

BRIGHT MOTORS

CARSALES ANALYSIS

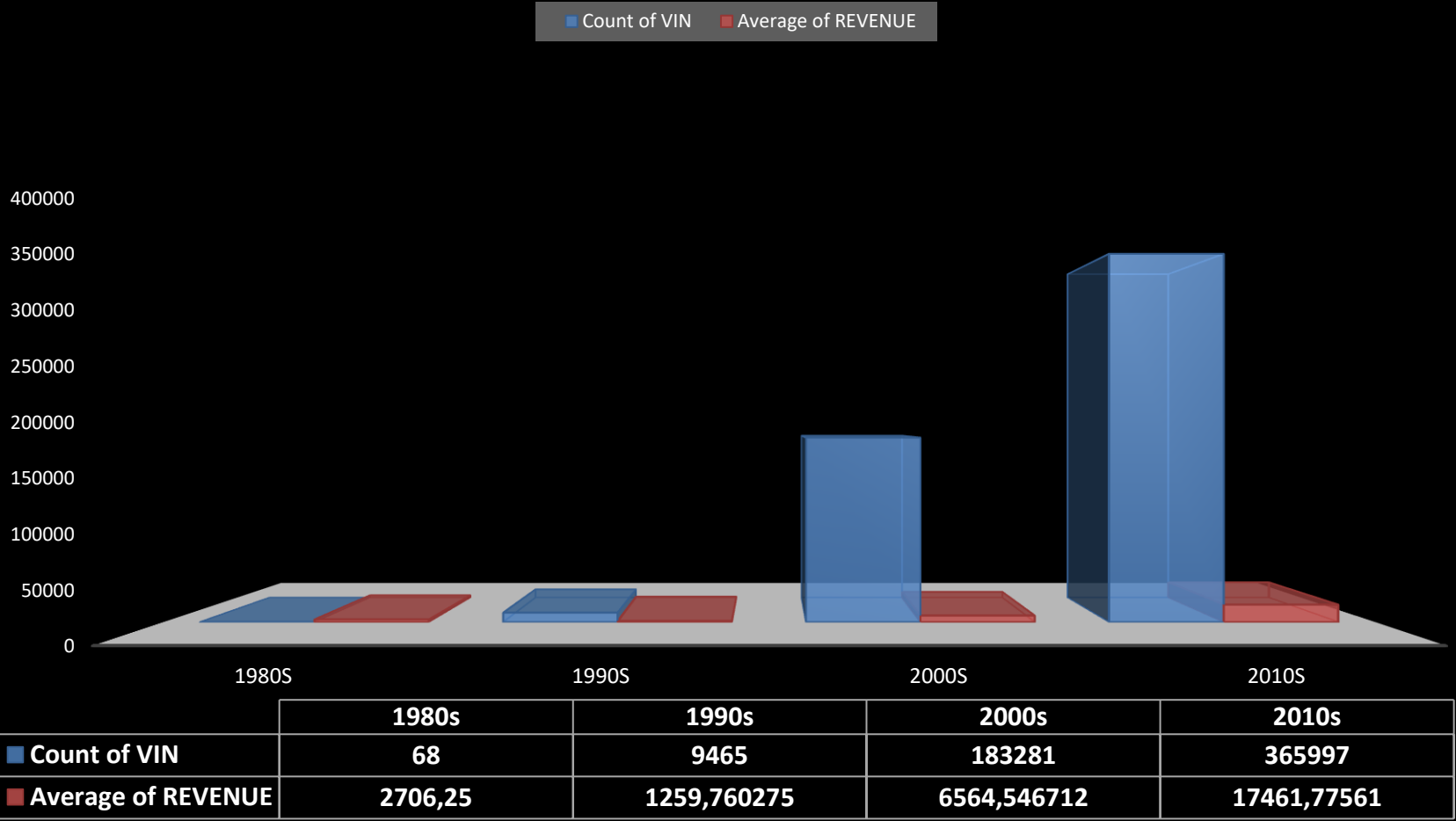
OBJECTIVE

Identify top revenue generators, understand relationships between price, mileage, and year, locate high-sales regions, and recommend actions to increase profitability.

