BRIGHT MOTORS
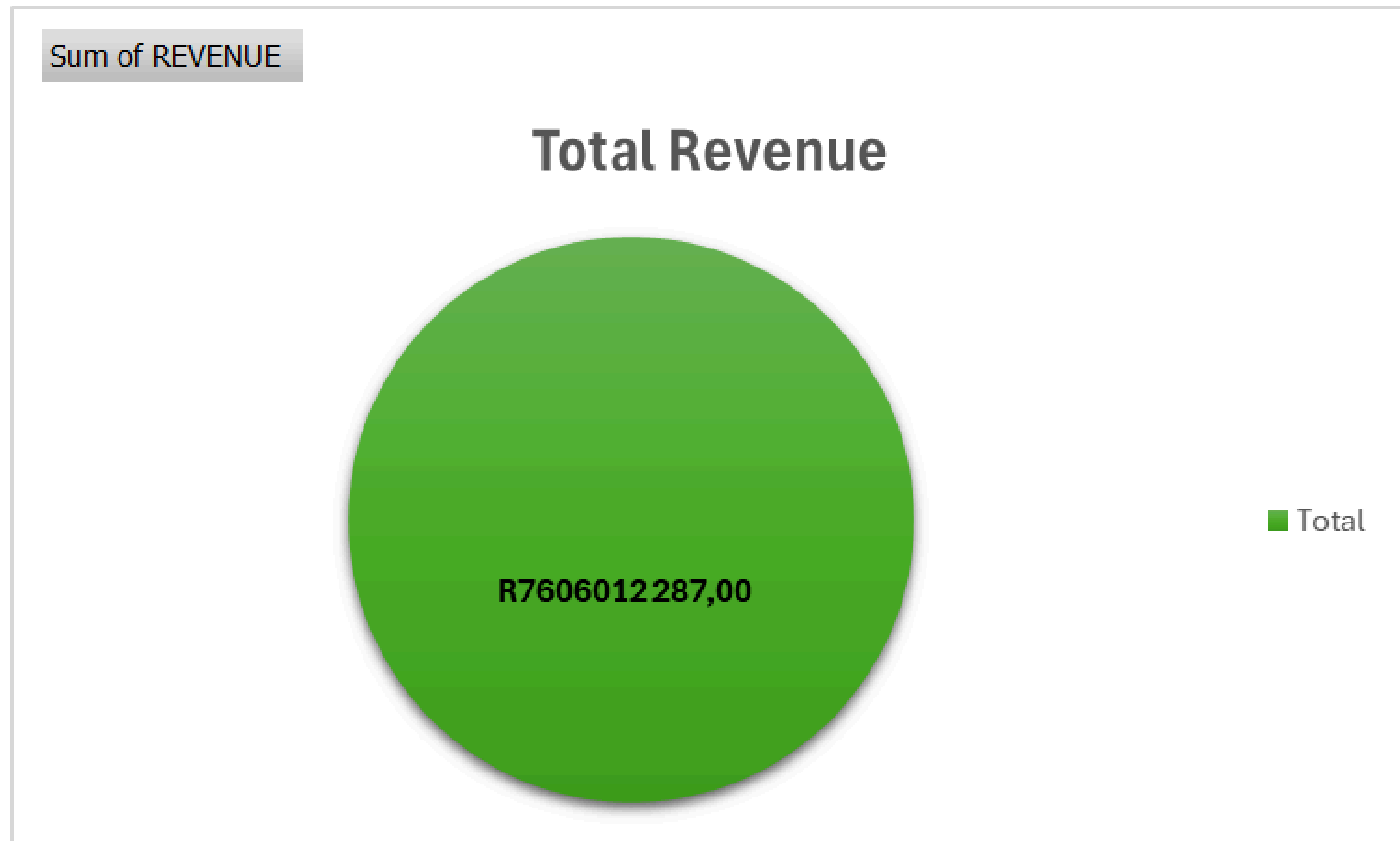
Car Sales Presentation

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TOTAL REVENUE
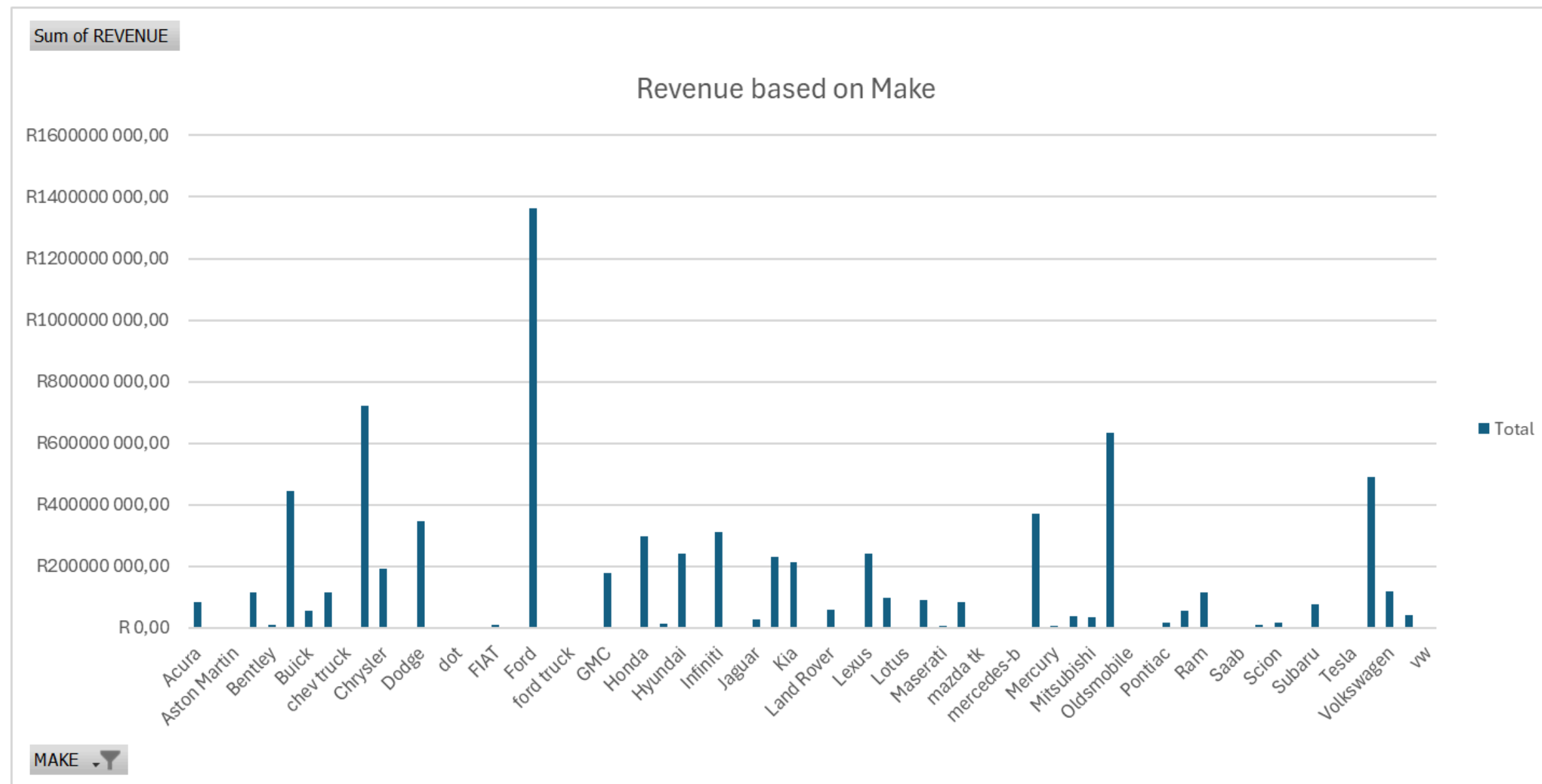
This analysis was done with a full year's previous data

The revenue of Bright Motors for the year is R7 606 012 287,00 meaning in the revenue for the year of 2015 is the above number.

A break down of this revenue within different categories will be outline is the slides to follow

