

A silver Infiniti SUV is parked on a dark asphalt surface in a wooded area. The car is positioned diagonally, with its front end towards the right. A large black rectangular overlay covers the center of the image. Inside this overlay, there is a white oval containing the text 'CAR POINT NIGERIA'. Below the oval, the text 'THE TOP NOTCH CAR HUB' is written in a smaller, white, sans-serif font. At the bottom right of the black overlay, the date 'MARCH 9 2024' is displayed in a large, white, sans-serif font. The background shows bare trees and a slightly hazy sky.

CAR POINT NIGERIA

THE TOP NOTCH CAR HUB

MARCH 9 2024

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CAR POINT NIGERIA 2022-2023 REVIEW

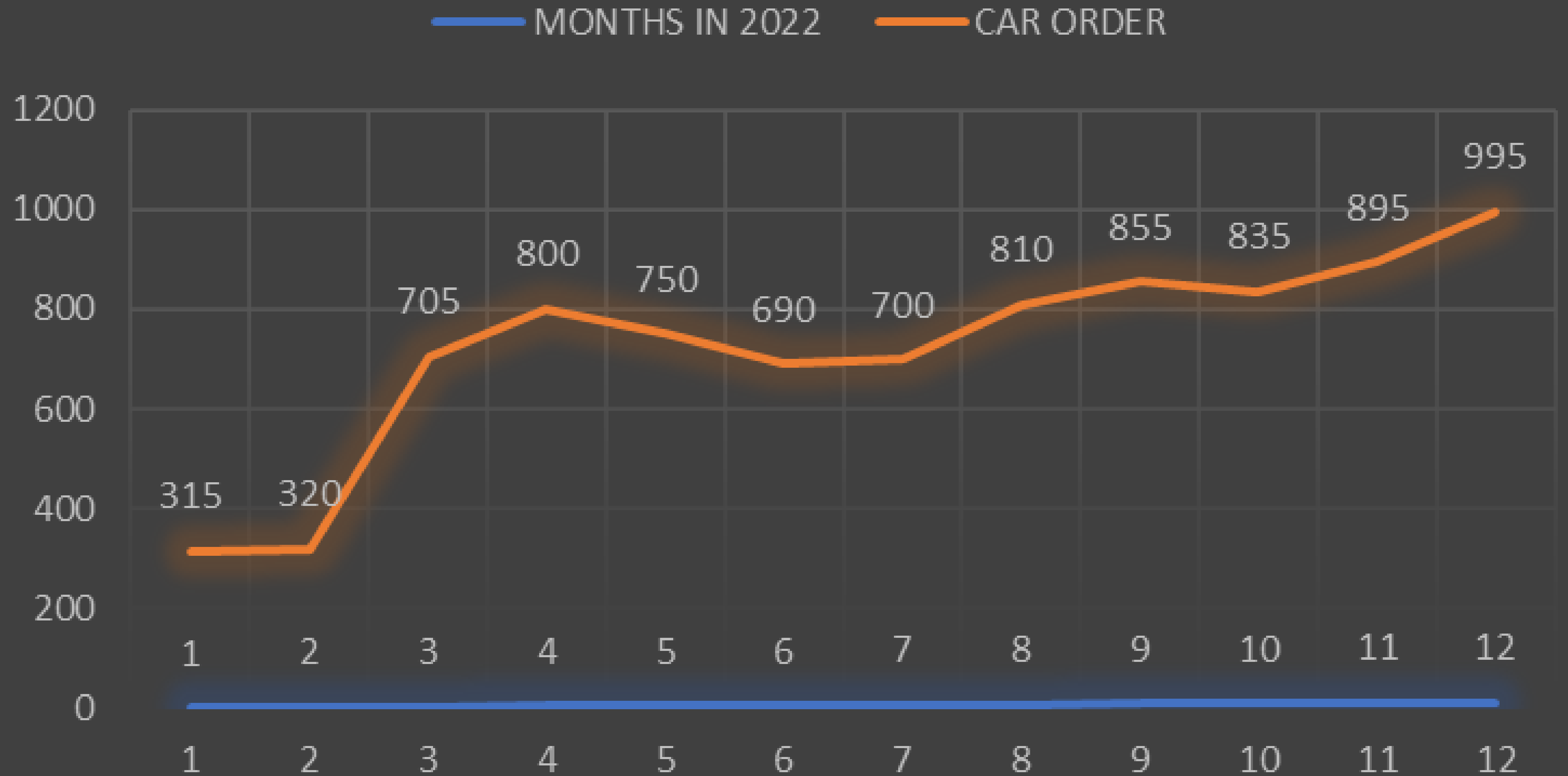
IN 2022 CAR POINT NIGERIA HAD A MARKETING CAMPAIGN WHICH TOOK PLACE DURING THE 4TH QUARTER OF 2022 WHICH IS OCTOBER TO DECEMBER

Total number of cars sold in 2022= 8,670

Total number of cars sold during the 4th quater in 2022= 2725

Numbers of cars sold in 2023 =16,636

NO OF CARS ORDERED IN 2022 (8,670)



