



# BRIGHT CAR SALES CASE STUDY

**October 2025**

# BRIGHT CAR SALES ANALYSIS

## AGENDA:

- OBJECTIVES OF ANALYSIS
- TOP PERFORMER (BRAND)
- SALES DISTRIBUTION BY BODY TYPE
- CATEGORICAL TRENDS
- ANNUAL SALES PERFORMRNCES
- REVENUE BY CONDITION CATEGORY

# OBJECTIVES OF ANALYSIS

- To Identify key revenue drivers in the used car market, including vehicle age, condition, make, body type, and location
- Understand market trends to determine which segments (age, condition, brand, or body type) generate the highest revenue.
- Support strategic decision-making for inventory management, pricing and sales focus.
- Highlight growth opportunities in underperforming segments or region.
- Provide actionable insights for maximizing profitability and improving business performance.

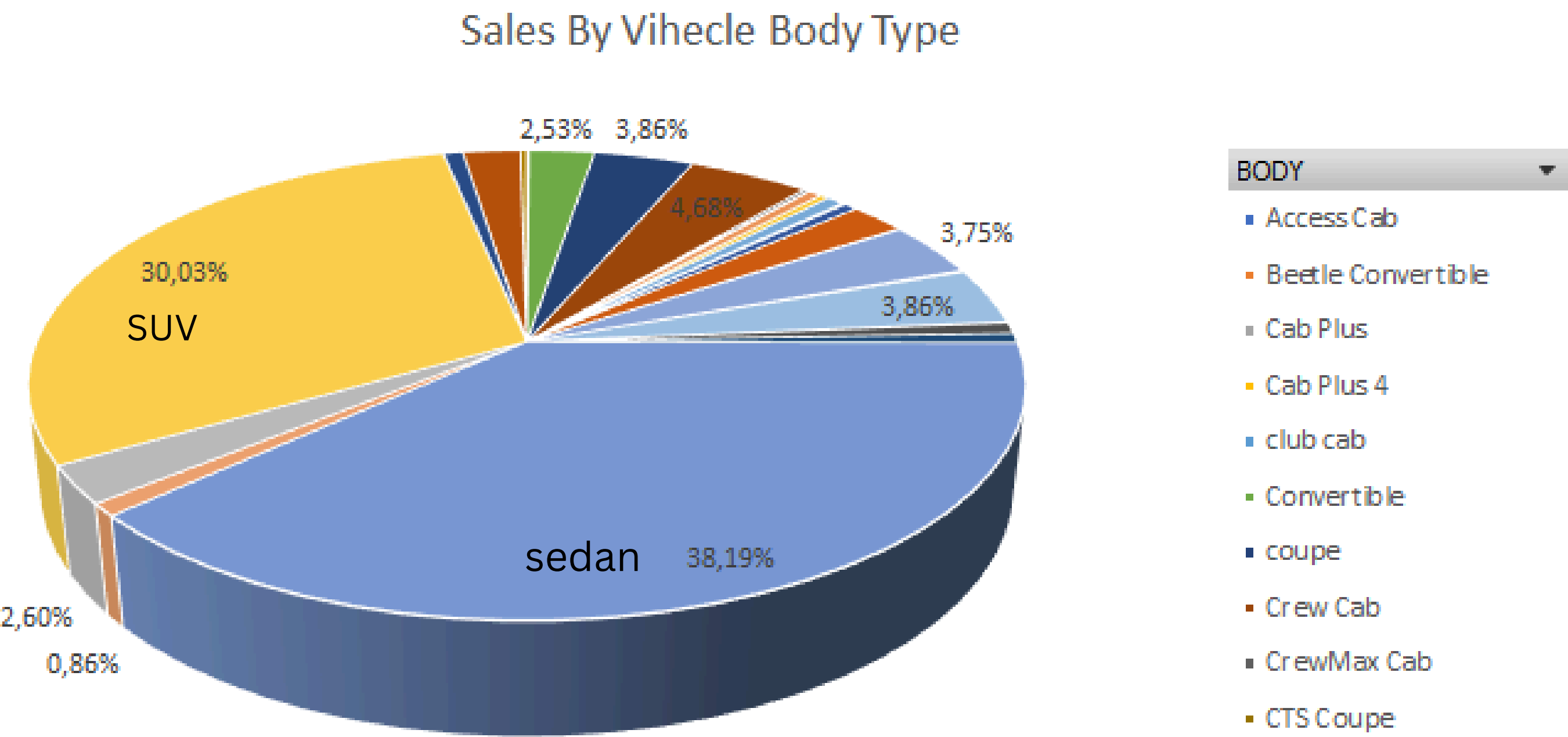
# Top Performer(Brand)