Sum of REVENUE

Total Revenue

R7 606 012 287,00
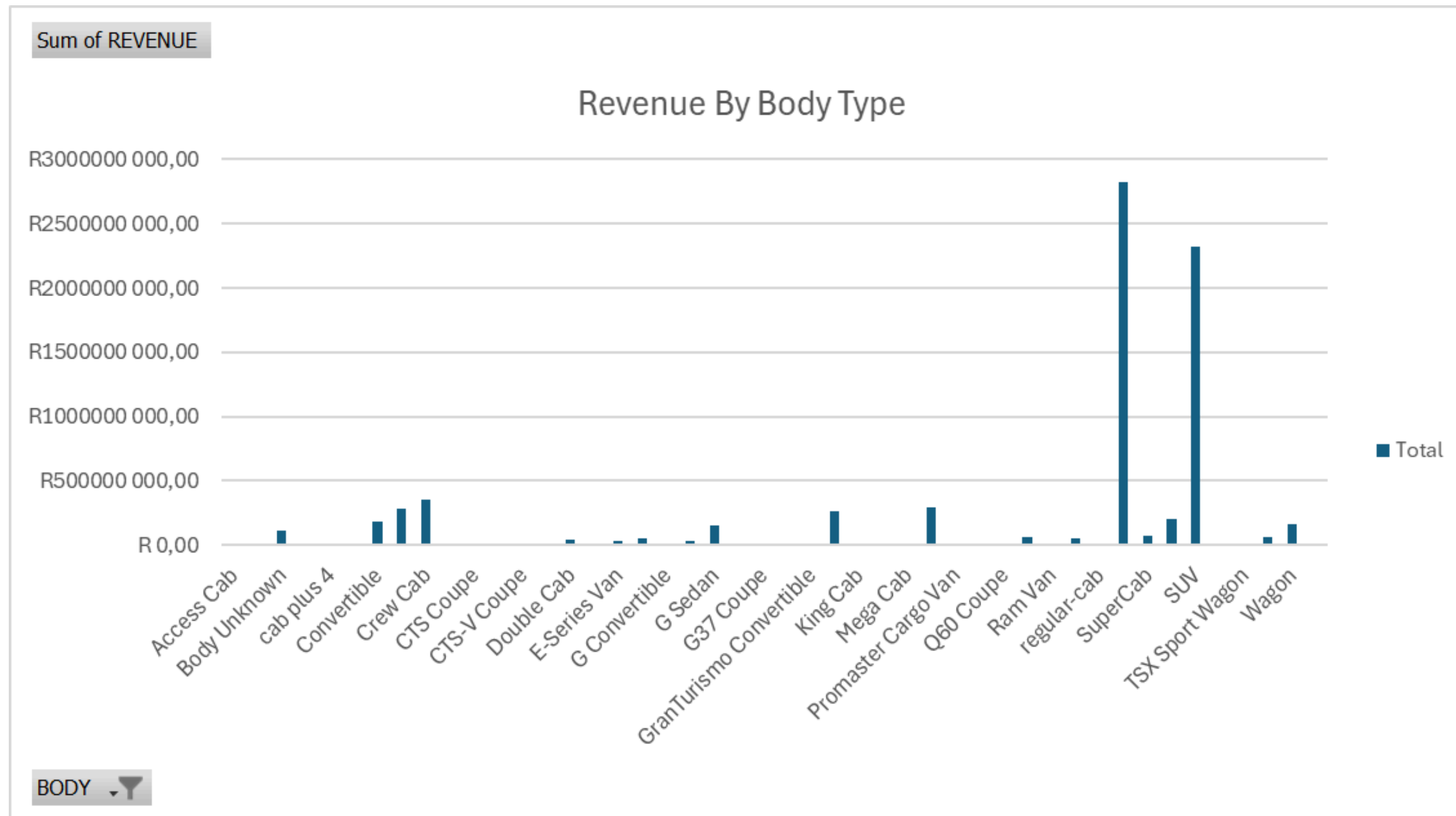
■ Total

REVENUE BY MAKE

Sum of REVENUE

Revenue based on Make

There are 67 make of cars that bright motors sells and we found that Ford is the car that sells the most. Second being Chevrolet and third being Nissan. So basically these are the 3 makes that sre bring in the most revenue
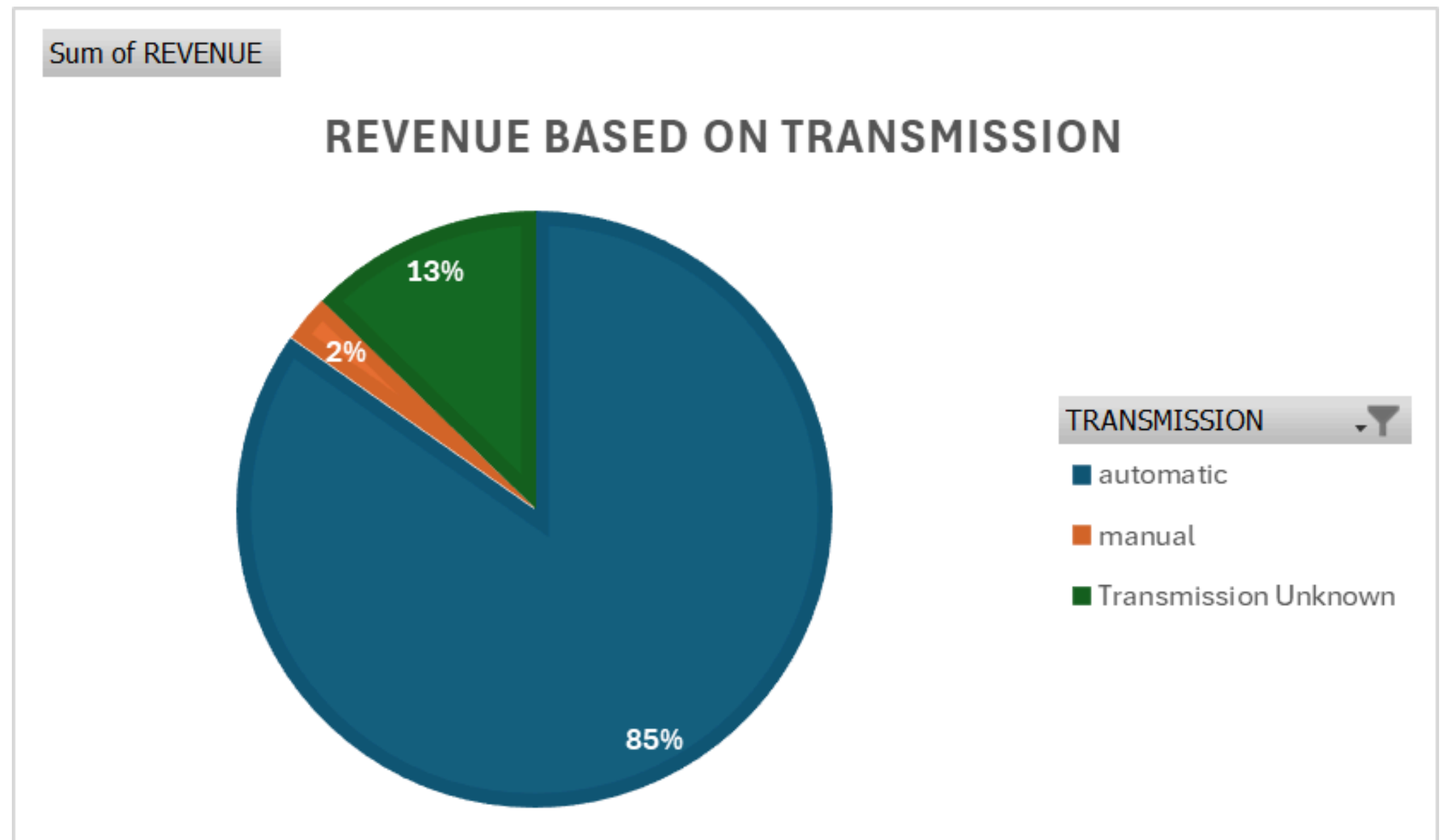
REVENUE BY BODY TYPE

