



# **SALES ANALYSIS** **Bright Motors**

**Purpose:** Present Business Insights for a new head of Sales using  
Historical Car Sales Data from  
Bright Motors

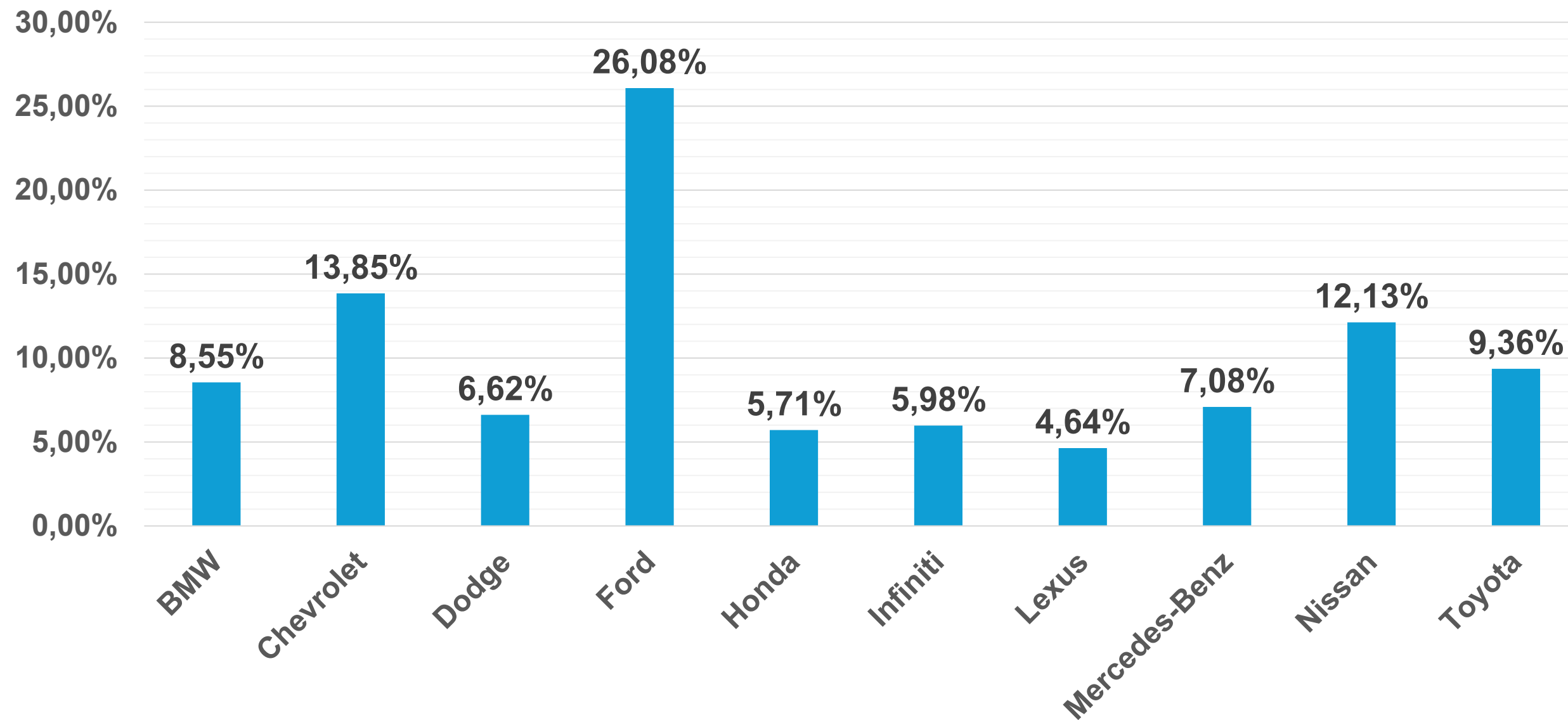
**Presented by: Keneuoe Makhongoane**

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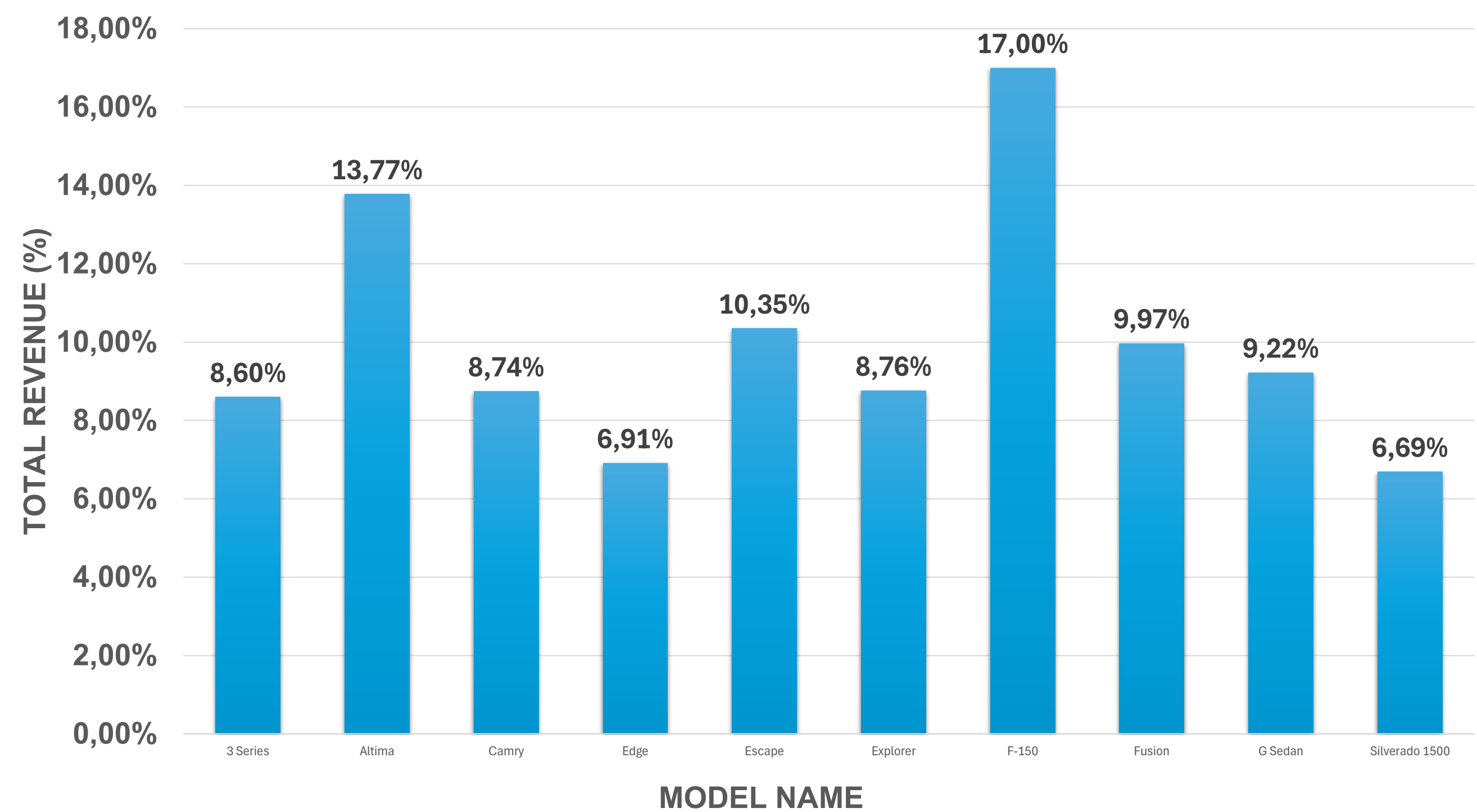
# Top 10 car makes by revenue contribution (%)

- Ford is the highest revenue contributor at 26.08%, generating over five times more revenue than Lexus, the lowest performer at 4.64%. Mid-range brands such as Toyota (9.36%) and BMW (8.55%) show balanced performance but remain significantly behind the market leader.
- An interesting observation is that Ford alone contributes more revenue than the combined total of the two lowest brands, highlighting a strong concentration in one dominant make.



