

**BRIGHT
LEARN**

CAR Sales Analysis

Bright Learn



Business Objective

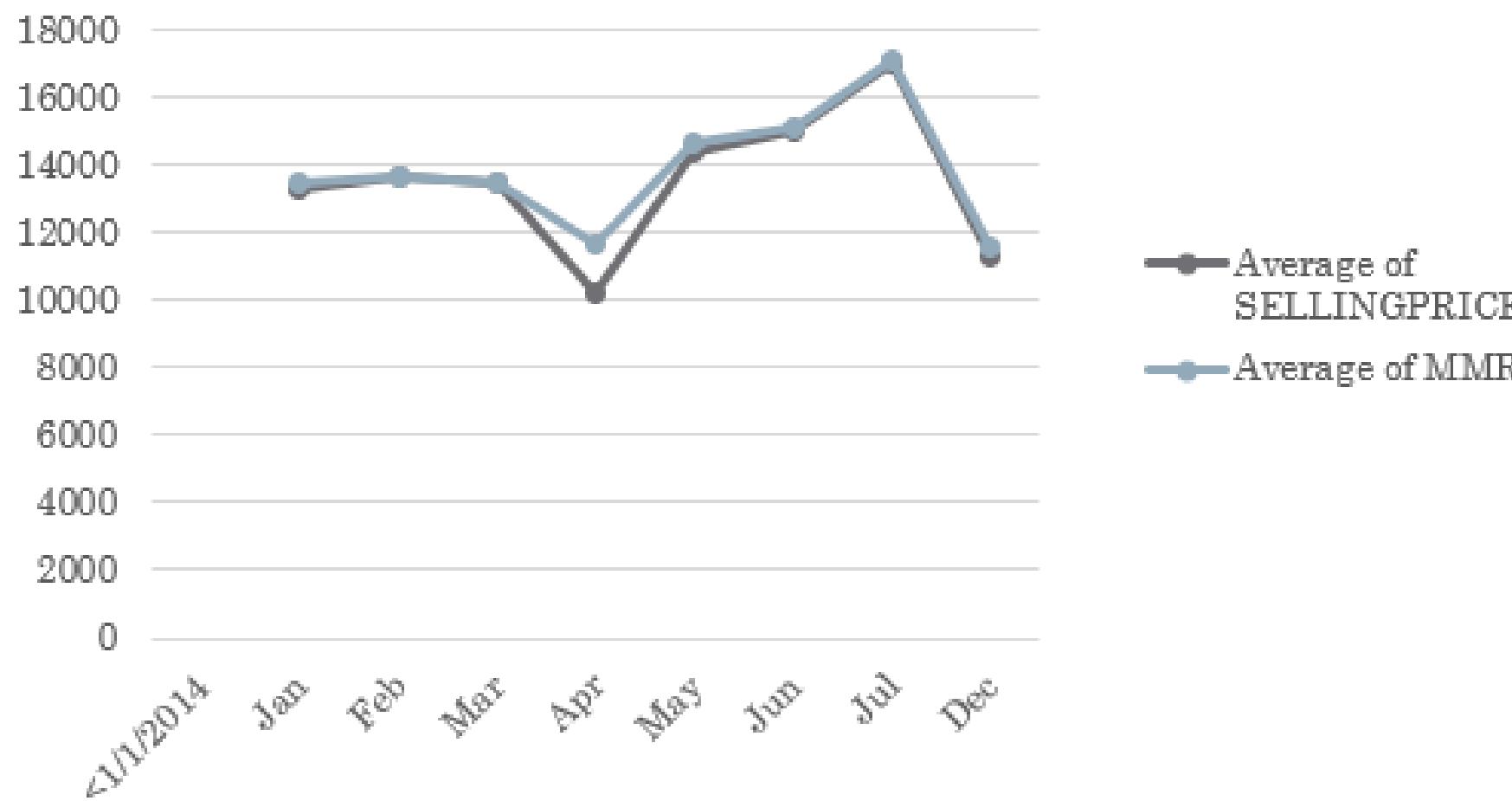
The primary mission is to accelerate market share by optimizing inventory turnover through predictive analytics. By monitoring regional buying preferences, we can align stock levels with demand, creating a frictionless purchasing journey that drives dealership profitability and customer loyalty





