

Bright Motors Car Sales Analysis



Introduction

Business insights for the sales analysis performed on the dataset that captures daily transactional and pricing information for vehicles sold by Bright Motors.

The aim of this presentation is to provide insights that will guide the Sales department in making decisions that will expand the dealership network, improve sales performance and optimise inventory.

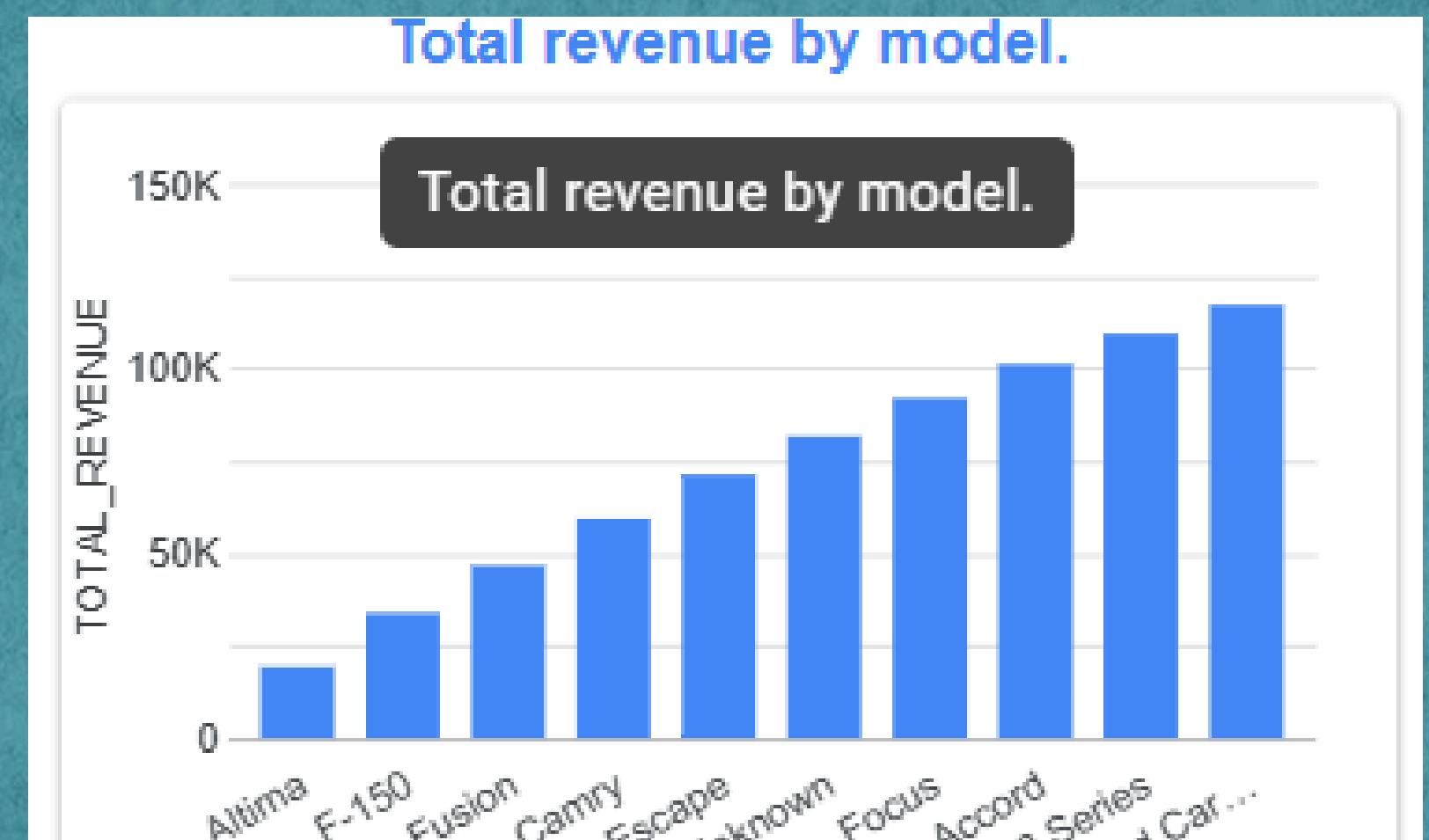
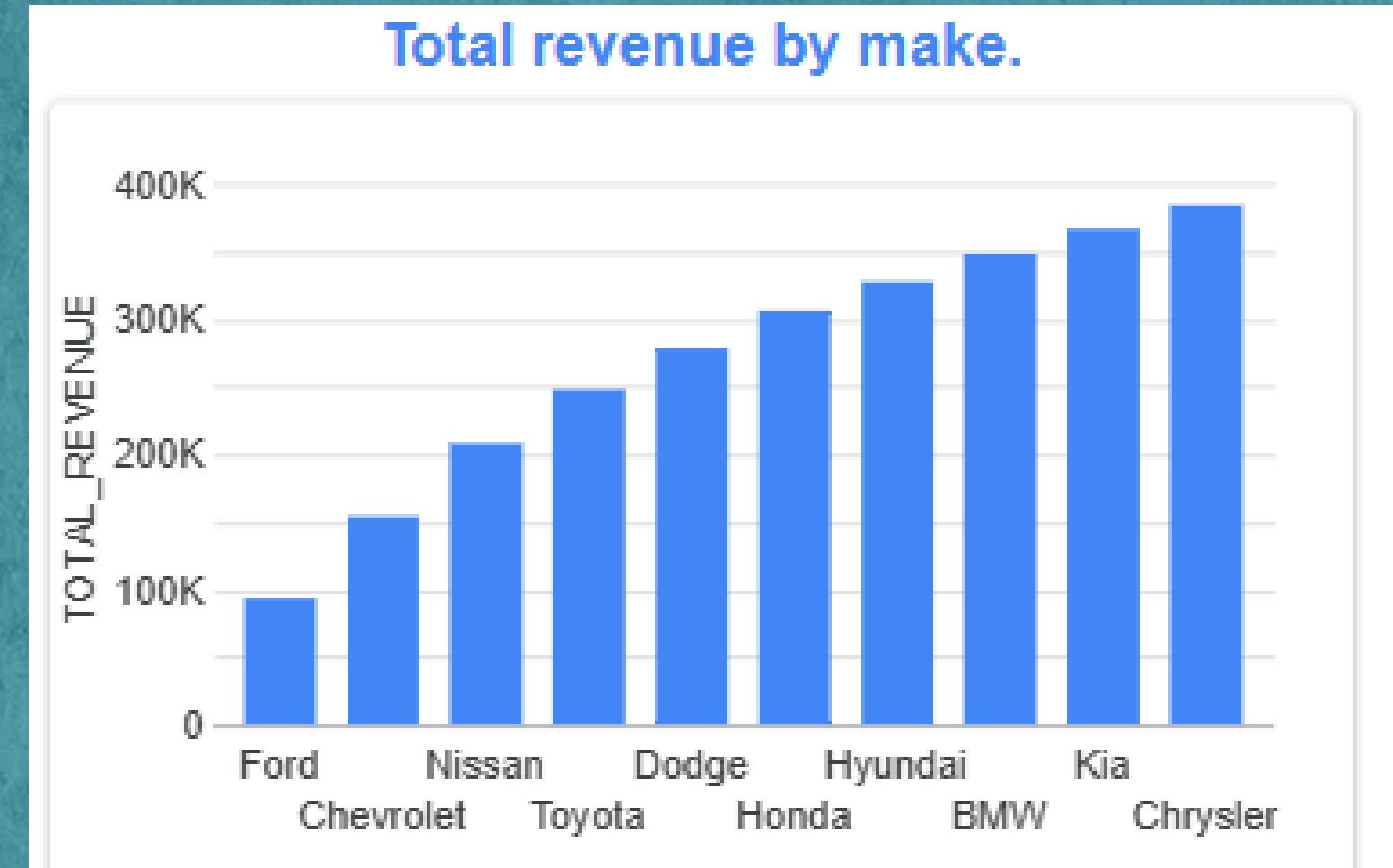
Revenue insights