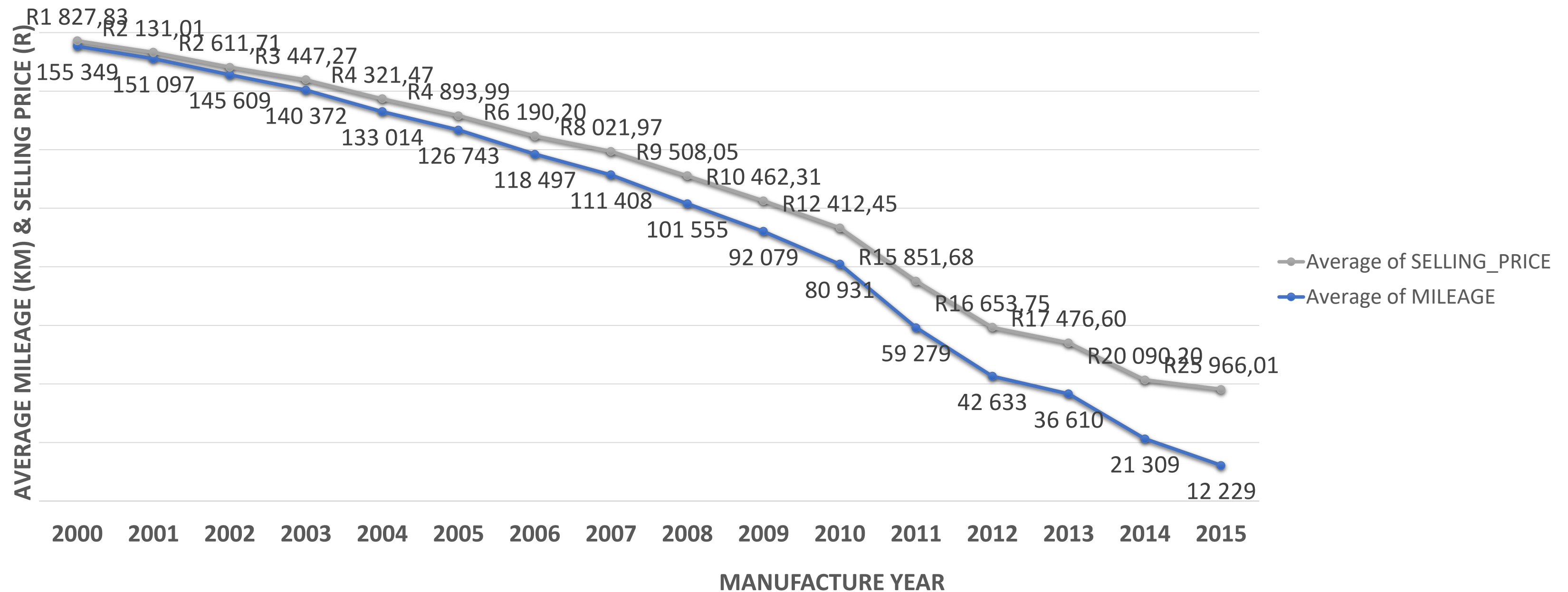
# Top 10 Car Models by Total Revenue

- The F-150 leads as the strongest revenue contributor at 17.00%, delivering over 2.5 times the revenue of the Silverado 1500 (6.69%), the lowest performer. Mid-tier models such as the Escape (10.35%) and Fusion (9.97%) demonstrate consistent performance but remain far behind the F-150.
- The F-150 makes more money than several mid-range models on its own, showing it's the main revenue driver.