BRIGHT
LEARN

Trend of Selling price



Trend of Selling Price

- Analyzing the trend of the average selling price shows that between Jan-Dec 2014 the majority of the vehicles were sold below the average MMR, indicating they were traded for less than their expected market value.
- This signals lower buyer demand or oversupply of similar models. Issues such as high mileage and poor vehicle conditions are contributors factors.



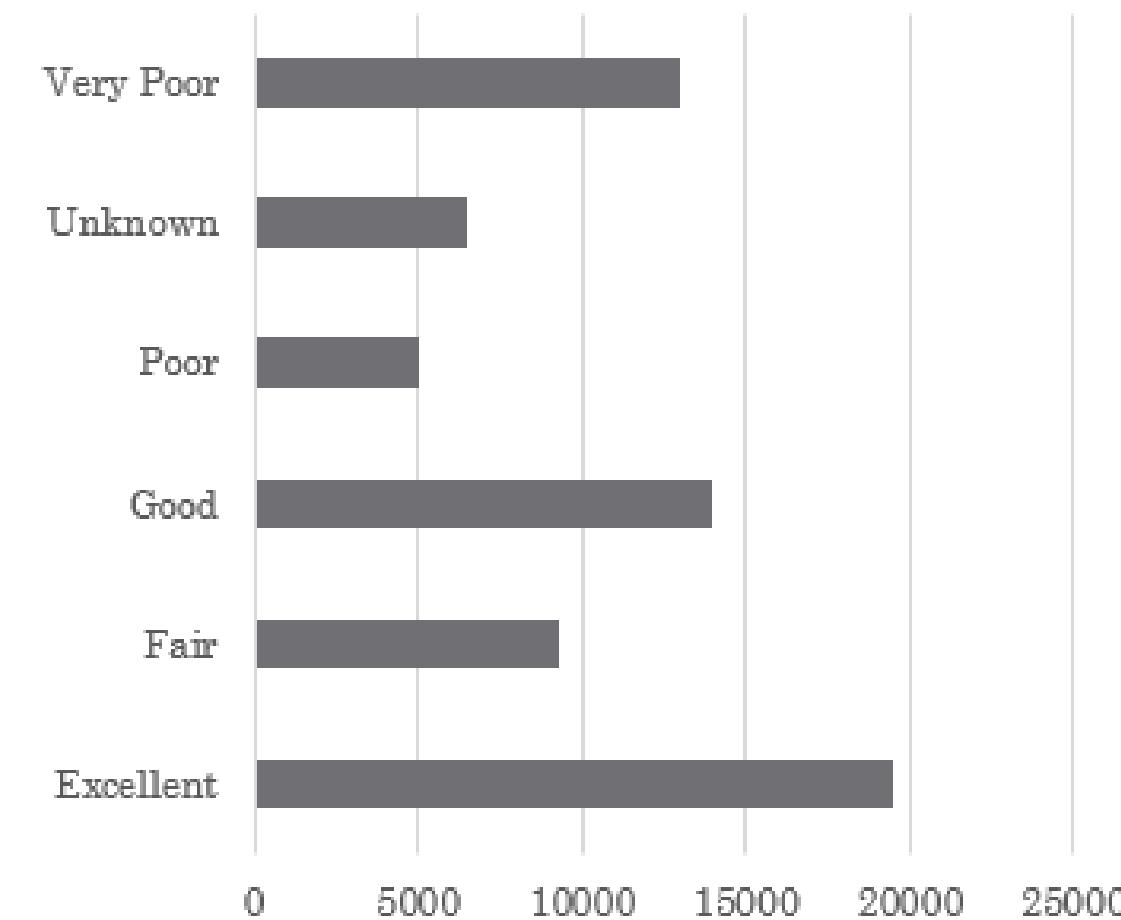
Average Sale Price by Condition

- Vehicles with higher condition scores consistently achieved higher average selling prices, showing a strong relationship between unit quality and market value.
- Despite expectations, vehicles with very poor condition scores are selling for prices surprisingly close to those in good condition.