Out of the 67 makes that we got, we found that there are 46 body type. Yes, some body types to certain body types. However what was important and we discovered is that a sedan is the most popular body type for consumer alongside SUV .
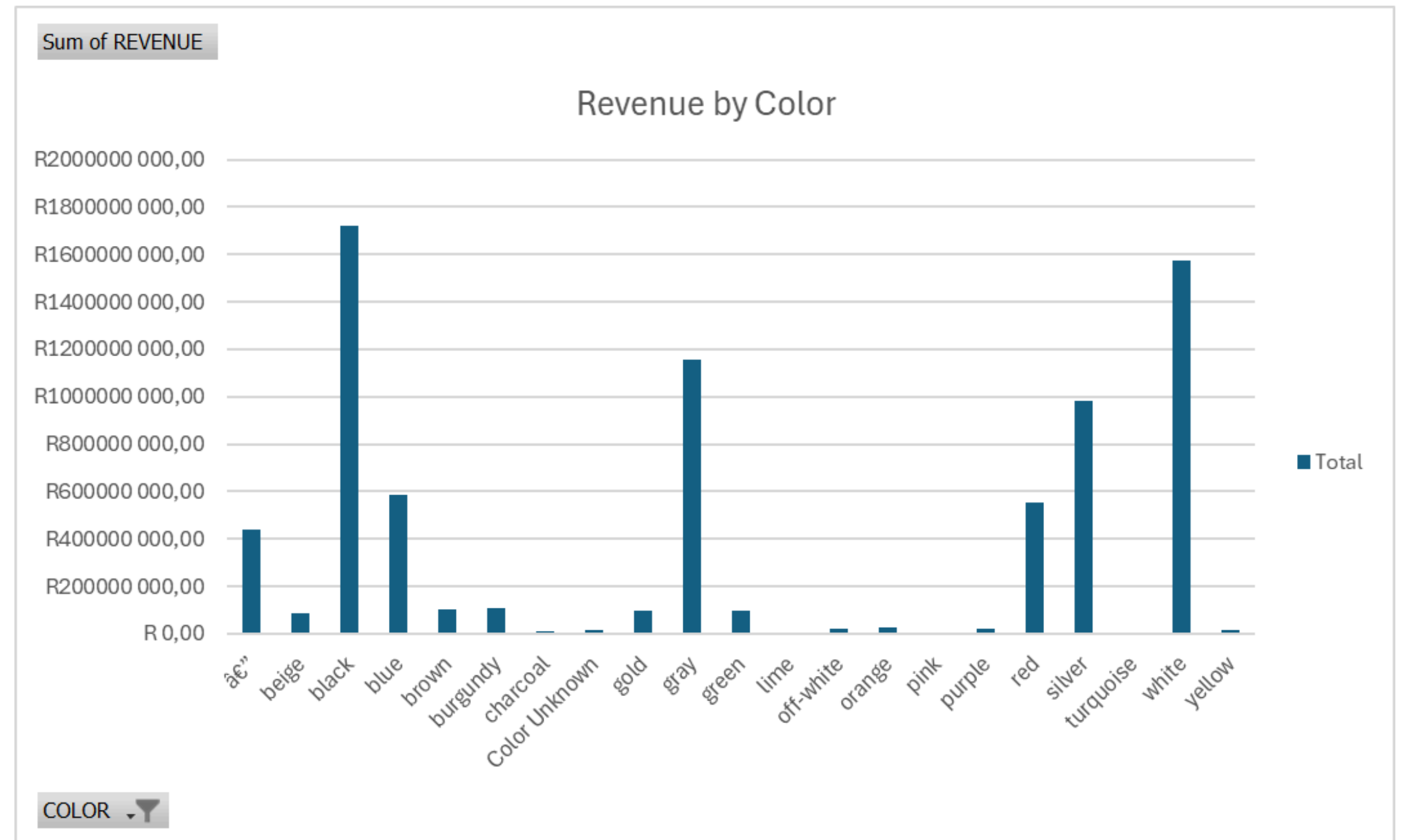
REVENUE BY TRANSMISSION

