

Bright Motors

Car sale Analysis

A close-up, low-angle shot of the front left side of a shiny silver car. The car's body reflects the surrounding urban environment. The background is blurred, showing other cars and city buildings.

Bright Motors has recently appointed a new Head of Sales, whose mission is to expand the dealership network, improve sales performance, and optimize inventory.

Contact us:     

Contents

Revenue Trends

Steady upward trend in total revenue

Make and Model

Ford leads with over \$2 billion

State Sales

Florida emerges as the leading state with 15.14%

Rating Scales

Provides quick insight into customer ratings

Total Revenue and Cars Sold

Revenue showed strong growth between 2010 and 2015

Suggestions

Use strong financial periods to build a more diverse and resilient

Thanks

Questions and Answers

Revenue and Trends Over Time



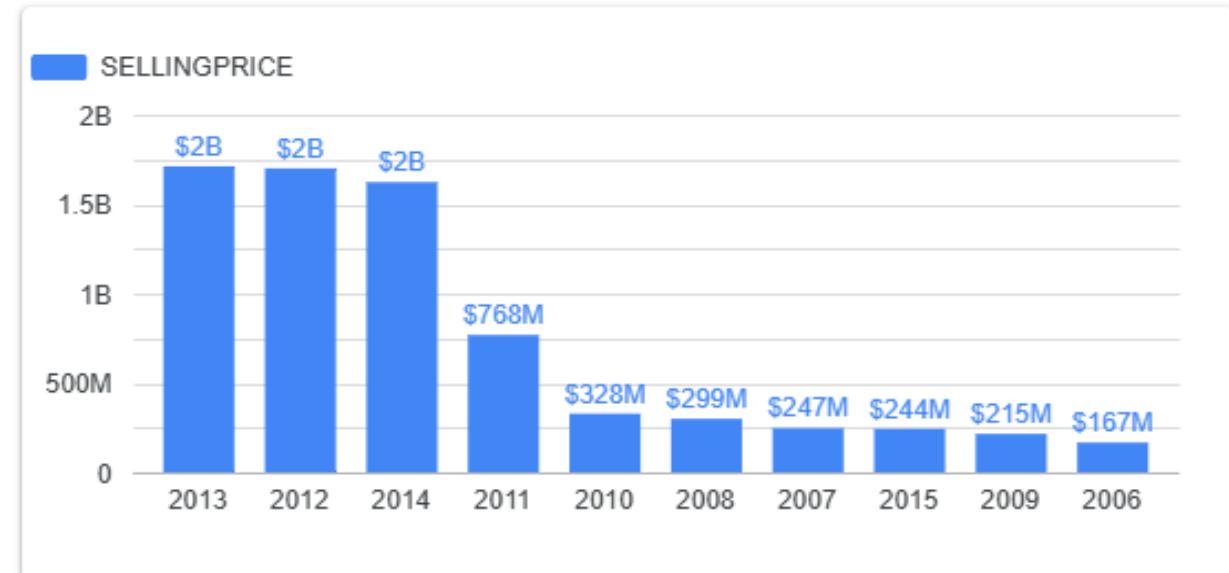
PROFIT TRENDS OVER TIME



The graph above illustrates the profit trend achieved over the years. A clear upward trajectory is visible, signaling consistent growth and a positive outlook for the market

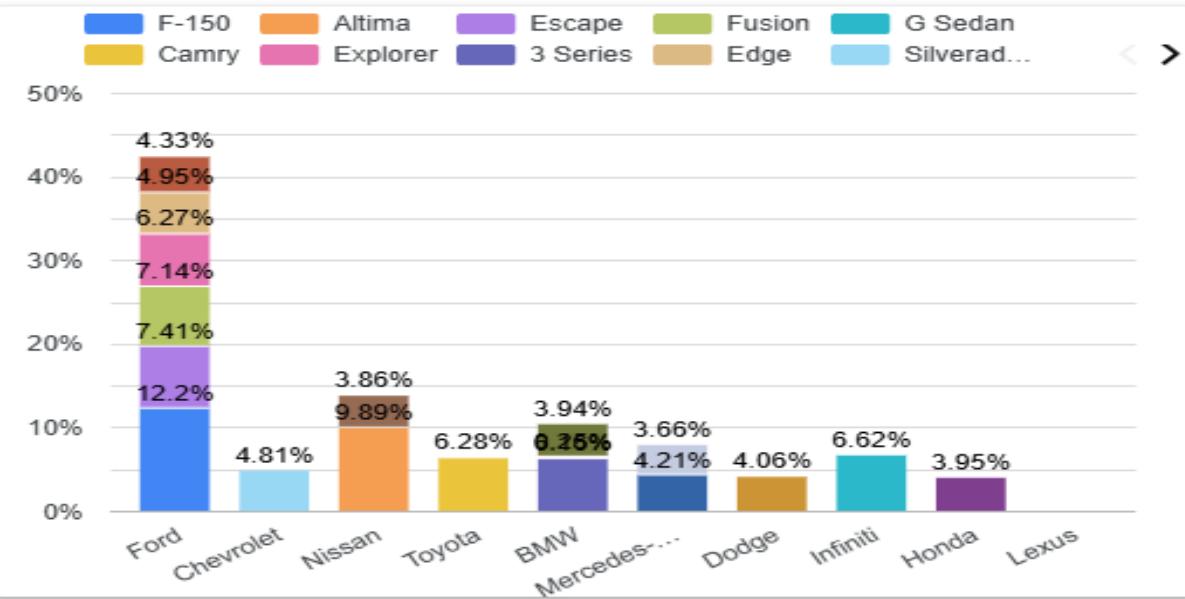
This bar chart highlights a steady upward trend in total revenue, reflecting sustained performance and growing market confidence. The standout years achieved annual revenues exceeding \$2 billion, marking key milestones in the company's financial success.