No of cars ordered in the 4th quater (2,725)

2000

0

1

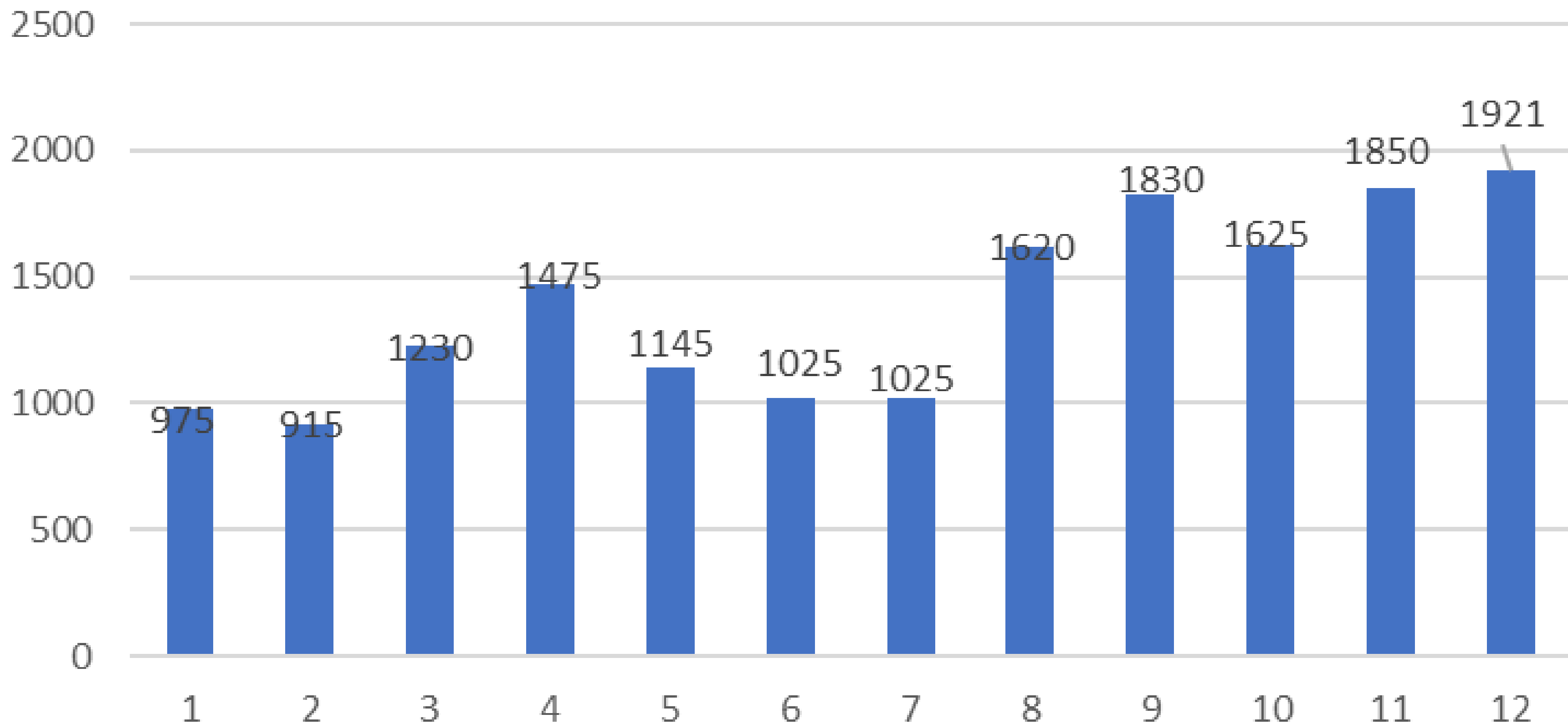
2

3

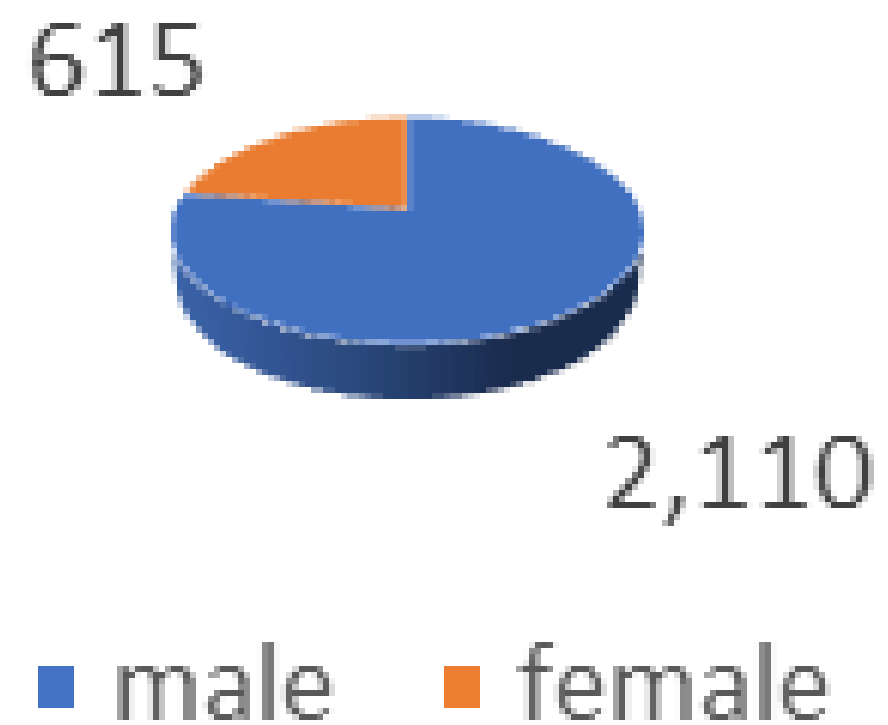
■ MONTHS IN 2022 ■ 4TH QUARTER CAR ORDER