- Ford dominates revenue performance contributing the highest share of total revenue (around 18%)
- Toyota (6.79%), BMW (5.79%), Mercedes-Benz (4.60%), Honda (4.19%) , and Dodge (4.60%) are also significant contributors.
- Brands like Rolls-Royce (0.04%), Lamborghini (0.01%), Ferrari (0.03%), Aston Martin (0.02%), Bentley (0.12%), and Maserati (0.08%) have very low sales revenue



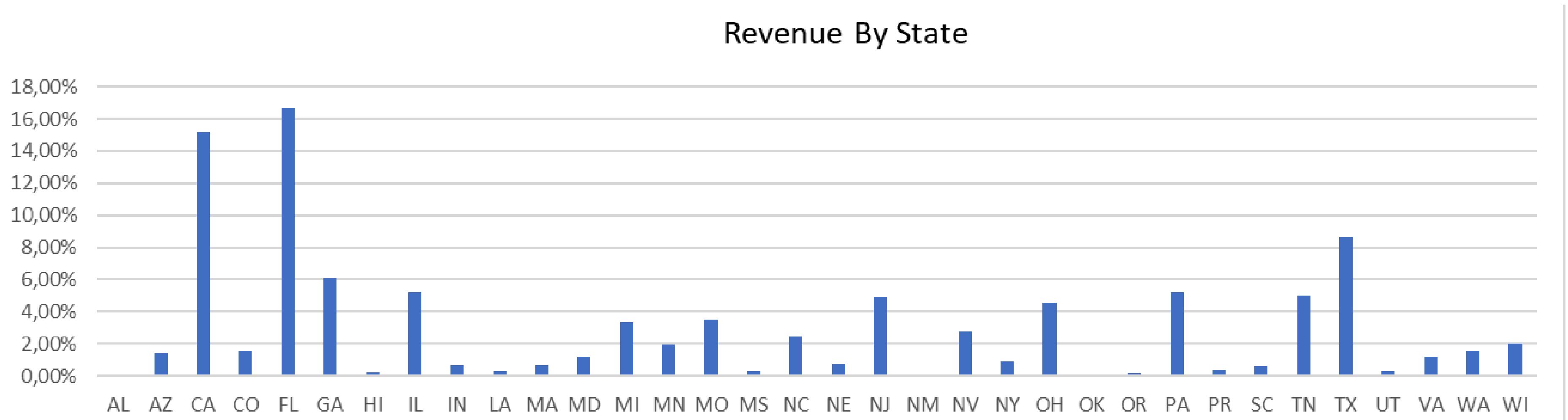
# Sales Distribution By Body Type

- Sedan accounts for 38,20% of total revenue being the largest among all body type, this indicate high consumer demand for practical , affordable and fuel-efficient vehicles.
- SUV's are the second biggest revenue together(sedwen +suv's) represents nearly 70% of total revenue ,showing these are the core product category in the inventory