Several factors may explain this pattern:

- High-demand models may retain value regardless of condition.
- Market shortages can push prices up even for lower-quality units.
- Inaccurate or inconsistent condition scoring may blur the distinction between poor and good condition vehicles.

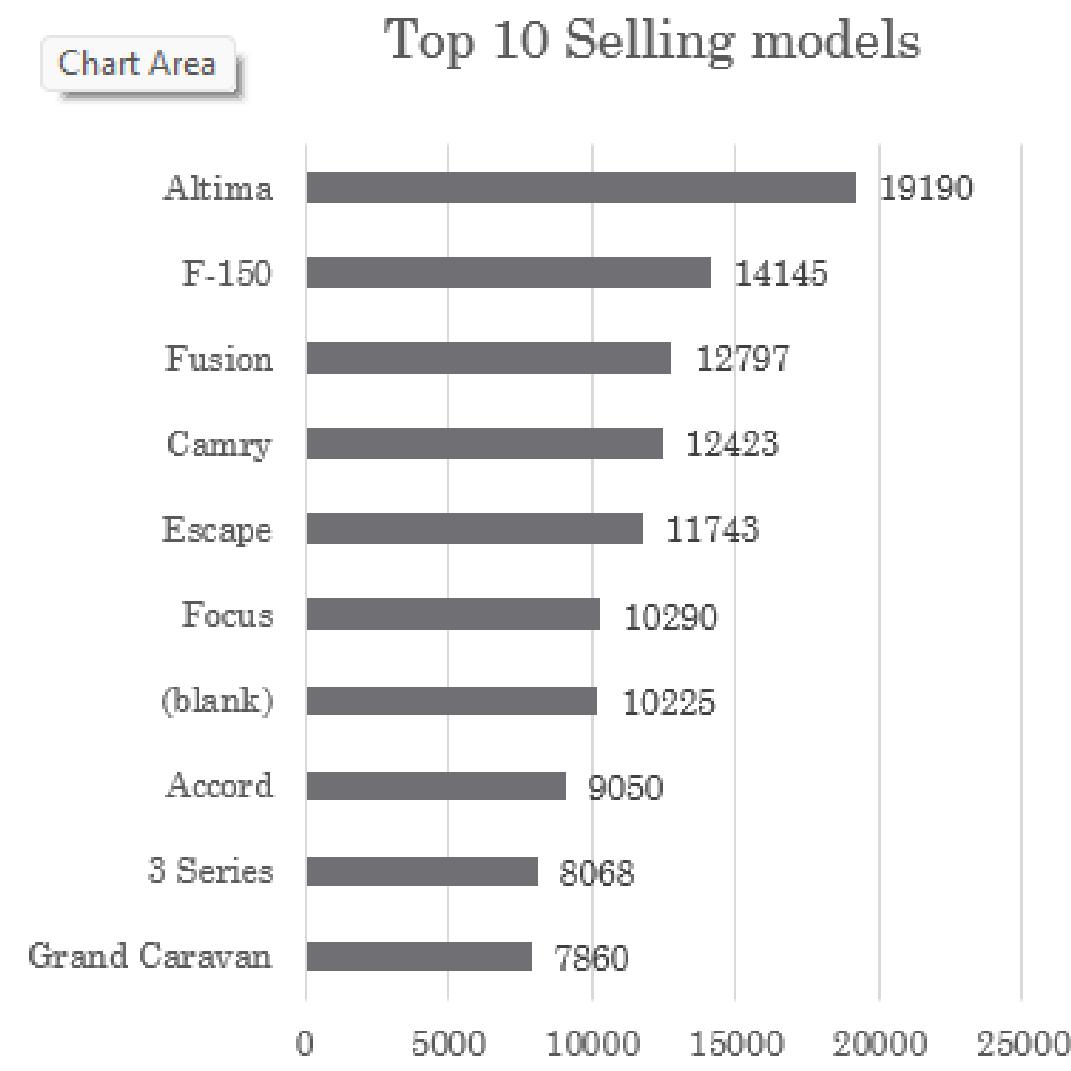
Avg Selling Price By Condition

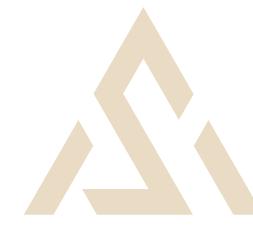




Top Selling Models