Out of the 67 makes alongside the 46 body type I found that 85% of the cars have an automatic transmission and only 2% that have a manual.

However it is very important to not that we don't know what transmission type thecars have for 13% of the cars. And this may be largely due to the transmission type not being declared before the car was sold. We don't entirely know by we do know that cars with an unknown transmission account for 13% of the cars. .
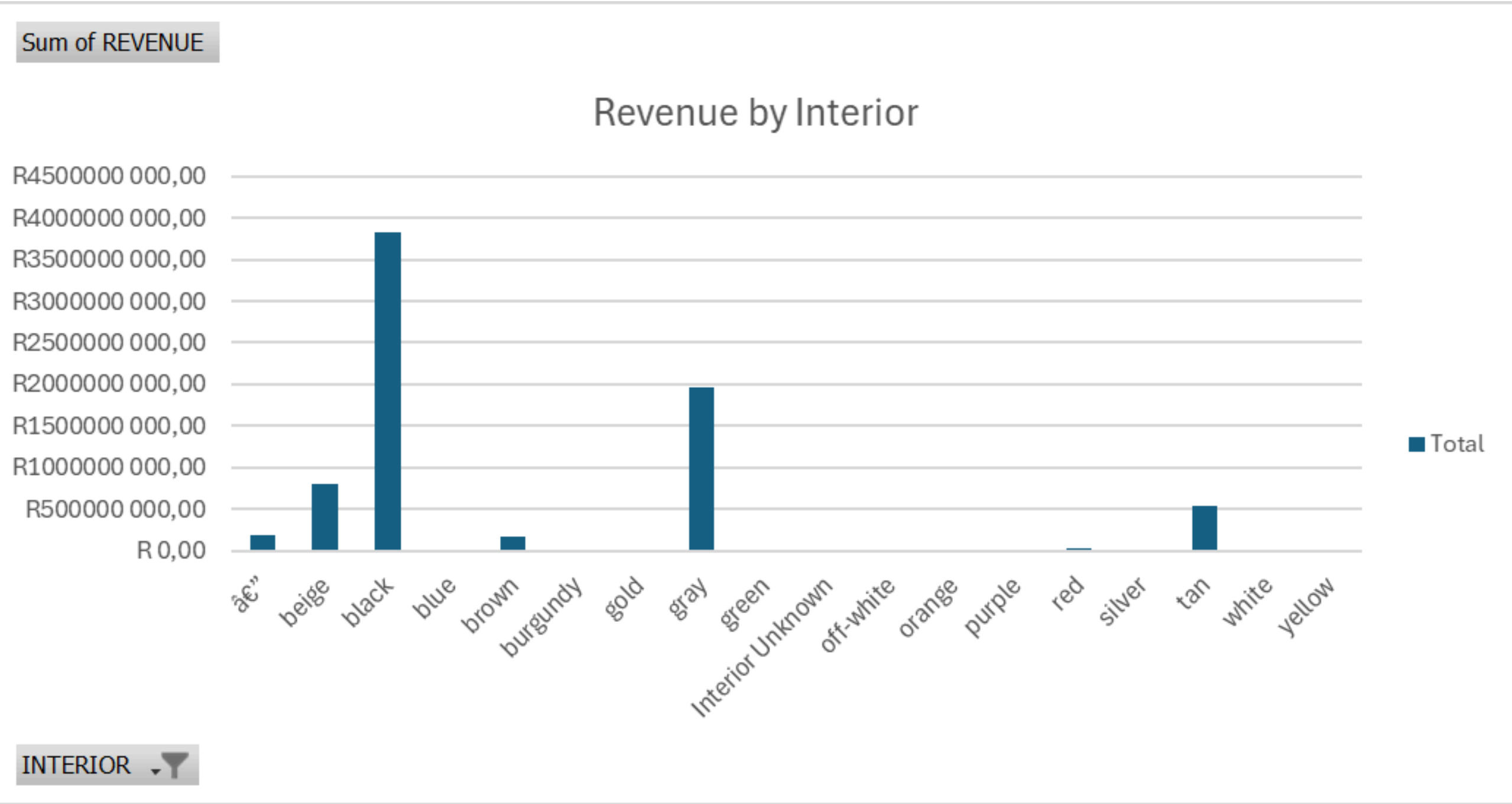
REVENUE BY COLOR