The graphs show the total revenue made across different make and models

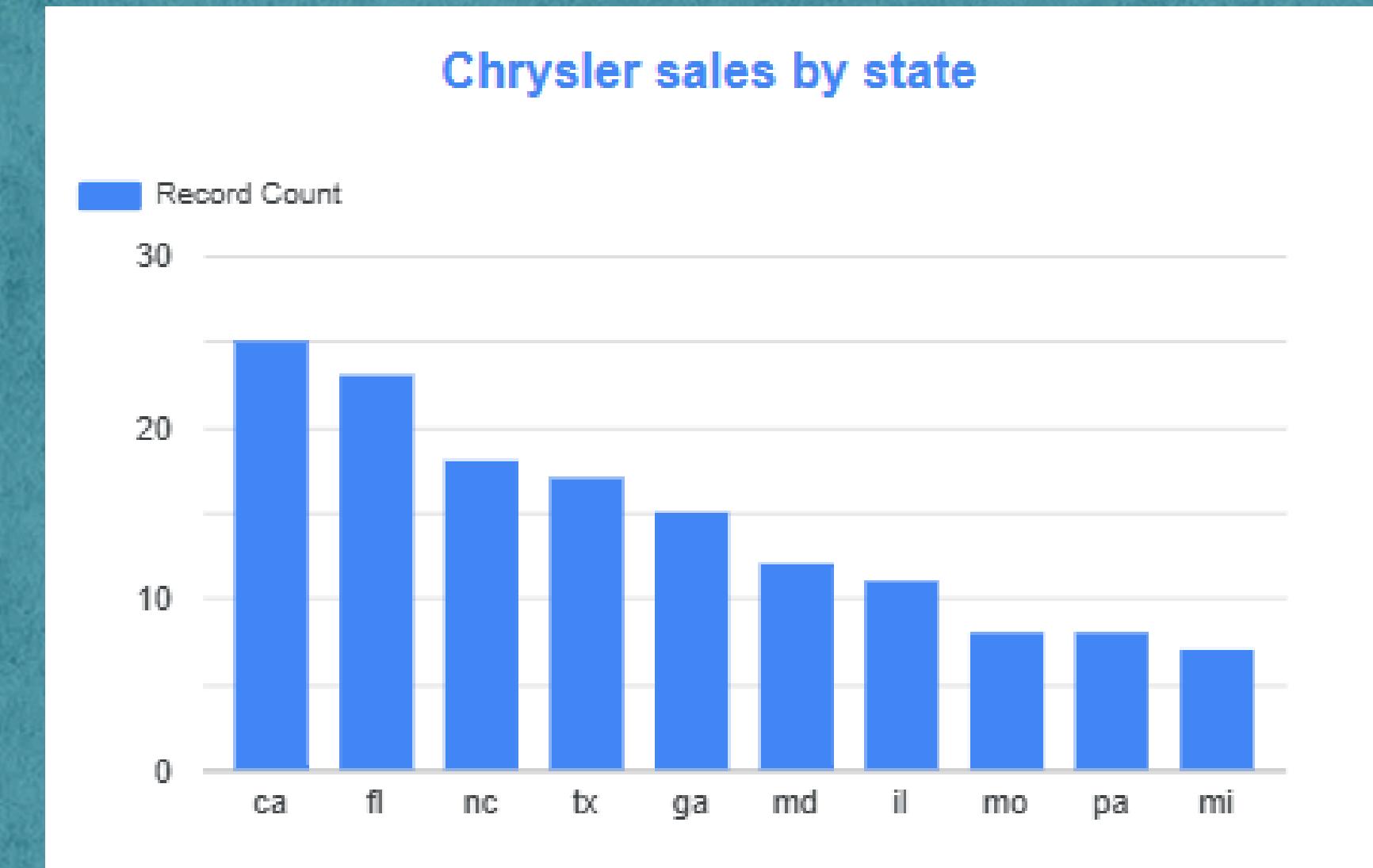