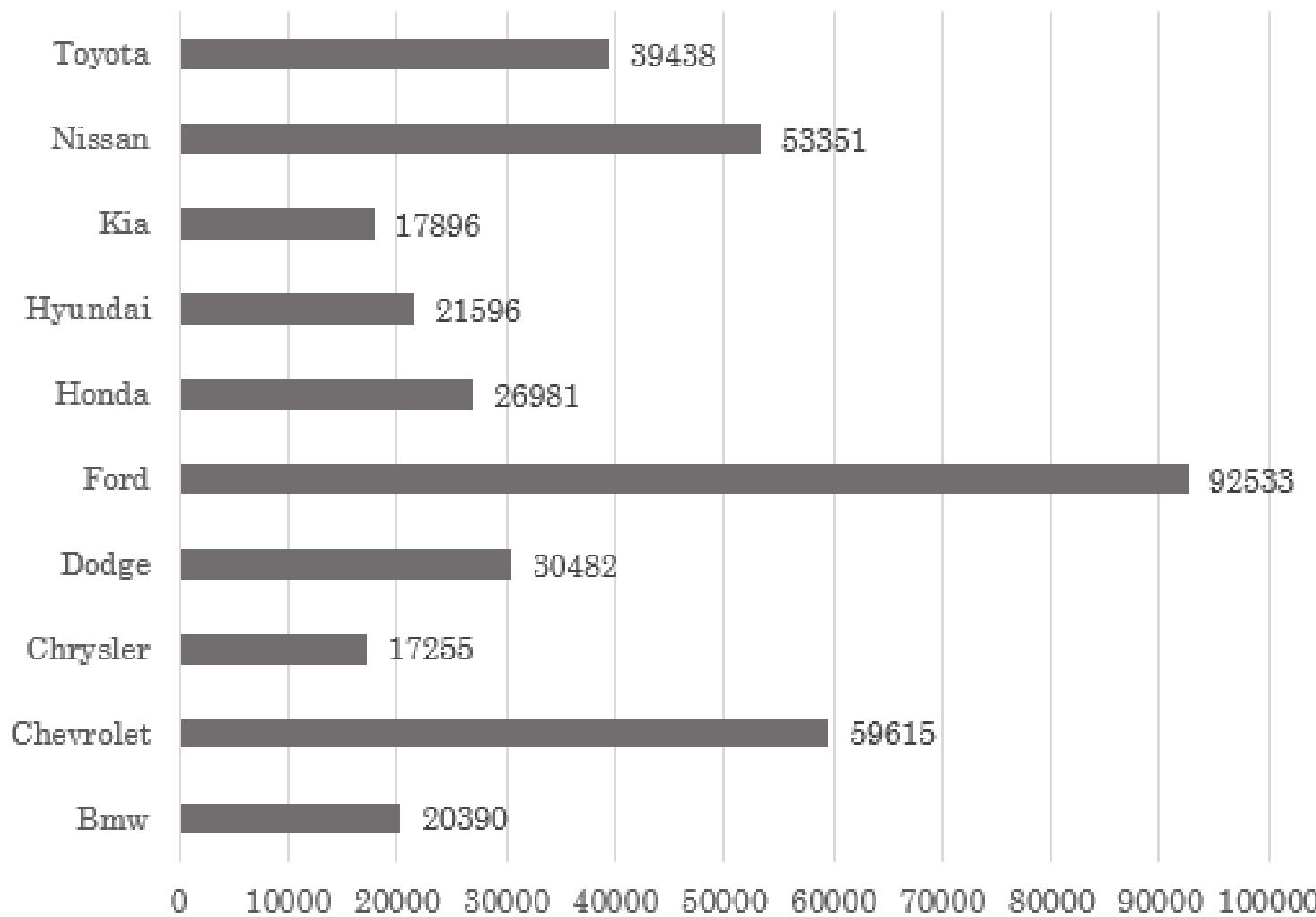
- The data shows that a few models dominate sales volume, with the Altima, **F-150**, **Fusion**, and **Camry** leading the market. These models consistently outperform others due to strong brand trust, wide availability, and solid resale demand.
- Mid tier performers like the **Escape**, **Focus**, **Accord**, and 3 Series also show steady turnover, contributing meaningfully to overall volume.