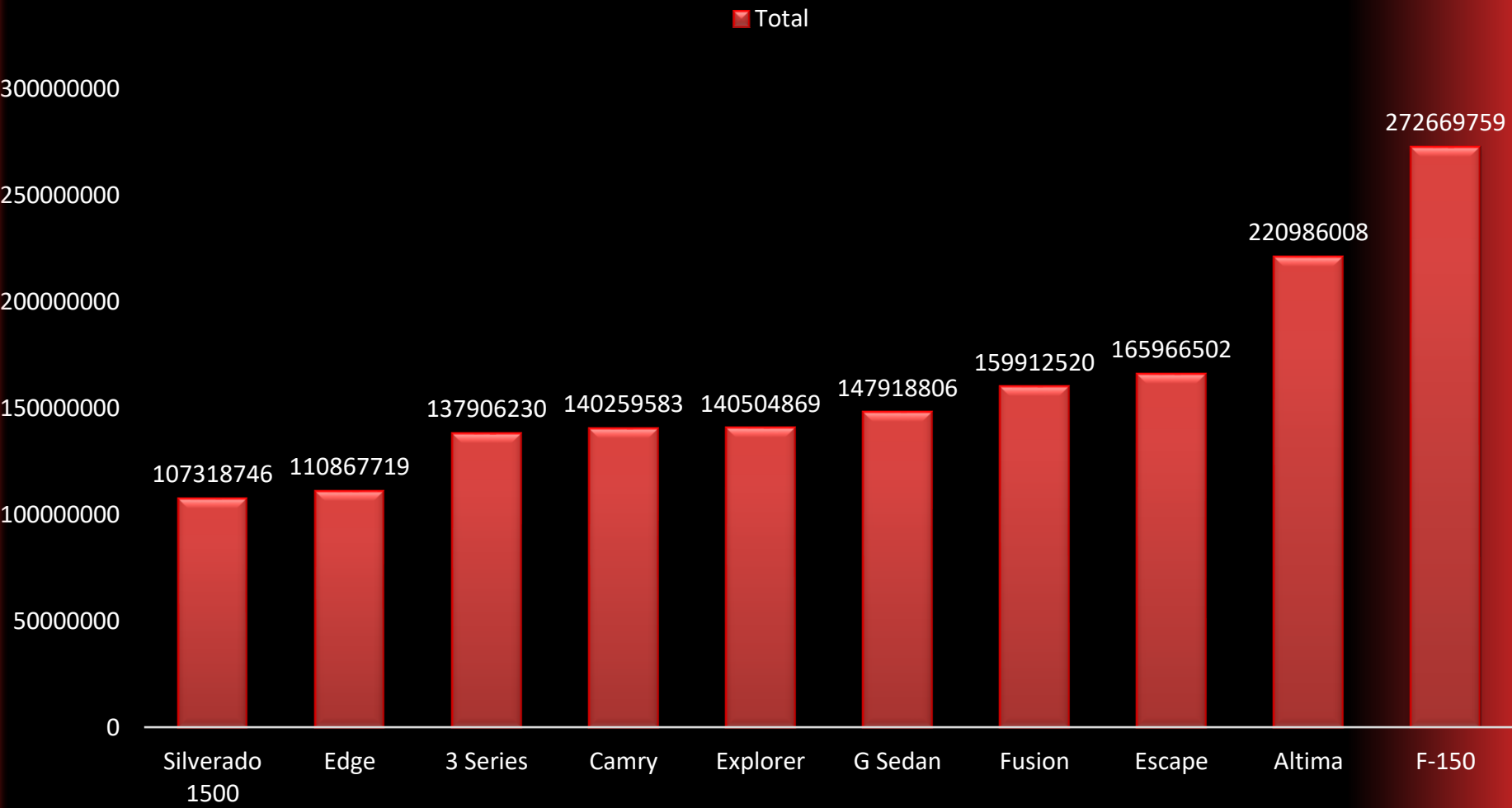
REVENUE ANALYSIS

A small number of Models and Make specific combinations generate a disproportionate share of revenue