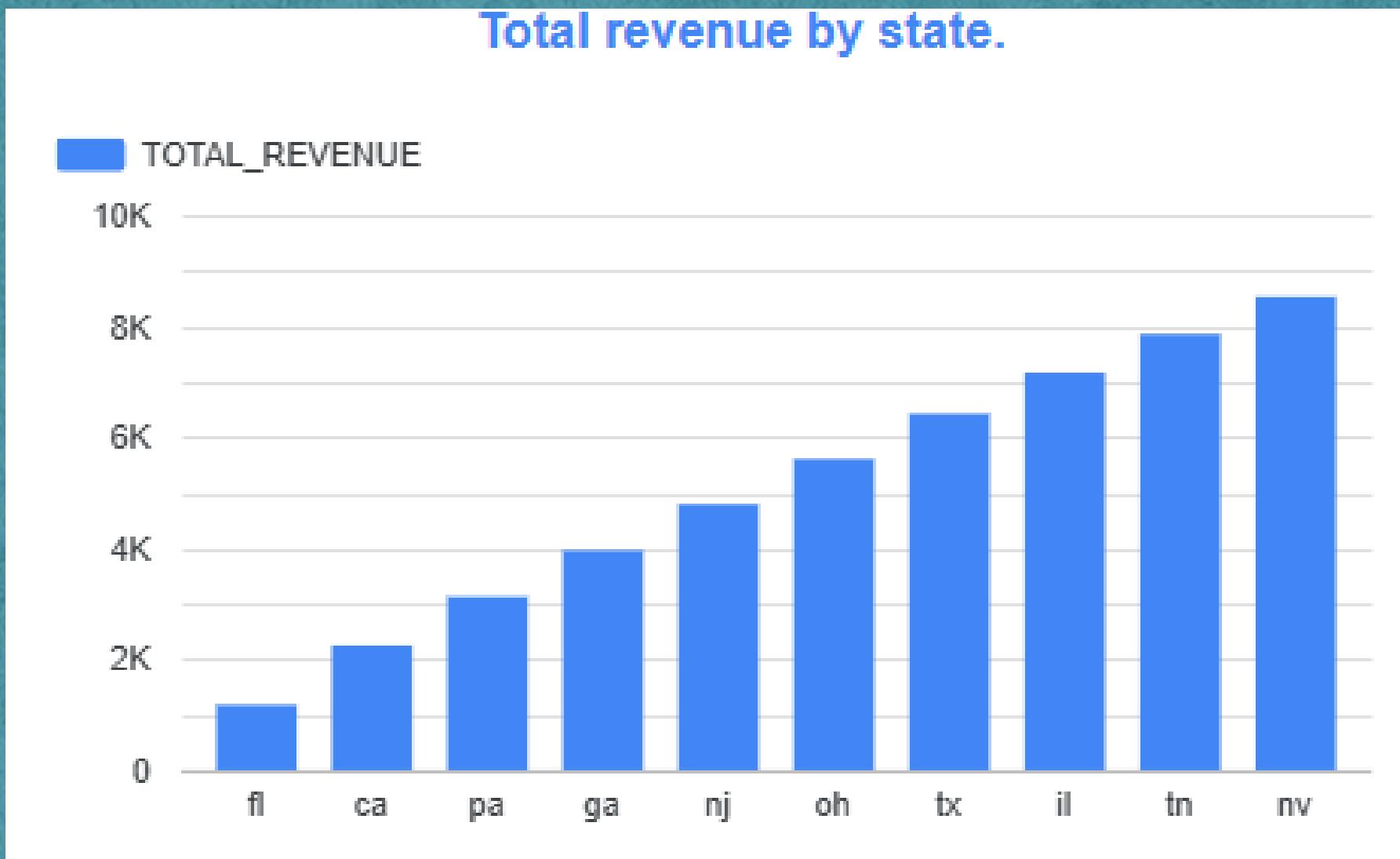
Majority of the revenue was generated from Chrysler sales.