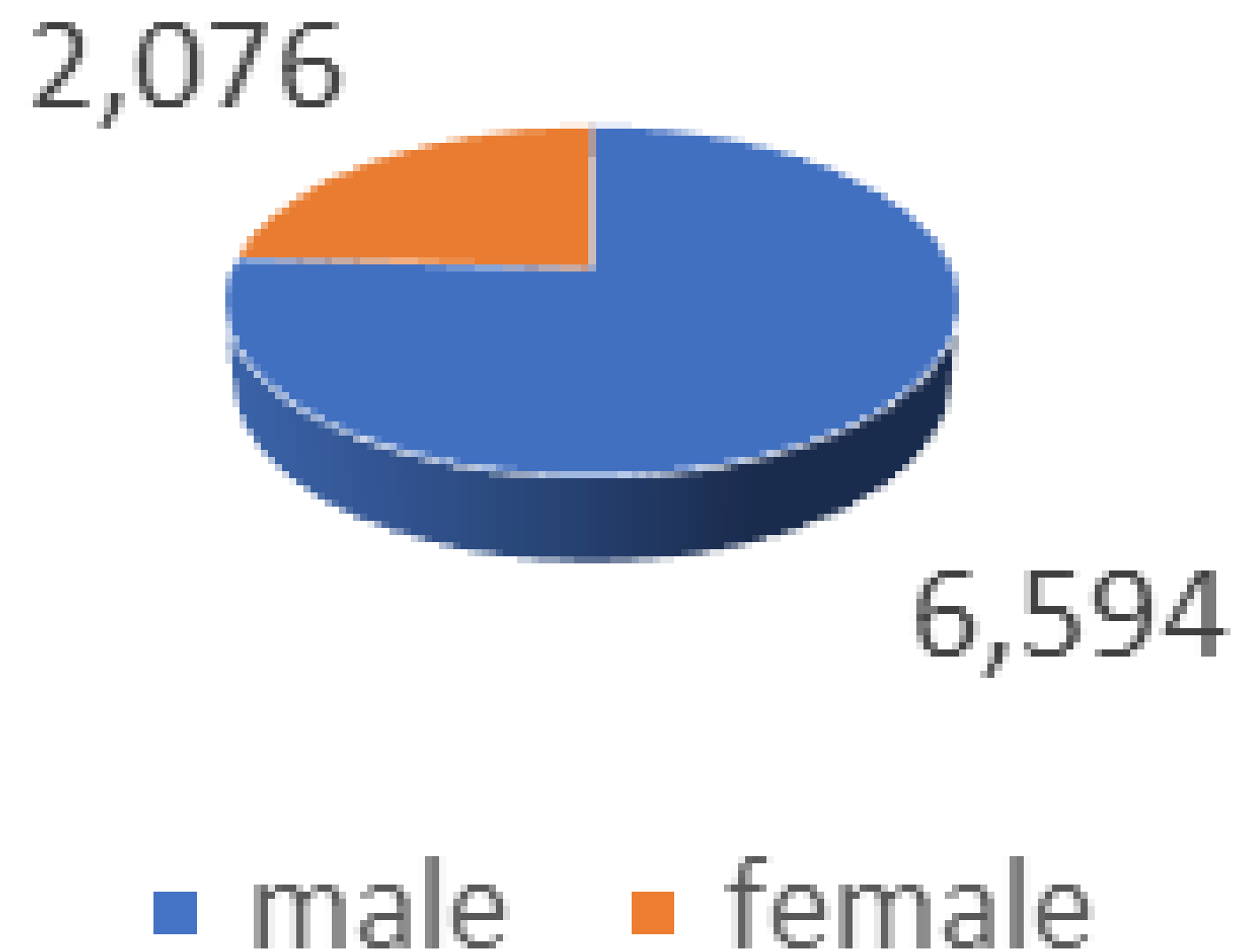
CARS ORDERED IN 2023 (16,636)



