

BRIGHT CAR SALES CASE STUDY

October 2025

BRIGHT CAR SALES ANALYSIS

AGENDA:

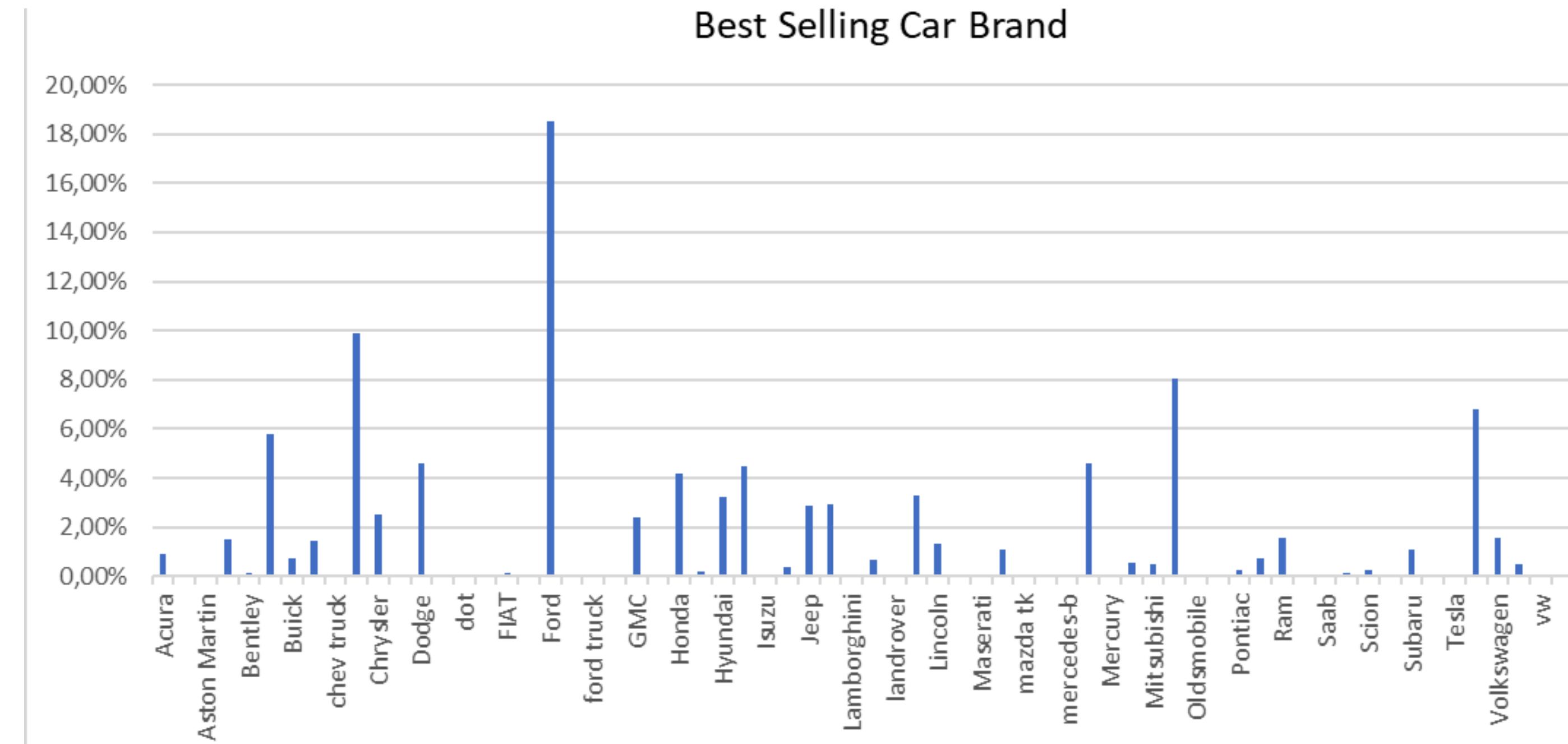
- OBJECTIVES OF ANALYSIS
- TOP PERFORMER (BRAND)
- SALES DISTRIBUTION BY BODY TYPE
- CATEGORICAL TRENDS
- ANNUAL SALES PERFORMRNCES
- REVENUE BY CONDITION CATEGORY

OBJECTIVES OF ANALYSIS

- To Identify key revenue drivers in the used car market, includinvehicle 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.