# Selling price vs mileage, and year of manufacture

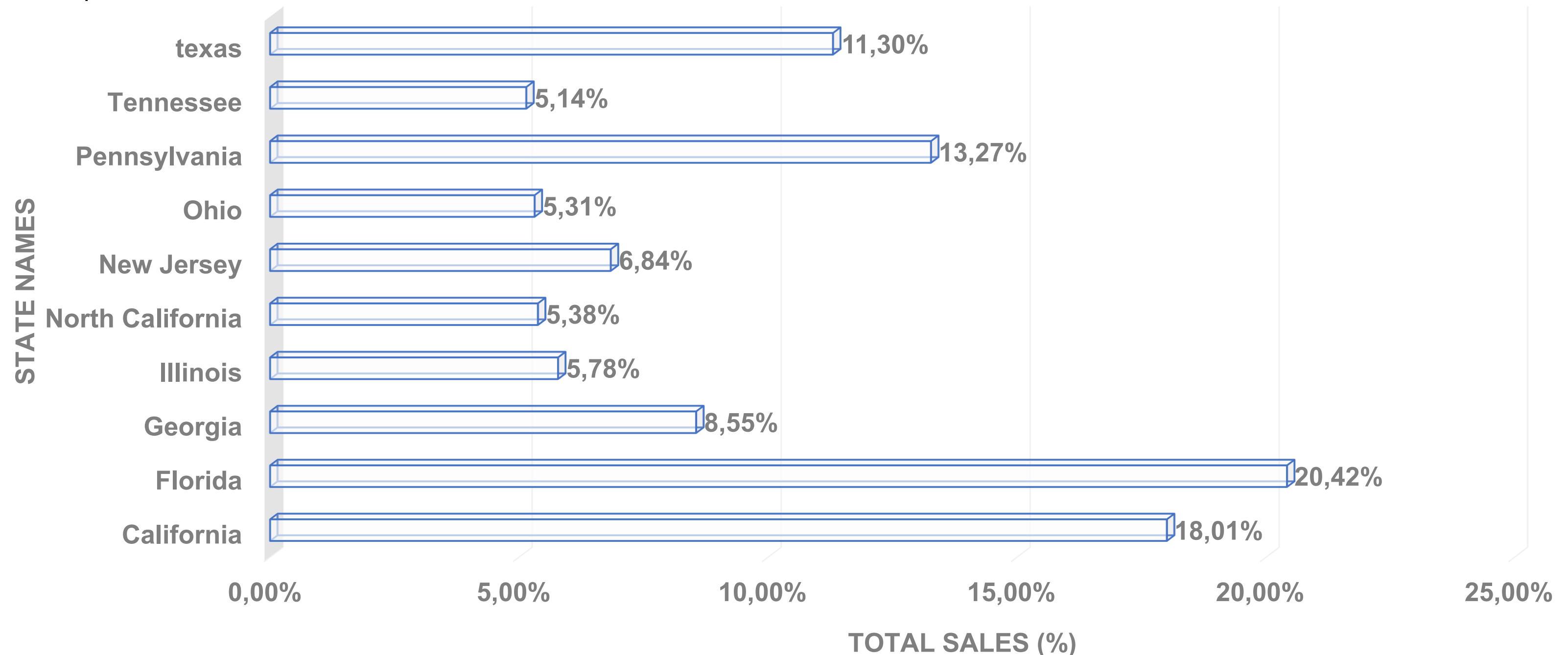
- Mileage dropped by 92% from 155,349 km in 2000 to 12,229 km in 2015.
- Selling price rose by 1,321%, climbing from R1,827.83 in 2000 to R25,966.01 in 2015.
- Inverse trend: As cars get newer, mileage decreases and price increases — a clear depreciation curve.
- Overall averages: Across all years, average mileage is 66,674 km and selling price is R13,825.55.