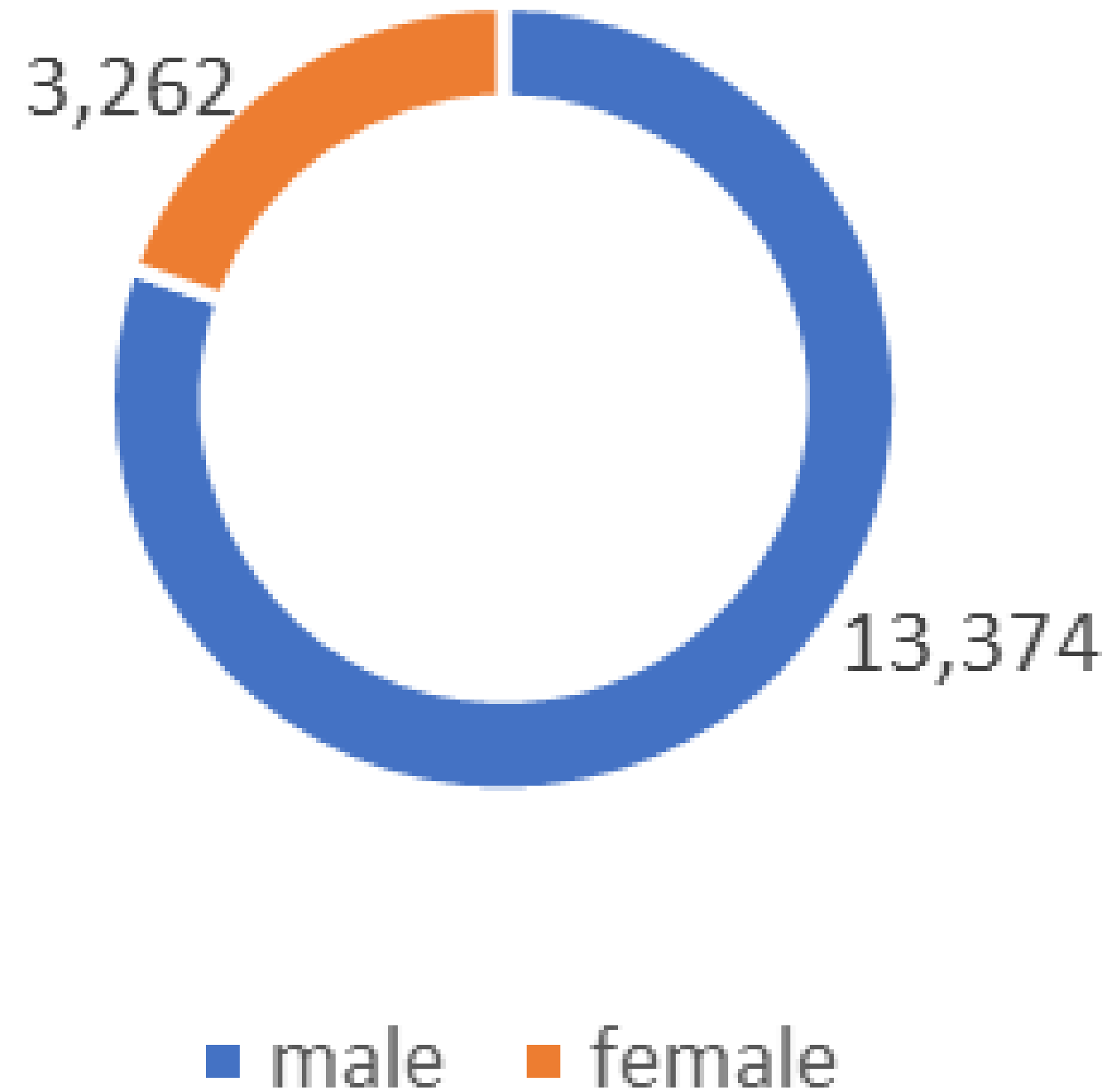
Number of male and female order during the 4th quarter



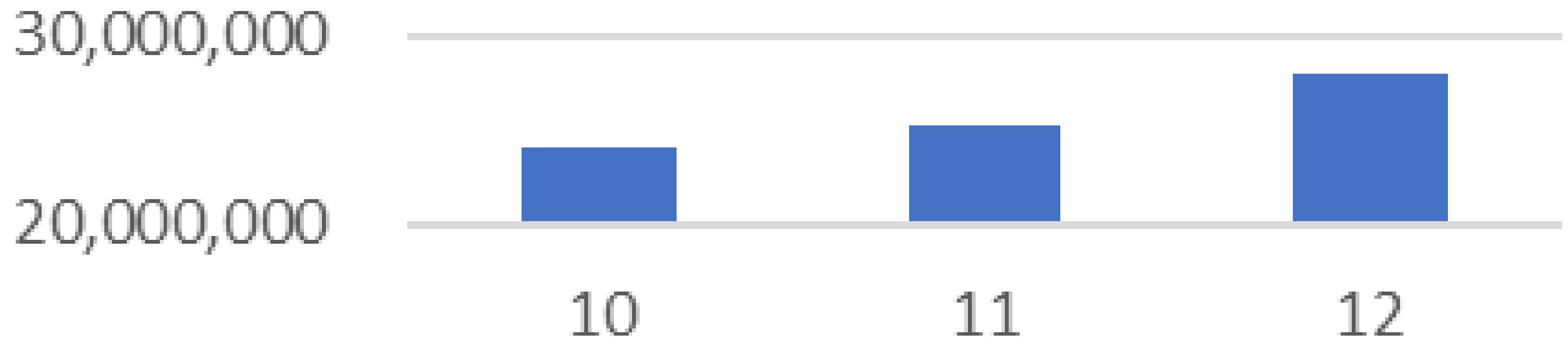
Total number of male and female order in 2022