The Grand Caravan is the model that has the most sales and highest revenue of R117 245.00

Ford generated the least revenue with a total of R93 554.



Sales by location.



R558K

The total revenue generated across all vehicle make and models is R558,837.00

The highest performing branch is the Nevada state, contributing more than 50% of the total revenue made

The least performing state is Florida, however has the highest number of Chrysler vehicles bought from them.

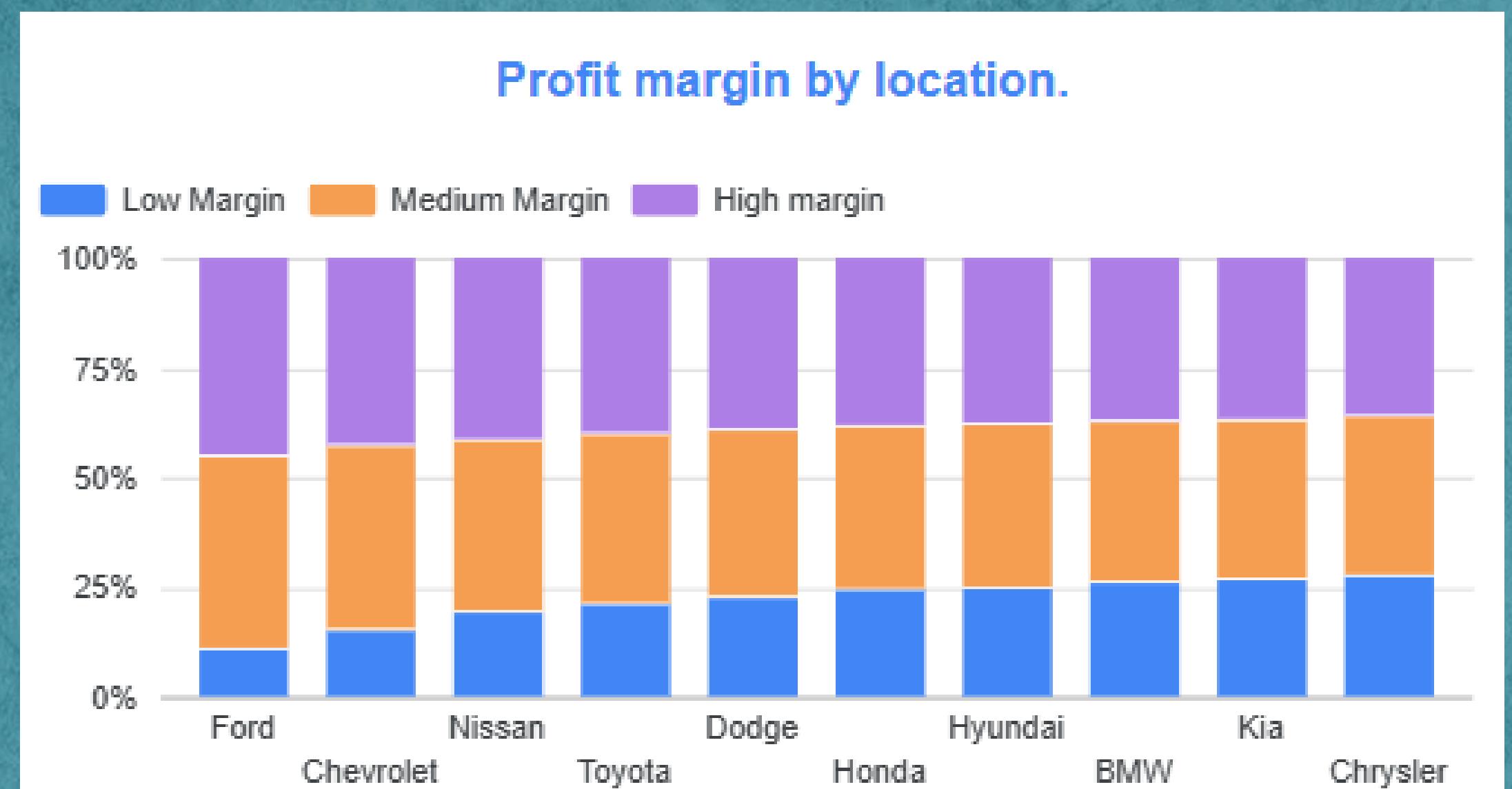
This leads to the conclusion that Florida has more Chrysler lovers, therefore promotions on the Chrysler vehicles can increase sales and revenue in Florida.

Profit summary.