Top Selling Makes

Top 10 selling makes



Top performing makes

Ford leads the market by a large margin, supported by the heavy popularity of the F-Series. Chevrolet, Nissan, Toyota, and Honda also rank among the strongest contributors, reflecting strong consumer preference and high model diversity.

Second Tier

Makes such as Hyundai, Kia, Dodge, Chrysler, and BMW form the second tier, still showing considerable market traction.



BRIGHT
LEARN

Price Difference By State

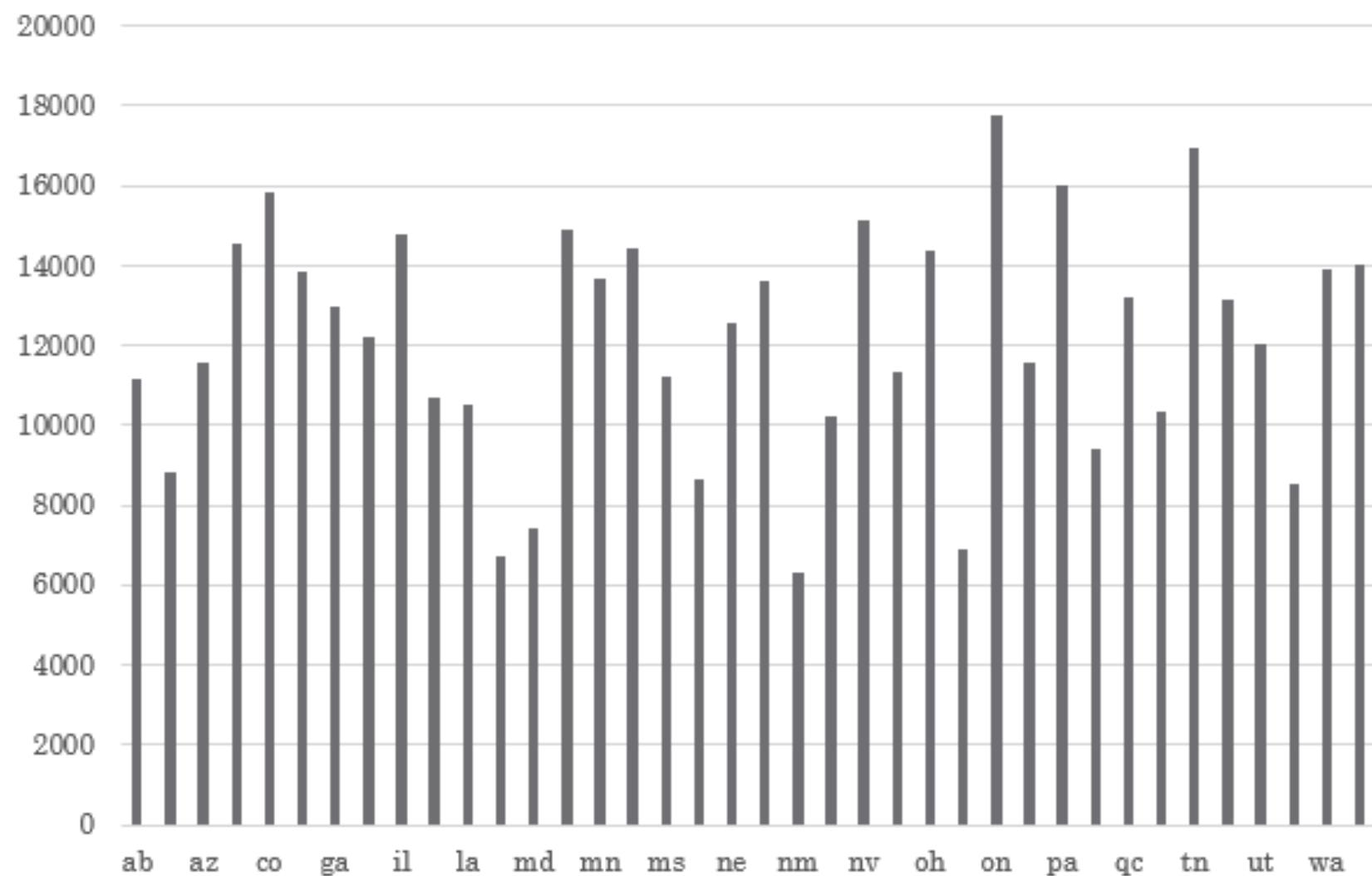
- Ontario (on): The clear leader. It has the highest overall selling price (nearly \$18k) and sells slightly above MMR.
- South Carolina (sc) & Pennsylvania (pa): Both are very strong performers with selling prices in the \$16k–\$17k range, indicating robust buyer willingness.
- Tennessee (tn): A solid market where selling price is competitive with book value.