TOTAL REVENUE BY YEAR



Make And Model by Sale Volume

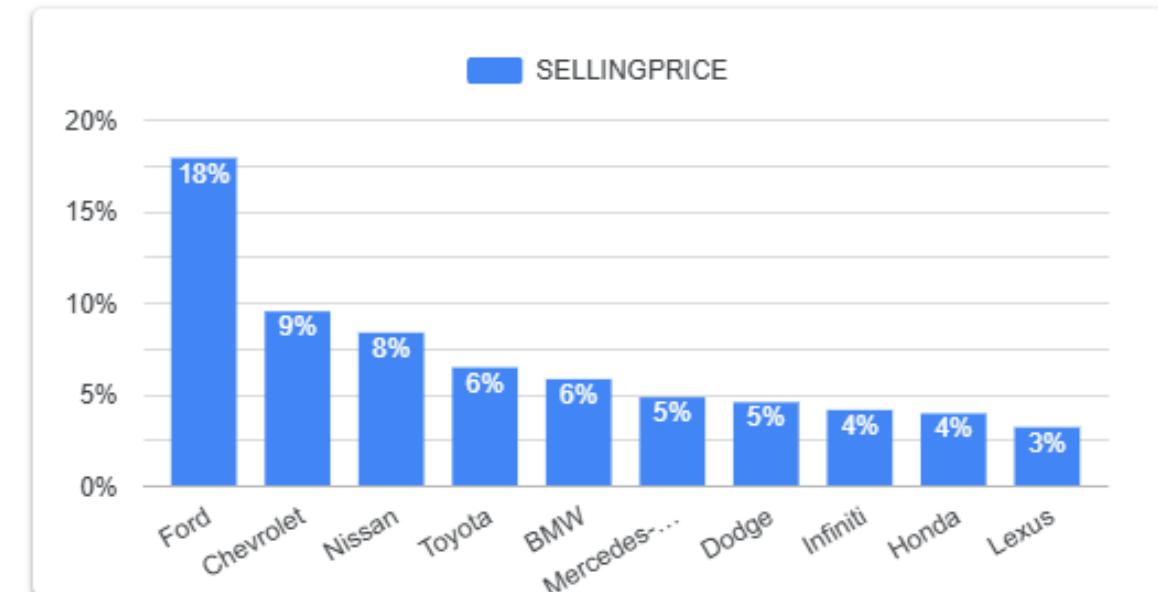
SELLING PRICE BY MAKE AND MODEL



This stacked vertical bar chart illustrates the top-performing vehicle brand in terms of revenue generation over the years. Its financial success is largely attributed to a broader range of models, which contributed to higher cumulative sales compared to competing brands. Contributing 42.3% of total revenue

The top 10 vehicle makes that have contributed the most total revenue over time include global giants like Ford, Chevrolet, and Nissan, each generating hundreds of Millions annually. Ford leads with over \$2 billion in recent revenue.