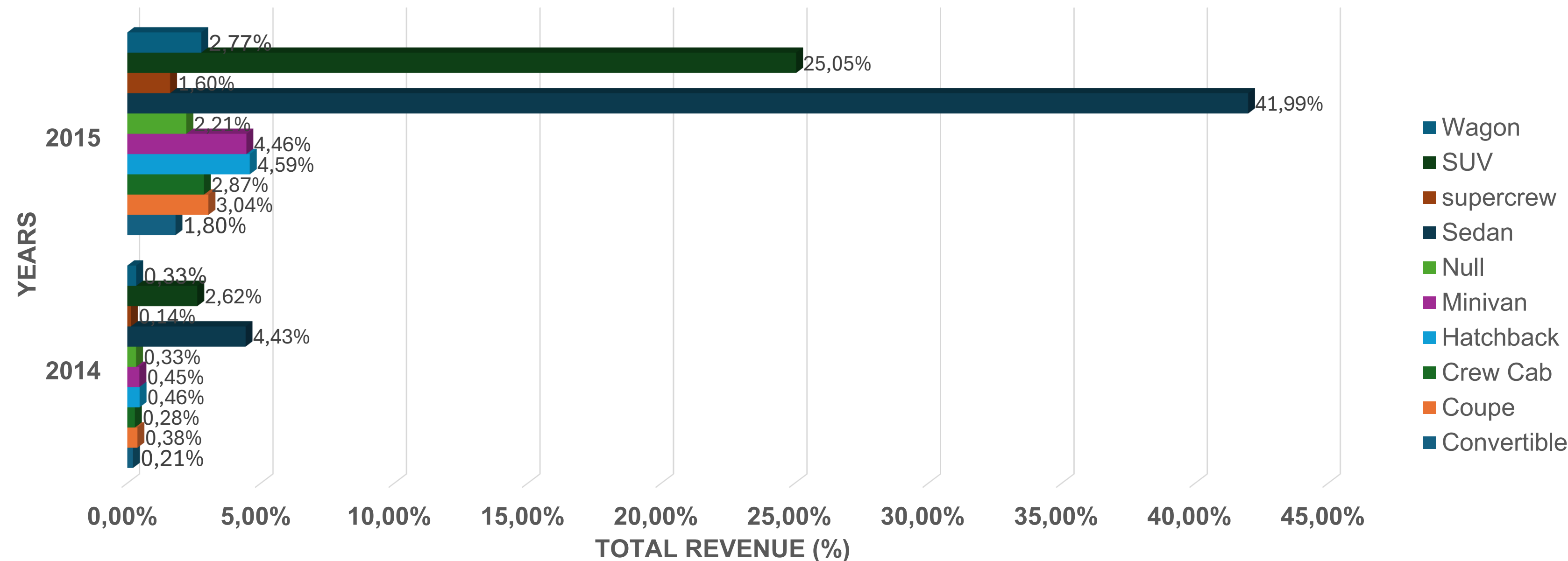
# Top 10 regions by sales performance

- Florida, California and Texas dominate sales, contributing nearly 50% of the total units sold.
- Florida leads with 20,42%, followed by California (18,01%) and Texas (11,30%).
- The remaining states split the other half, with Pennsylvania (13,27%) as the strongest among them.
- An interesting fact is that despite being split into California and North California, their combined share is 23.39% — making California the true sales powerhouse when viewed as a whole.



# Sales trend by vehicle body type

- Sedans dominate with 46.42% of total units sold — nearly half the market..
- SUVs follow at 27.67%, showing strong consumer preference for larger vehicles.
- 2015 surge: Sales jumped from 9.63% in 2014 to 90.37% in 2015, indicating a major shift or expansion in offerings.
- Other notable contributors: Hatchbacks (5.05%), Minivans (4.91%), Coupes (3.41%), and Wagons (3.10%).
- Sedan sales in 2015 alone (41.99%) were more than 9× higher than in 2014 (4.43%) — confirming a sharp consumer pivot toward this category.



# Strategies to boost dealership profitability and operational efficiency

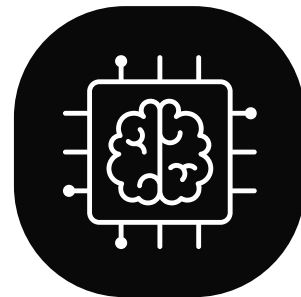
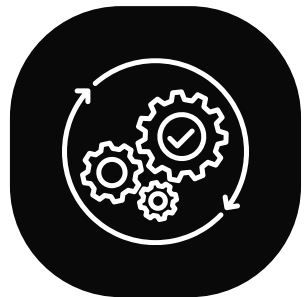
🚗 Focus on high-demand models: Prioritize Sedans (46%) and SUVs (28%), while leveraging hero products like the F-150 (17%).

💰 Optimize pricing & promotions: Use the mileage–price relationship to justify premiums, and tailor incentives by state (Florida, California, Texas = ~50% of sales).

⚙️ Streamline operations: Concentrate resources in top-performing regions, standardize workflows, and forecast demand to reduce excess inventory.

📣 Targeted marketing: Highlight “Top 10” performers in campaigns, segment promotions by geography, and emphasize value through low mileage and strong resale.

👉 Key takeaway: A few flagship models and top states drive the majority of revenue — aligning inventory, pricing, and operations around them is the fastest path to higher profitability and efficiency.





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# Thank You!