There are 21 colors to choose from for the different cars. With that being said, Black was the most popular color for customer. The second most popilar color is white and the third is silver.
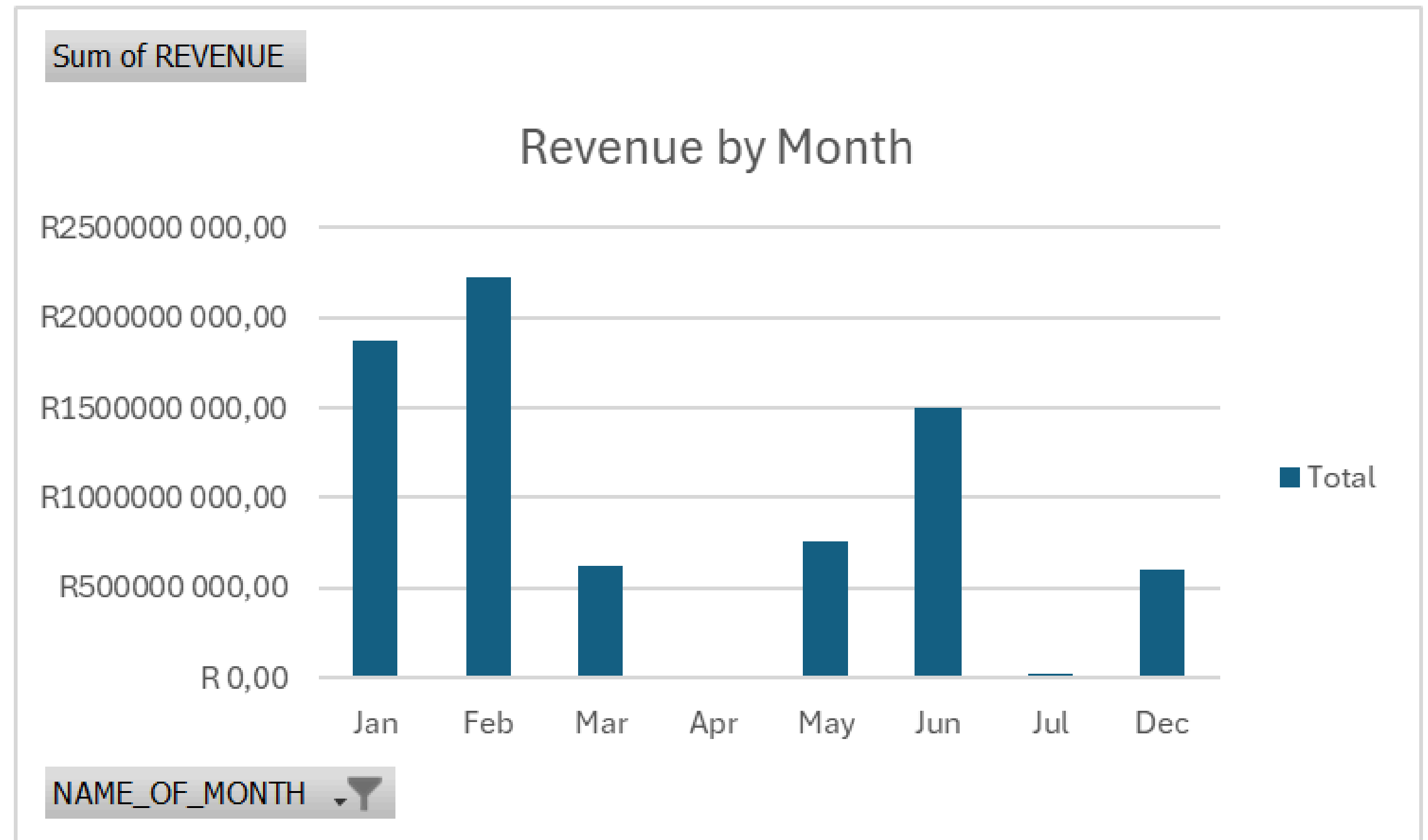
REVENUE BY INTERIOR

There are a total of 18 different interior colors to choose from for consumers and yet once again Black is the color that is popular.