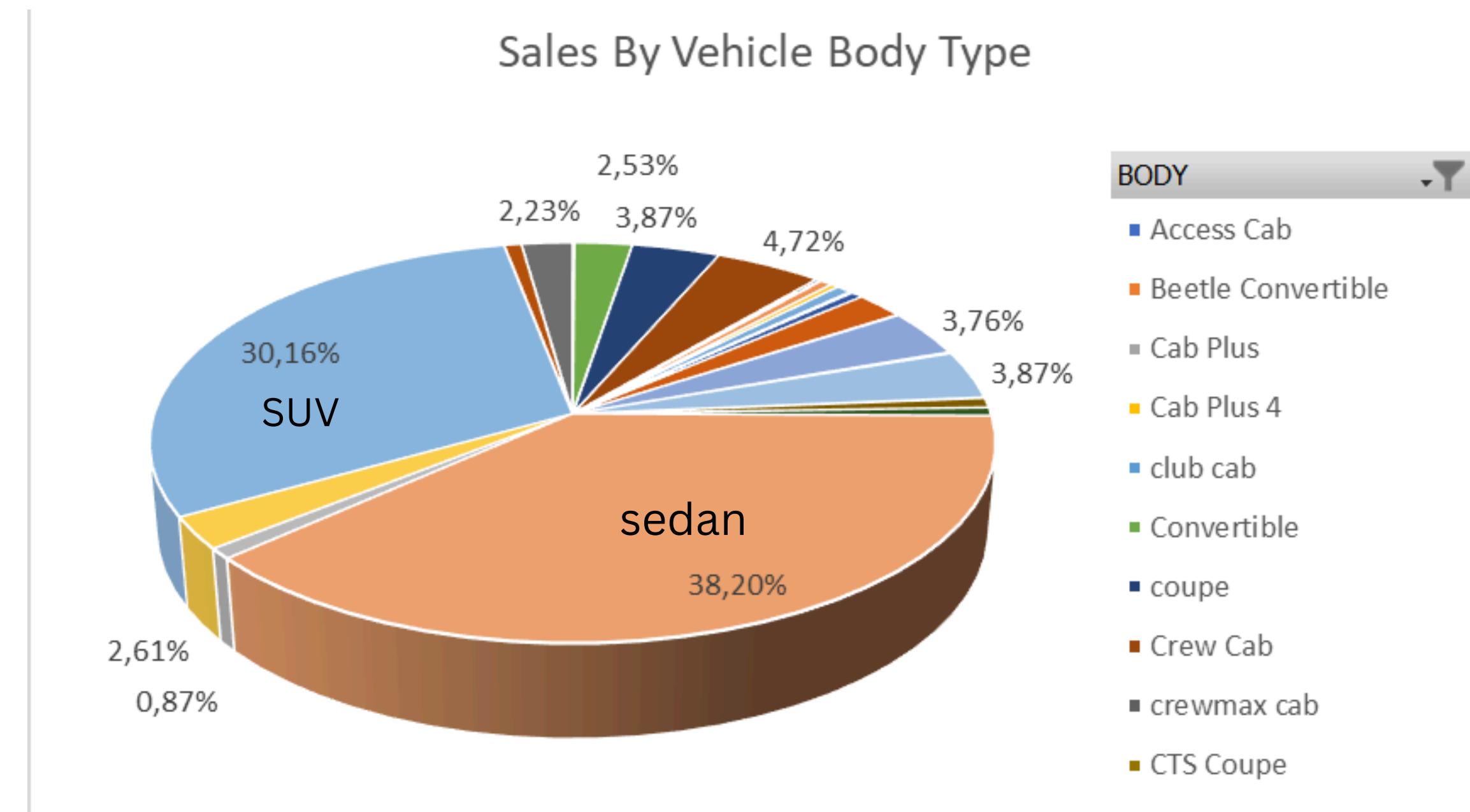
Top Performer(Brand)

- Ford dominates revenue performance contributing the highest share of total revenue (around 18%)
- A long tail of brands (e,g Aston Martin,Lamborghini, Maserati ,Saab ,Scion) generates 1% of total revenue.
- several brands also contribute noticeably revenue ,brands like(hrysler ~10% Mitsubishi ~8% and volkswagen `~7% showing steady sales and competitive products