TOP 10 MAKE BY SALES VOLUME

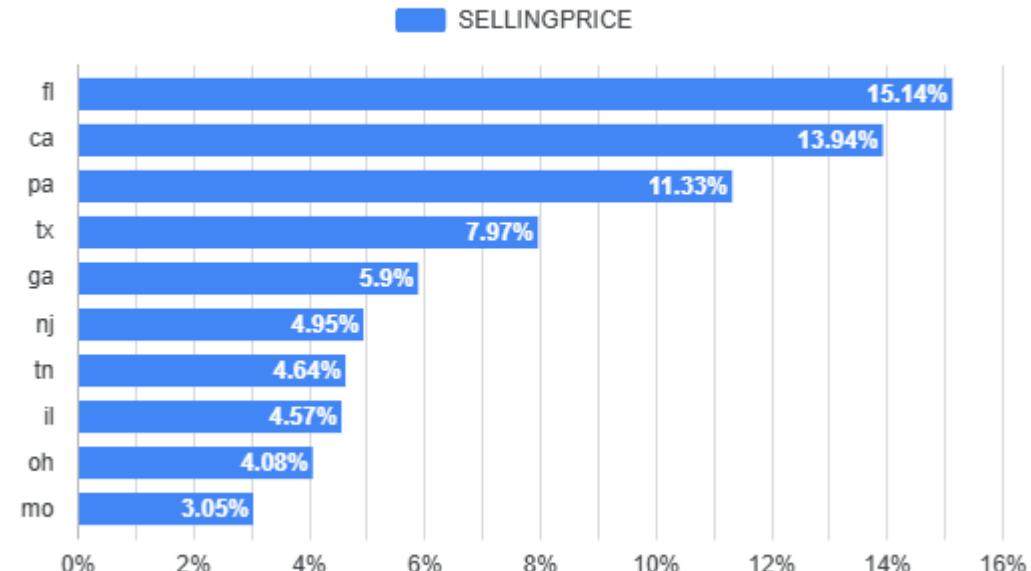




State by Sale Volume

Florida emerges as the leading state in total revenue contribution, accounting for 15.14% over the analyzed period. The chart underscores regional performance trends and Florida's consistent economic strength.

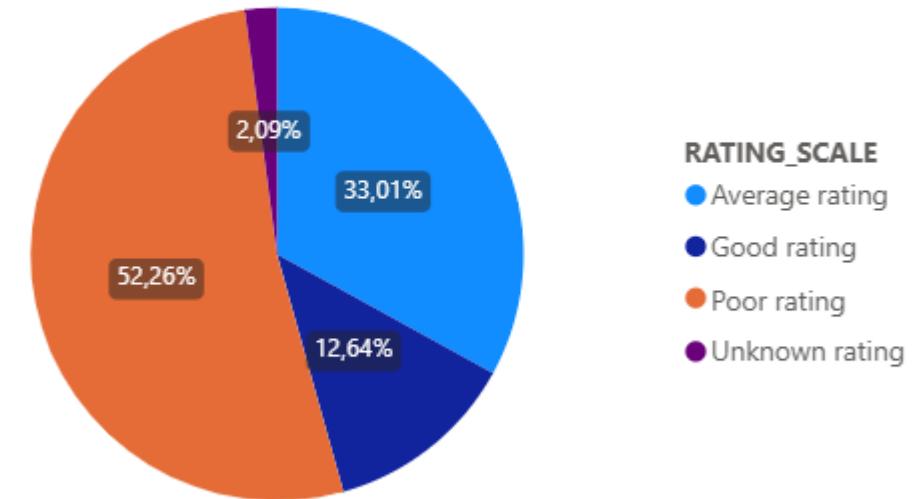
TOP 10 STATE CONTRIBUTING MORE REVENUE



Rating scale for Sellers combined

Seller ratings are visualized in this pie chart, highlighting how performance is distributed across the rating scale. The chart provides quick insight into which sellers consistently meet expectations and where support or intervention may be needed.

RATING SCALE PER SELLER



Total Revenue and Cars Sold

TOTAL REVENUE

7.6B

Revenue showed strong growth between 2010 and 2015, contributing \$6.4 billion to the total.

The forecast covers the number of cars sold between 1982 and 2015. During the period of 2010 to 2014, the market saw a significant rise in demand, with Ford leading the pack by capturing 19% of sales

NUMBER OF CARS SOLD

557,989

Suggestions

Consumer Trends

The 2010-2015 period post-recession was about value and reliability. The next cycle might be defined by electric vehicles (EVs), connectivity, and sustainability

Targeted Incentives

Develop flexible sales and finance programs that can be quickly activated when early signs of market-wide demand appear

Competitive Benchmarking

Don't just focus on your own success. Analyze how competitors have adapted since 2015. They will have learned from Ford's leadership and will be competing more aggressively in the next growth cycle

Enhance Brand Loyalty

A customer who bought a Ford during the 2010-2014 boom should be a customer for life. Implement superior post-purchase programs, owner loyalty rewards, and service experiences to ensure they return for their next vehicle, regardless of the economic cycle.



**THANK
YOU**