Total number of male and female order in 2023



Total sales made in the 4th quarter(77,191,541)



SALES MADE IN 2022= 247,459,526

30,000,000

25,000,000

20,000,000

15,000,000

10,000,000

5,000,000

-

1

2

3

4

5

6

7

8

9

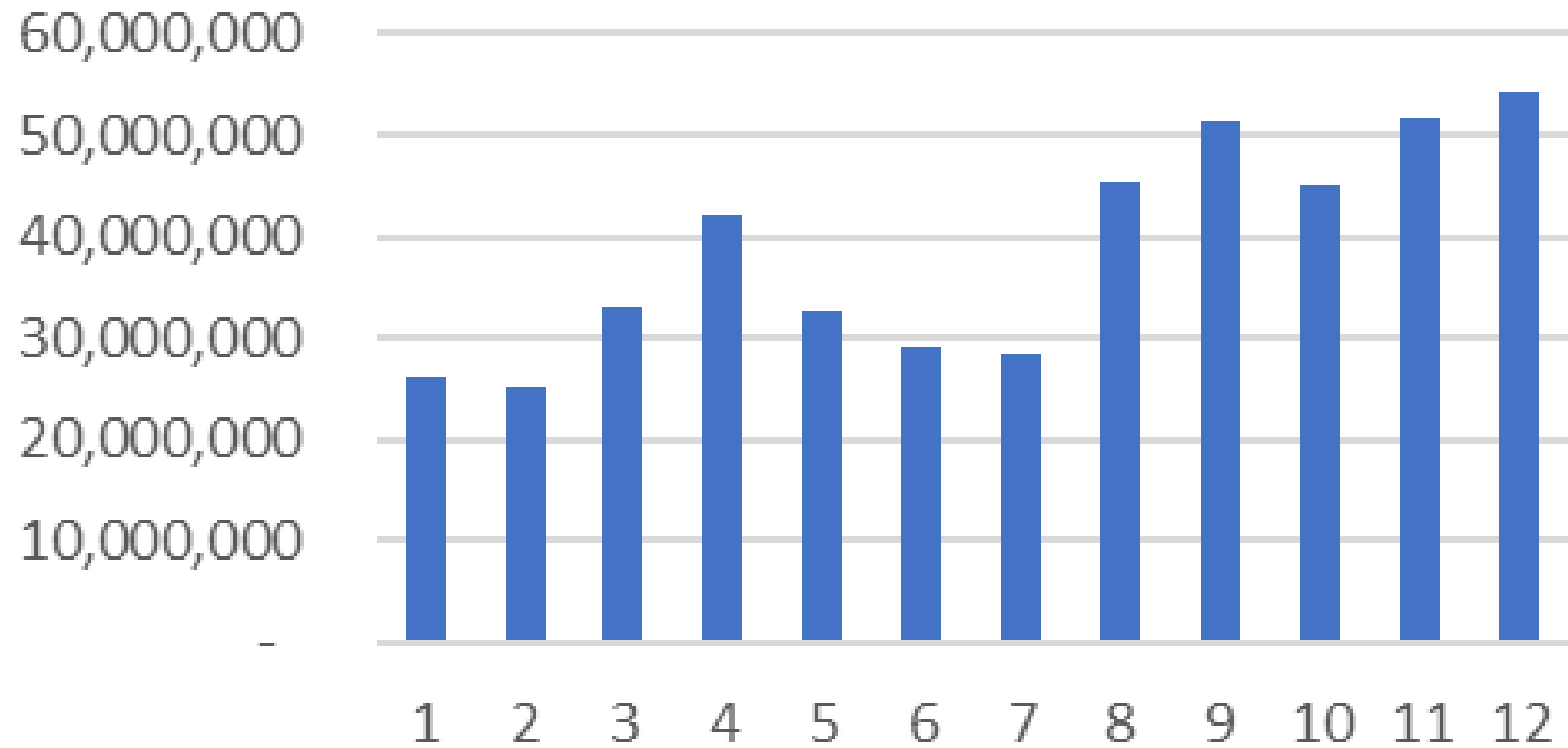
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11