The chart summarises the profit margin generated by each branch

The Profit margins were grouped into categories for better comparison

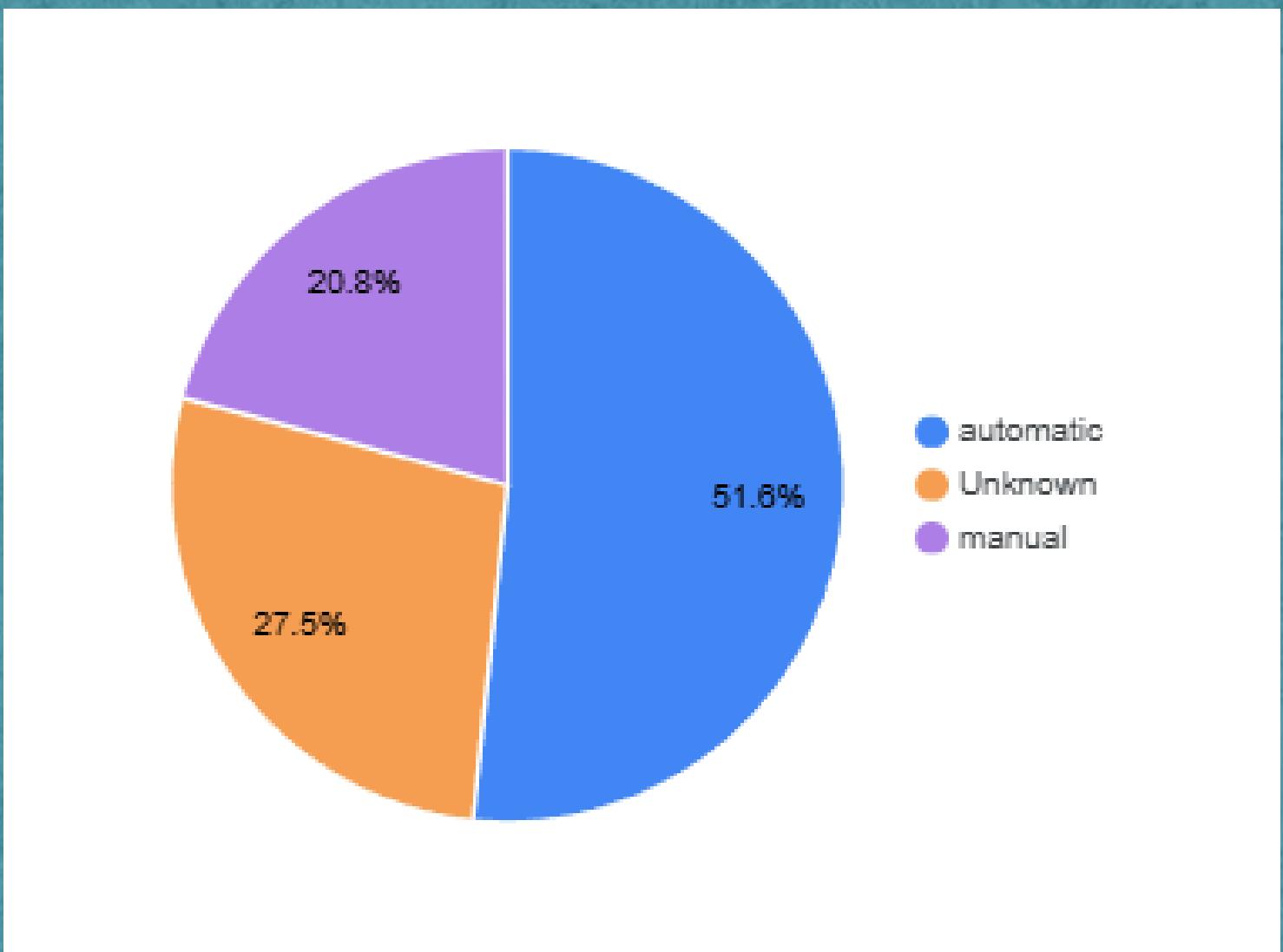
The profit margin for majority is medium margin, which is ranges 6% - 15%



Customer Purchasing Preferences.

Records shows that automatic transmission is the most preferred by customers

Promotions focused on automatic transmission vehicles can increase sales





Thank you!