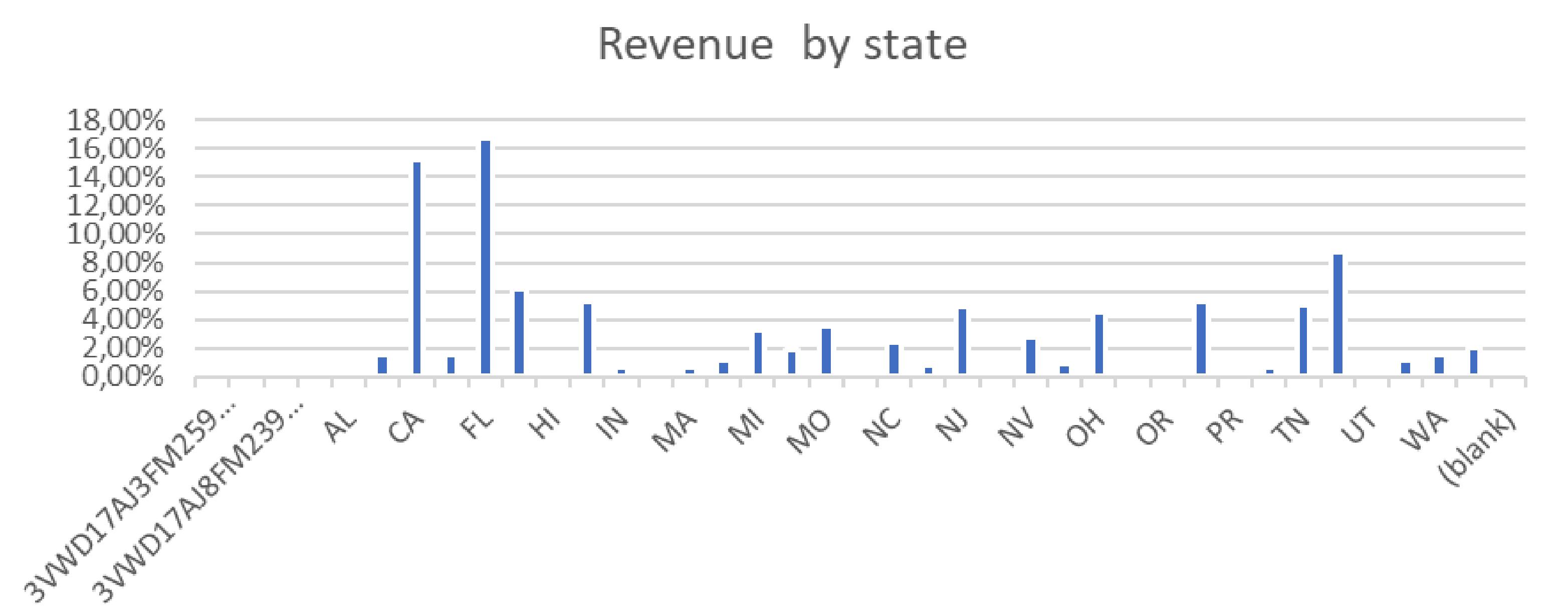
Sales Distribution By Body Type

- 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



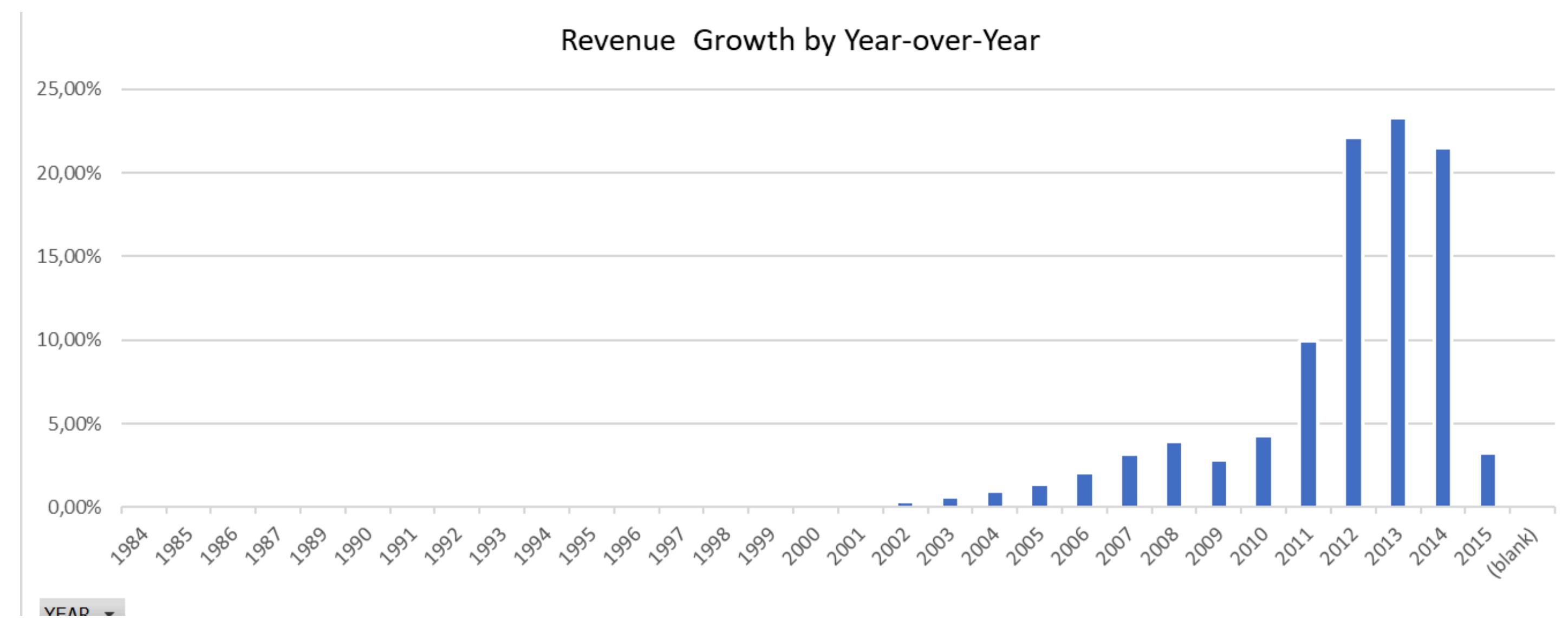
Categorical Trends

- FL with 16,66% being the highest of all state , CA follows closely at 15,19% together these 2 states showing 'high demand strong market presence and large customer base on these region
- OK, NM and some other represent one-off sales income location data and potential data quality issues