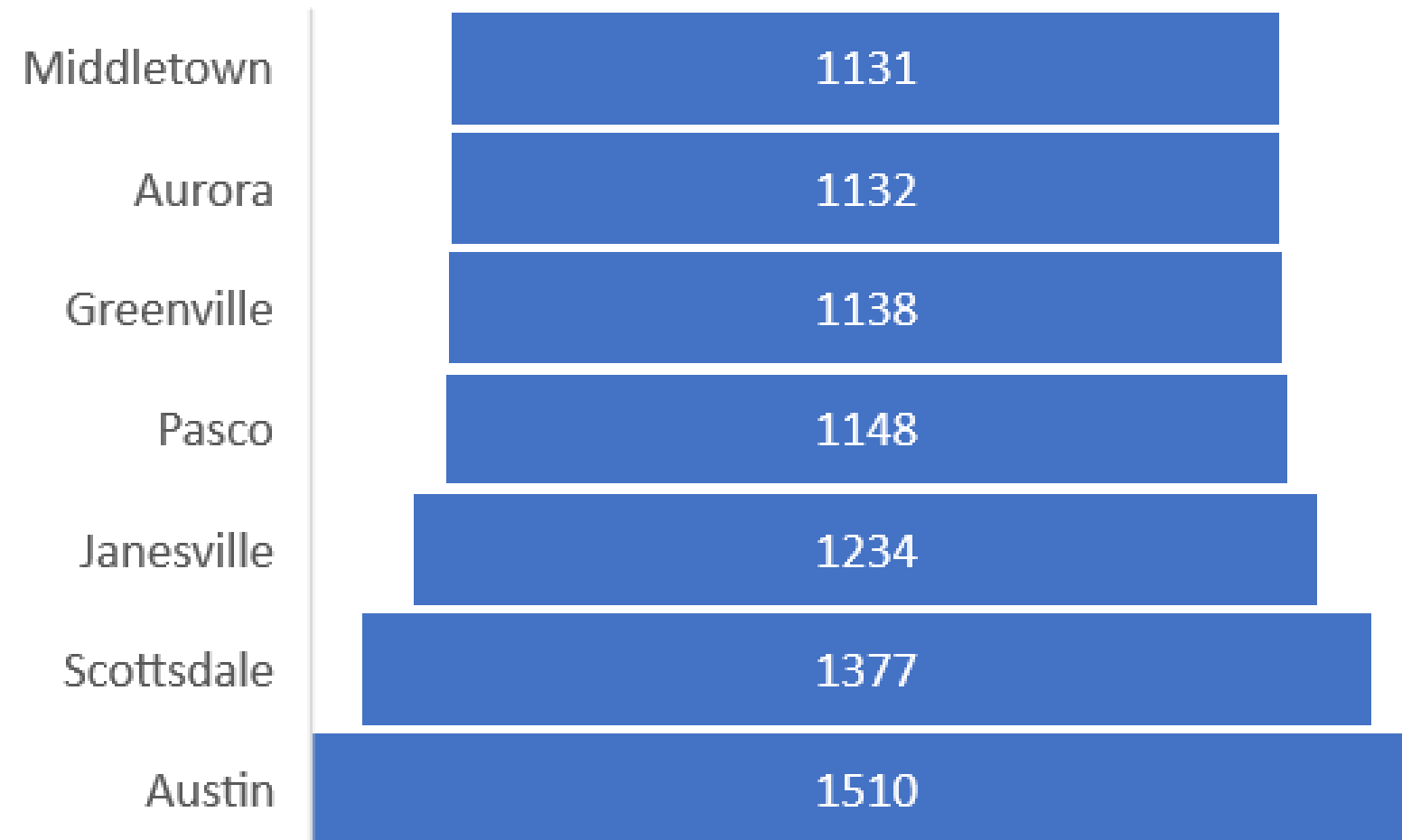
12

TOTAL SALES MADE IN 2023

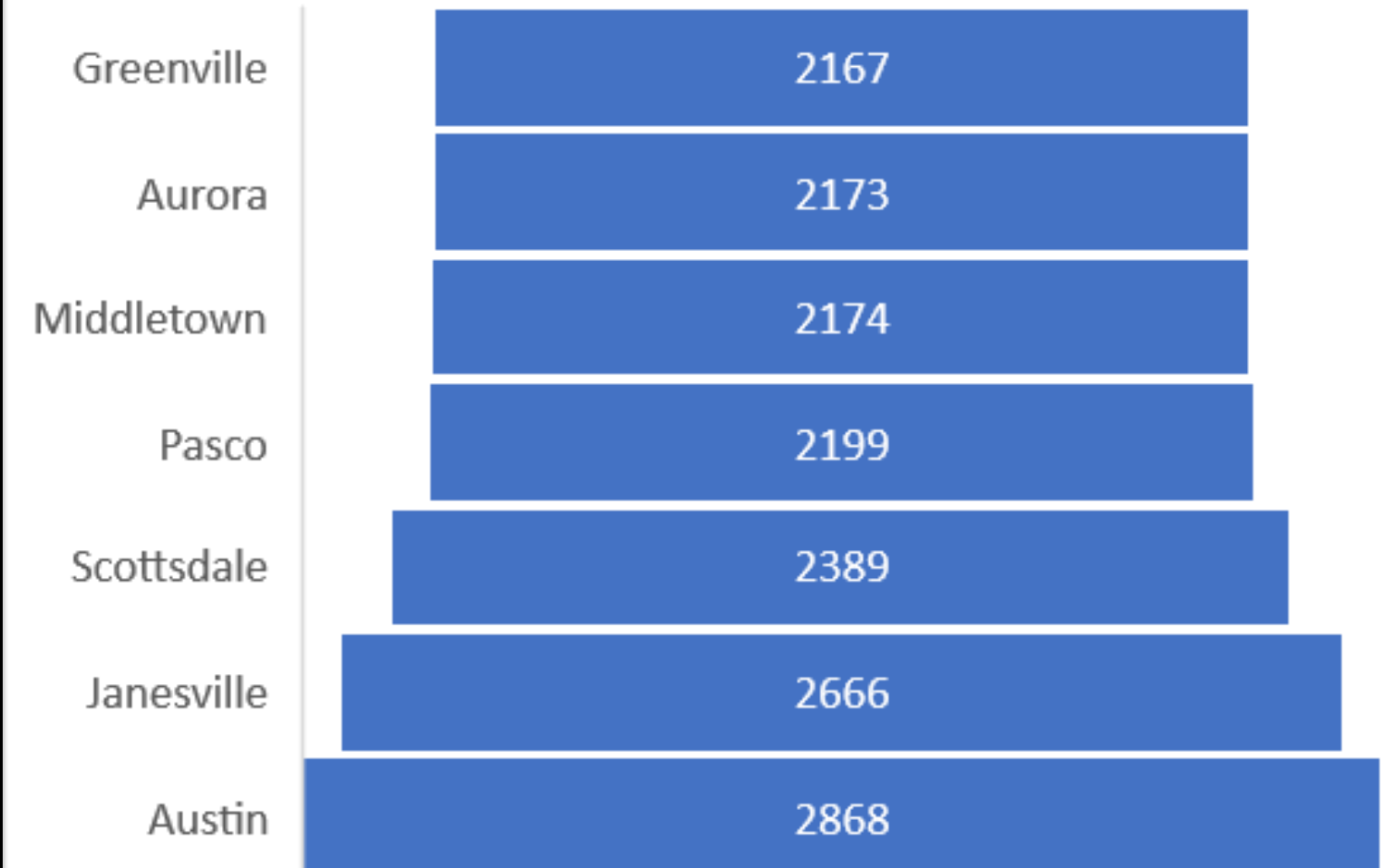
436,929,098



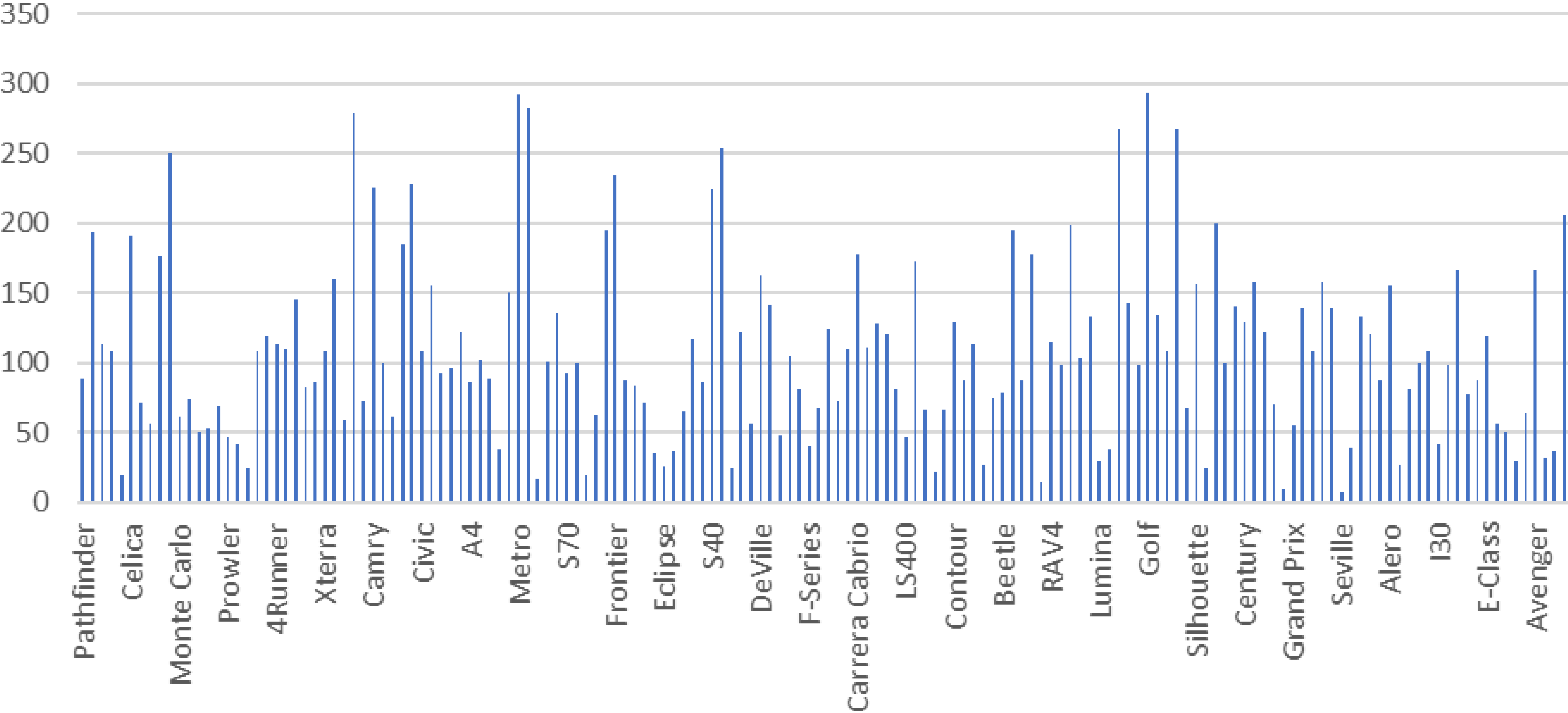
region order2022= 8670



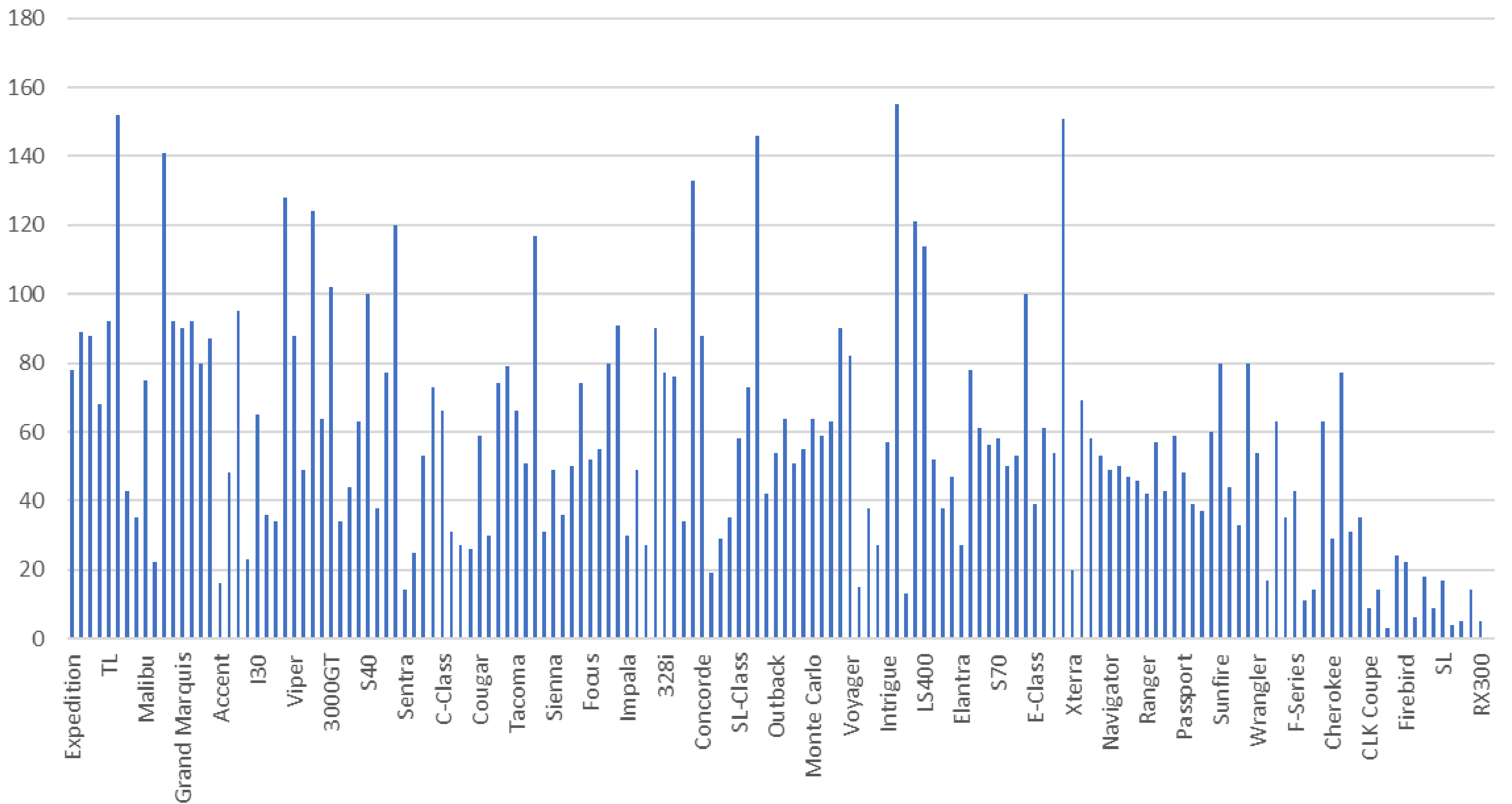
REGION 2023 = 16636



CAR MODEL ORDER 2023



CAR MODEL ORDER 2022



CONCLUSION

In conclusion, Analysis revealed that Carpoint's sales in 2023 significantly increased compared to 2022 sales

This growth was particularly notable for some car models like METRO (293 orders), S80 (283 orders) and the likes which were featured in the marketing campaign . These findings suggest that the campaign had a positive impact on sales.

Moving forward carpoint may consider allocating more resources similar marketing campaigns in the future.