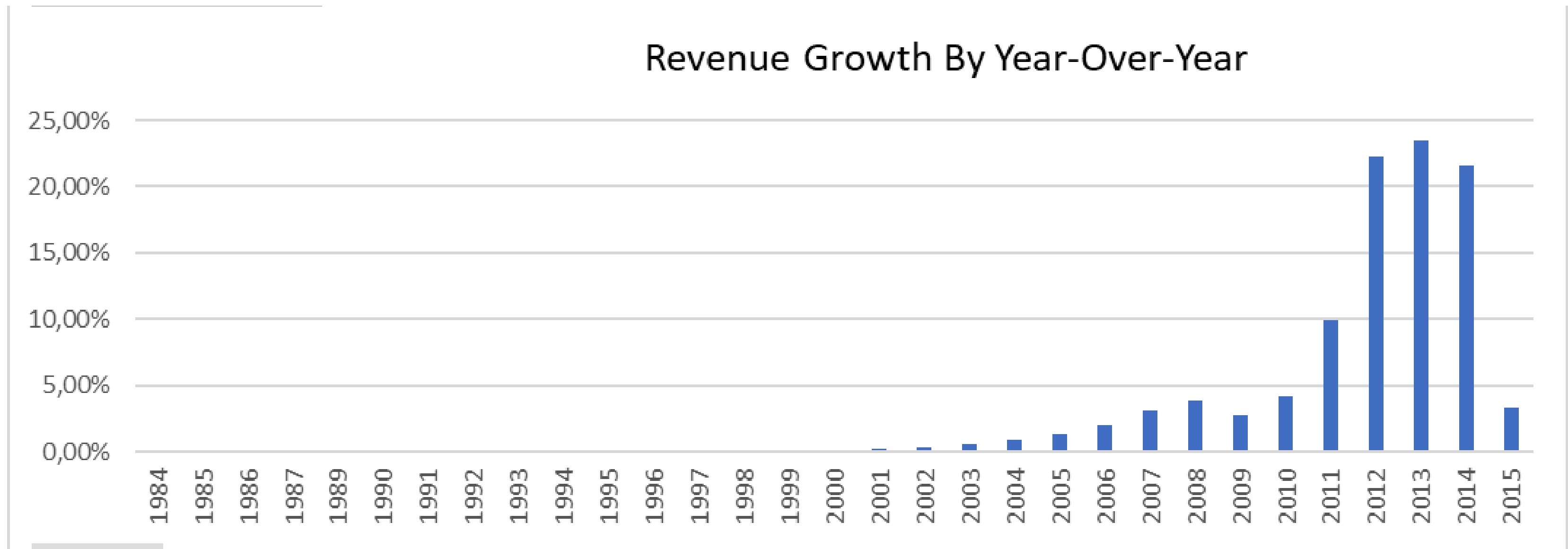
# Categorical Trends

- FL with 16,68% being the highest of all state , CA follows cloely at 15,22% together these 2 states showing 'high demand strong market presence and large customer base on these region
- OK, AL and some other represent one-off sales income location data and pontetial data quality issues



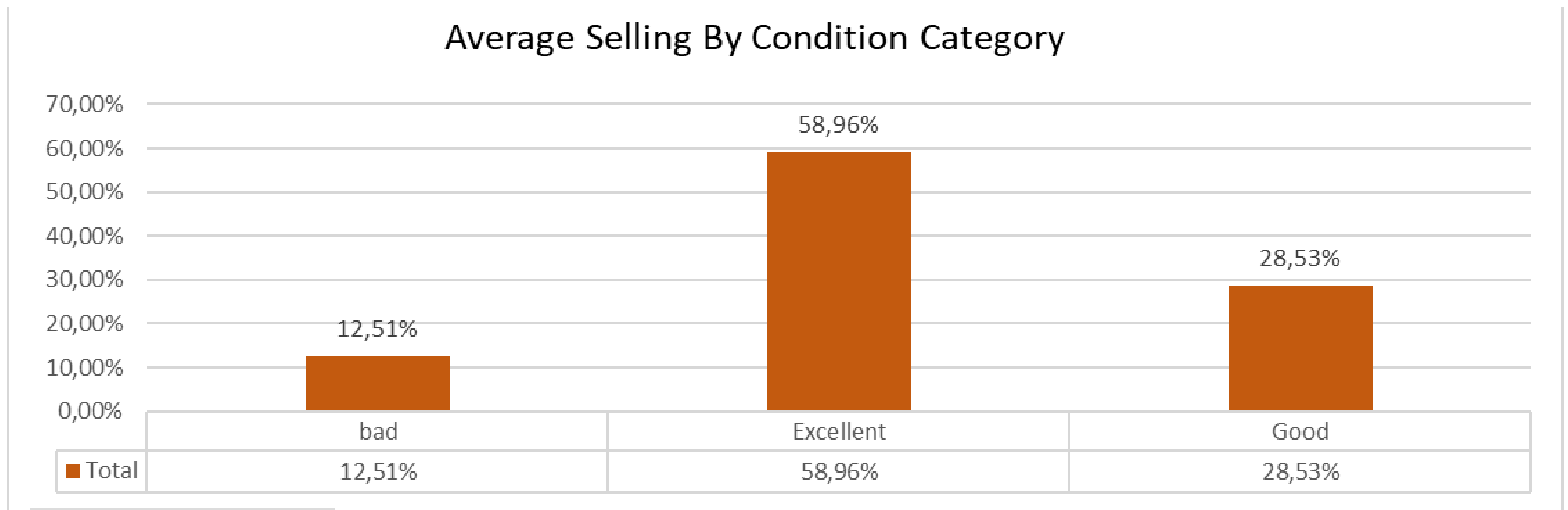
# Annual Sales Performances

- Early period 1984-1994 negligible contribution ,annual revenue are effectively 0% little to no business
- Gradual growth from 2002-2013, 2011-2014 accounts over 76% of total revenue ,representing the organisation core revenue generating phase ,rapid scaling , mature product-market fit and strong market