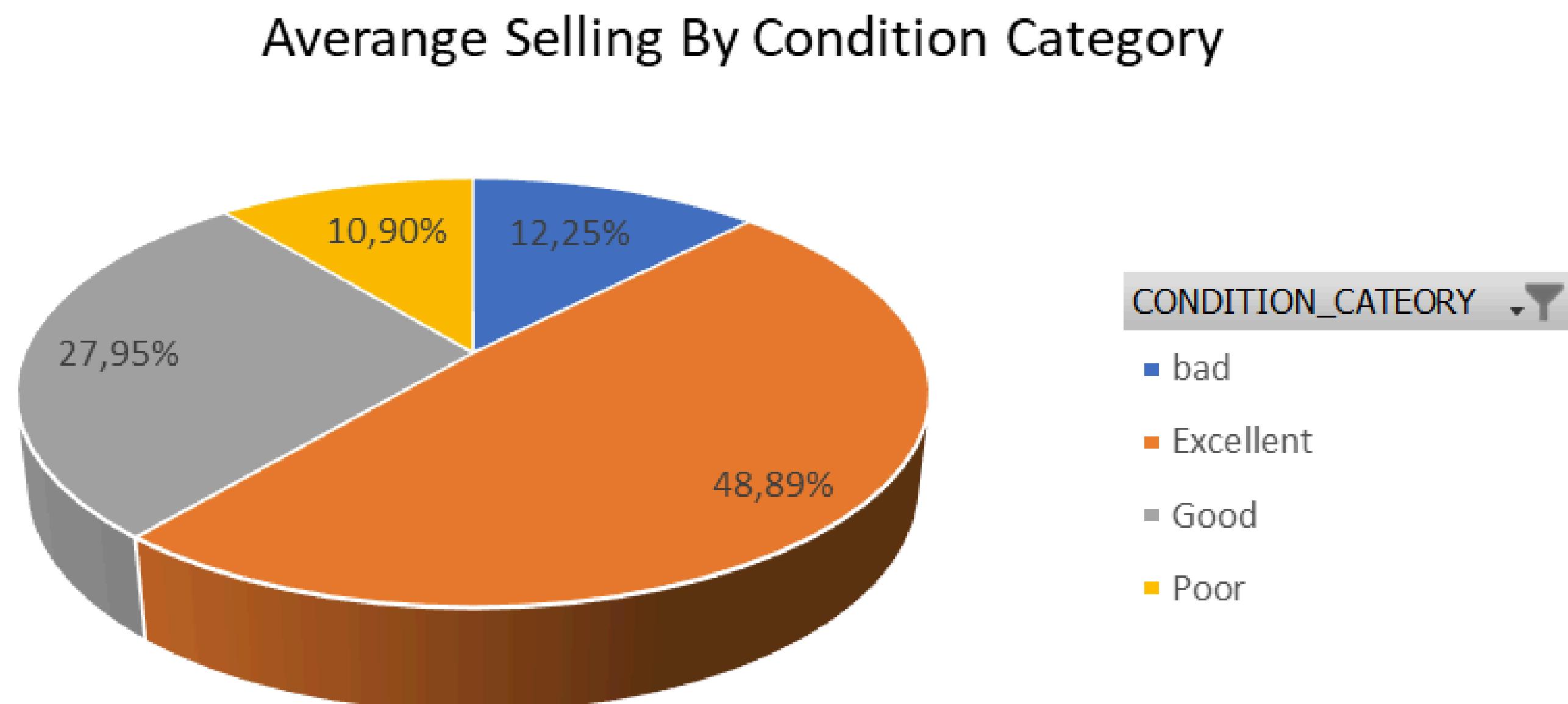
Annual Sales Performances

- 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



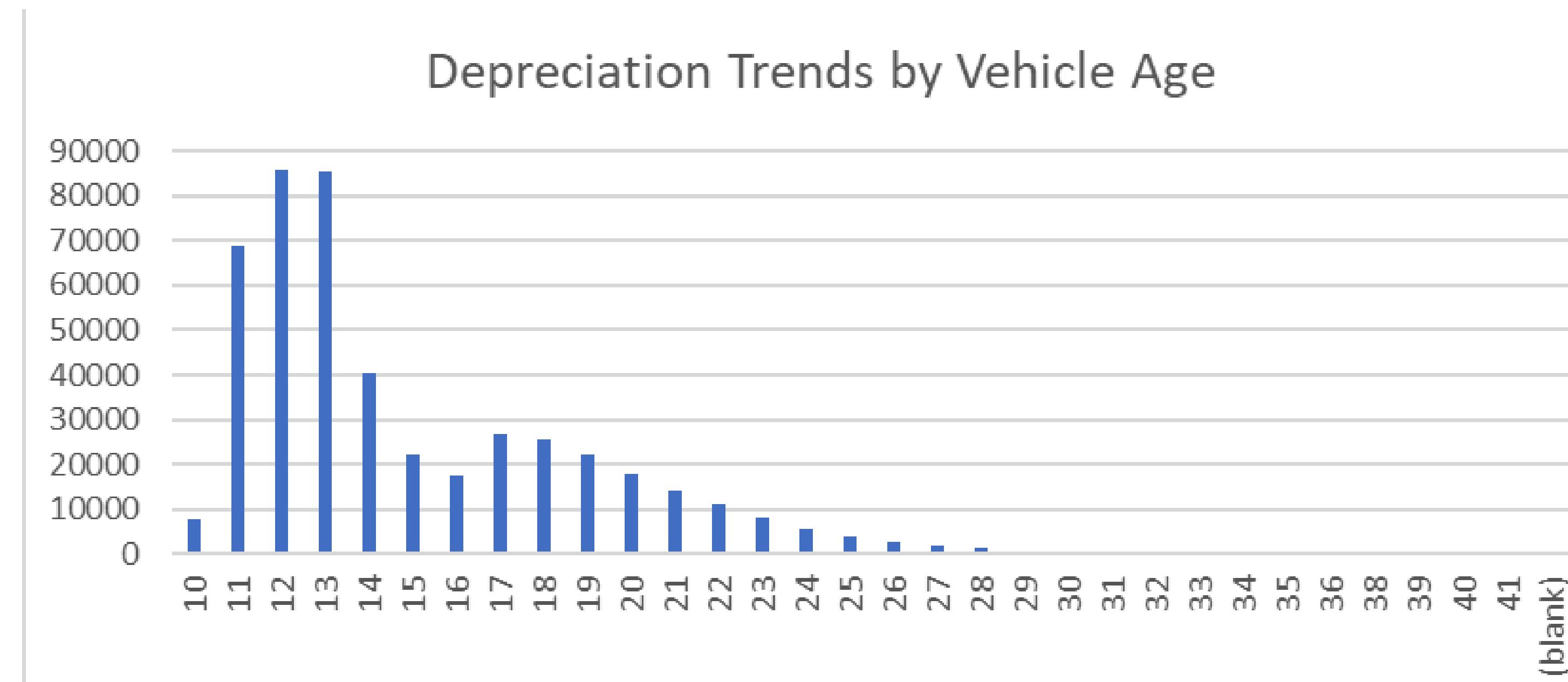
Revenue By Condition Category

- 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 131292.
- Bad & poor category combined make up only 23% 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 Iselling 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.

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