling down on what worked—channel strategies, customer segments, or pricing models.
- **Benchmarking**-Use 2015 as a baseline for future growth targets. What KPIs shifted? What campaigns or partnerships were activated?

# SALES DISTRIBUTION BY YEAR



## INSIGHTS

Fuel is unknown because the fuel types were not given. Unknown fuel in the years constitute most of the totals sales .

Total sales have experienced strong growth from approximately 2006 to 2015



# THANK YOU

By Fadzai Makanda