# Revenue By Condition Category

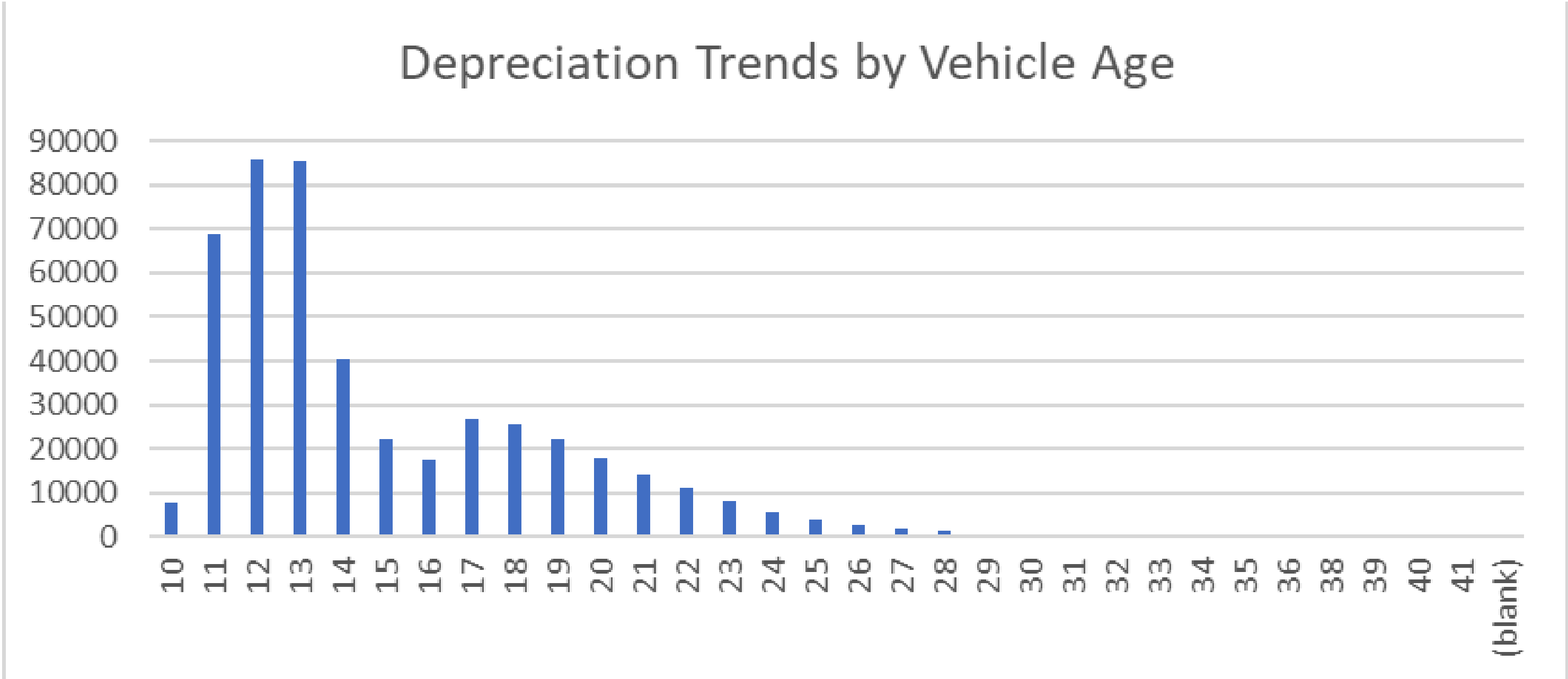
- Excellent category alone represents almost half of all records showing strong product performances and perceived value.
- Good category a brand mid-range being the second group with 28.53%.
- Bad category showing lower-quality product and pricing may not favor the lower-quality categories.





# Price Trends by Vehicle Age

- Younger vehicle (age 11-15 years ) have very high total lselling values with count range between 22000 and 85000.
- As vehicle gets older the total value contributed to sales drop sharply



# **conclusion:**

**The analysis shows that mid-aged, well-maintained vehicles—especially Sedans and SUVs from top brands like Ford, Chevrolet, and Toyota—sold in high-demand states drive the majority of revenue, providing key insights for optimizing inventory, pricing, and sales strategies**

## **Strategic Recommendation:**

- Focus on High-Revenue Segments: Prioritize mid-aged (12–14 yrs), Excellent/Good condition Sedans and SUVs.**
- Optimize Brand Portfolio: Invest in top brands (Ford, Chevrolet, Toyota, Nissan) and limit low-selling brands.**
- Target High-Revenue States: Concentrate sales and marketing in FL, CA, TX; explore secondary markets for growth.**
- Leverage Pricing & Condition: Use premium pricing for Excellent vehicles and consider reconditioning Good vehicles to increase value.**