BRIGHT
LEARN

Avg SellingPrice By State



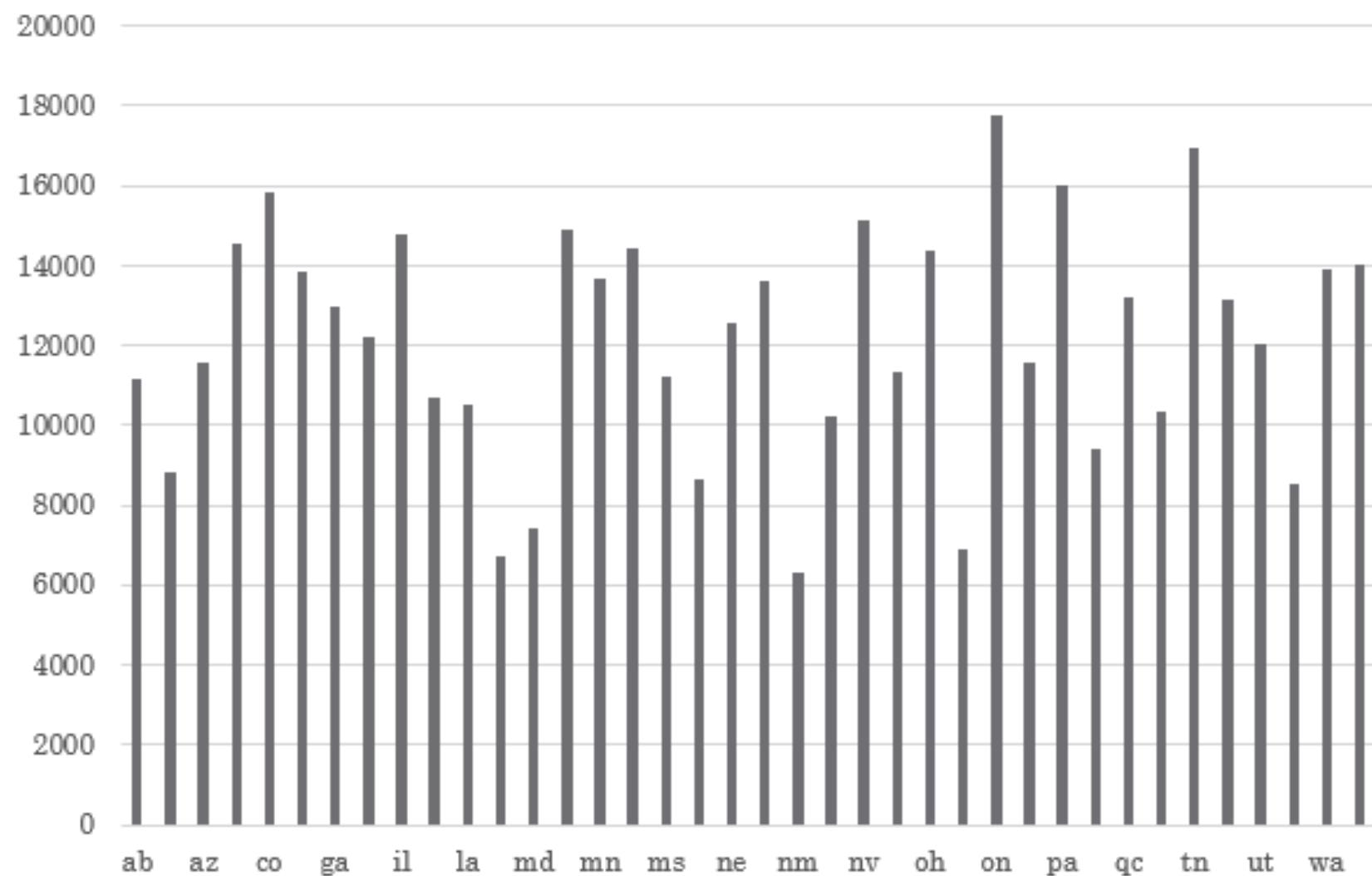
Average Selling Price By State

- Regional Disparities: Average selling prices show extreme volatility across state lines, ranging from under \$7k to nearly \$18k.
- Premium Opportunities: Top-tier regions are significantly outperforming the national average, suggesting a willingness from buyers to pay premium prices for inventory.
- Low-Value Zones: Several states are showing selling prices drastically lower than the norm, indicating either a market for distressed inventory or severe price compression.



BRIGHT
LEARN

Avg SellingPrice By State



Average Selling Price By State

Top performing States

- Ontario(on):The highest performing region, peaking near \$18,000.
- Tennessee (tn) & Pennsylvania (pa): Both strong contenders, consistently fetching prices in the \$16,000 – \$17,000 range.
- Colorado (co): Shows strong demand with an average price hovering around \$15,000.

Underperforming States

- New Mexico(nm): The lowest point on the chart, with average prices dipping to approximately \$6,200.
- Massachusetts(ma):Struggles significantly, staying well below the \$8k threshold.
- Quebec(qc):Notably lower than its neighbor Ontario, sitting closer to \$9,500.

Reccomendations

- Sell the Best Where It Pays: Send our highest quality cars to top performing states like Ontario and South Carolina to make the most profit.
- Avoid "Money Pit" Markets: Stop sending expensive inventory to places like New York and New Mexico, where cars consistently sell for less than they are worth (MMR).
- Clear Out Old Stock: Use low price states (like Massachusetts and Oklahoma) only for selling older or lower-quality cars quickly.
- Move Inventory to Make Money: If a car is sitting in a cheap market, move it to a high-demand state to instantly increase its selling price.
- Follow the Data: Create strict shipping rules to ensure we never send a car to a location where the data says it will lose value.