REVENUE BY MONTH

Judging from the data it seems that the month where most cars were sold is February followed by January

REVENUE BY DAY

Sum of REVENUE

Revenue by Day of The Week

R2500000 000,00	
R2000000 000,00	
R1500000 000,00	
R1000000 000,00	■ Total
R500000 000,00	
R 0,00	

Sun   Mon   Tue   Wed   Thu   Fri   Sat

NAME_OF_DAY

Though it is not far off, Wednesday is the day where most cars are sold and most revenue is made. Followed by Thursday then Tuesday

SELLING PRICE BY MAKE

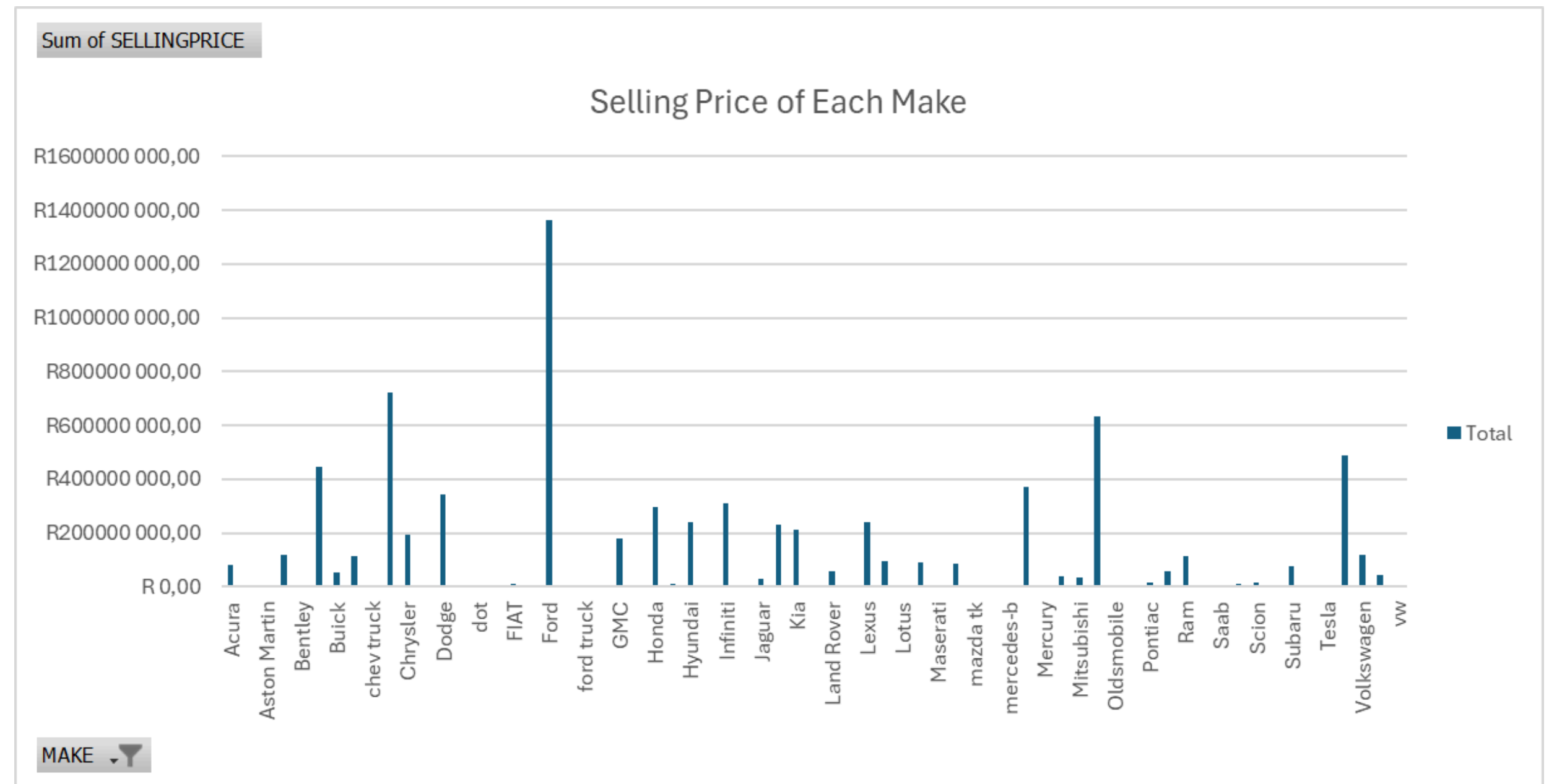Having gathered the number of makes available, it is still Ford that is dominating in terms of selling price and it is by a long shot.
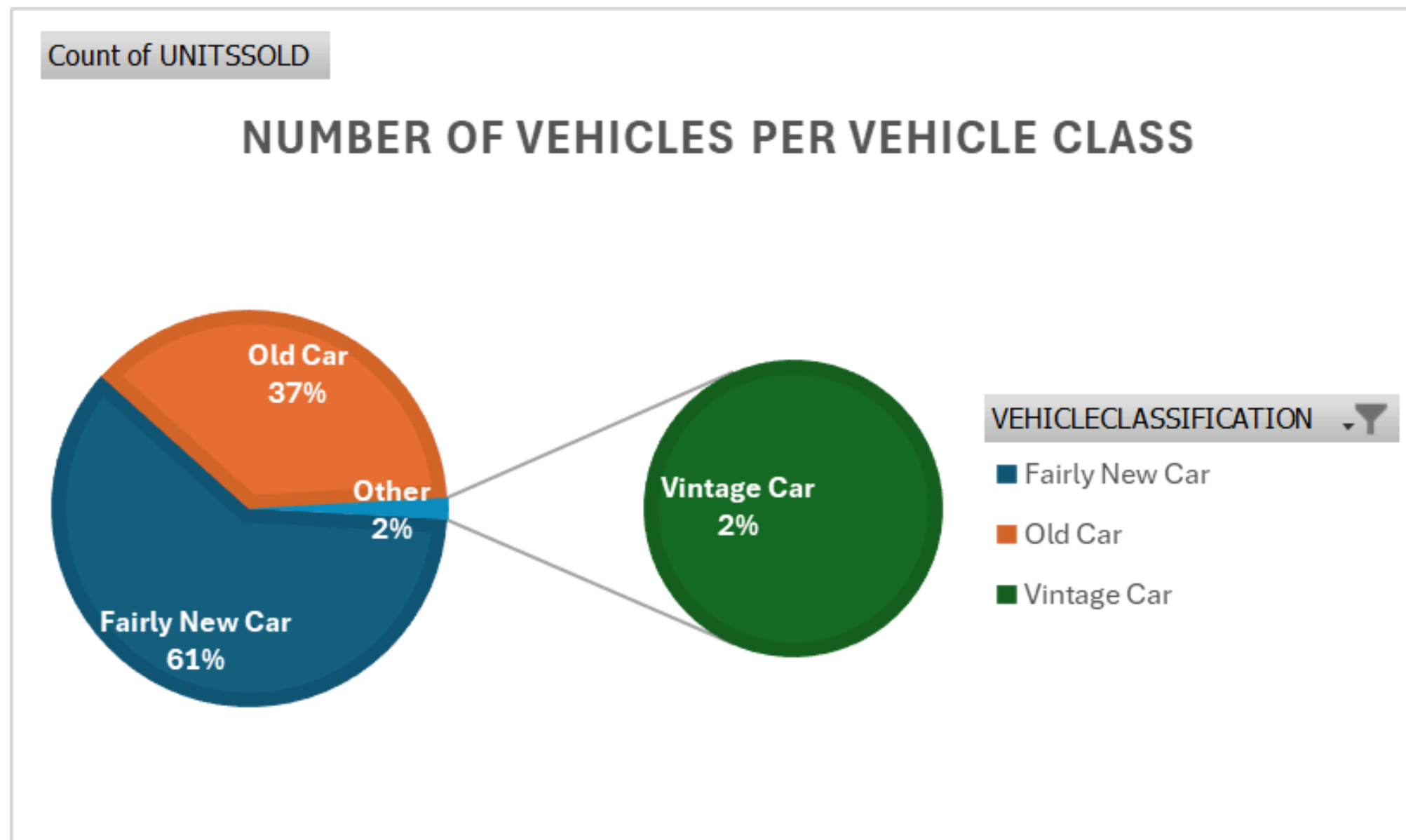
MARKET VALUE BY MAKE

Once again we see that Ford is leading, this time when it comes to Market Value.

Furthermore based on the data the Dodge Tk is the car that has the lowest market value.

VEHICLES PER CLASSIFICATION

Count of UNITSSOLD

NUMBER OF VEHICLES PER VEHICLE CLASS

Old Car
37%

Other
2%

Fairly New Car
61%

Vintage Car
2%

VEHICLECLASSIFICATION
- Fairly New Car
- Old Car
- Vintage Car

Through assessment, we have found that of all the above mentioned cars:

61% – Fairly new cars (>= 2011)

37% – Old car (2000– 2010)

2% – Vintage Cars (1980 – 1999)

KEY FINDINGS

1. Ford is quite popular as it is the car that makes the most revenue, its market value is the highest and it's selling price also the highest.
2. Customers prefer the Sedan and SUV body types above other body types.
3. As much as there is a high percent of cars that we don't know the transmission type, it is fair to say that the automatic transmission is the one preferred by customers as 87% of them chose cars with an automatic.
4. Black is the preferred color for the car and for the interior as well.
5. January and Febuary are the months most cars are bought, with February being the month where most cars are bought.
6. Week days are when the most revenue is made as Tuesday, Wednesday and Thursday are when most cars are bought.
7. A high percentage of the car in Bright Motor's inventory are car from 2011 and above.

CONCLUSION

- The CEO should make sure that a large number of the inventory is automatic cars
- The said inventory must come in black and have a black interior.
- They should maybe not get cars that are from 1999 or lower as those cars are their worst sellers

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