Sales Distribution by Year and Average Revenue Generated

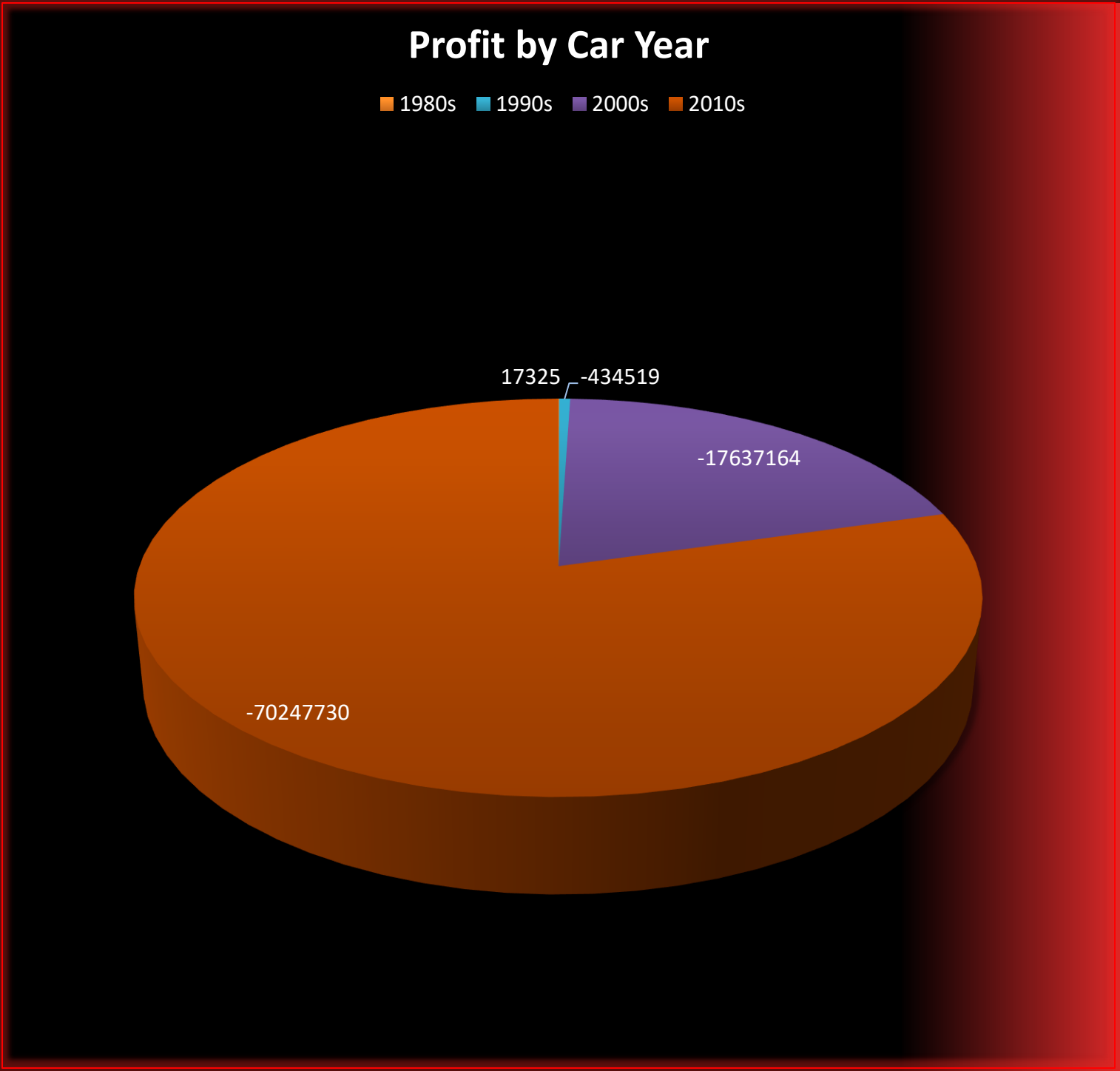
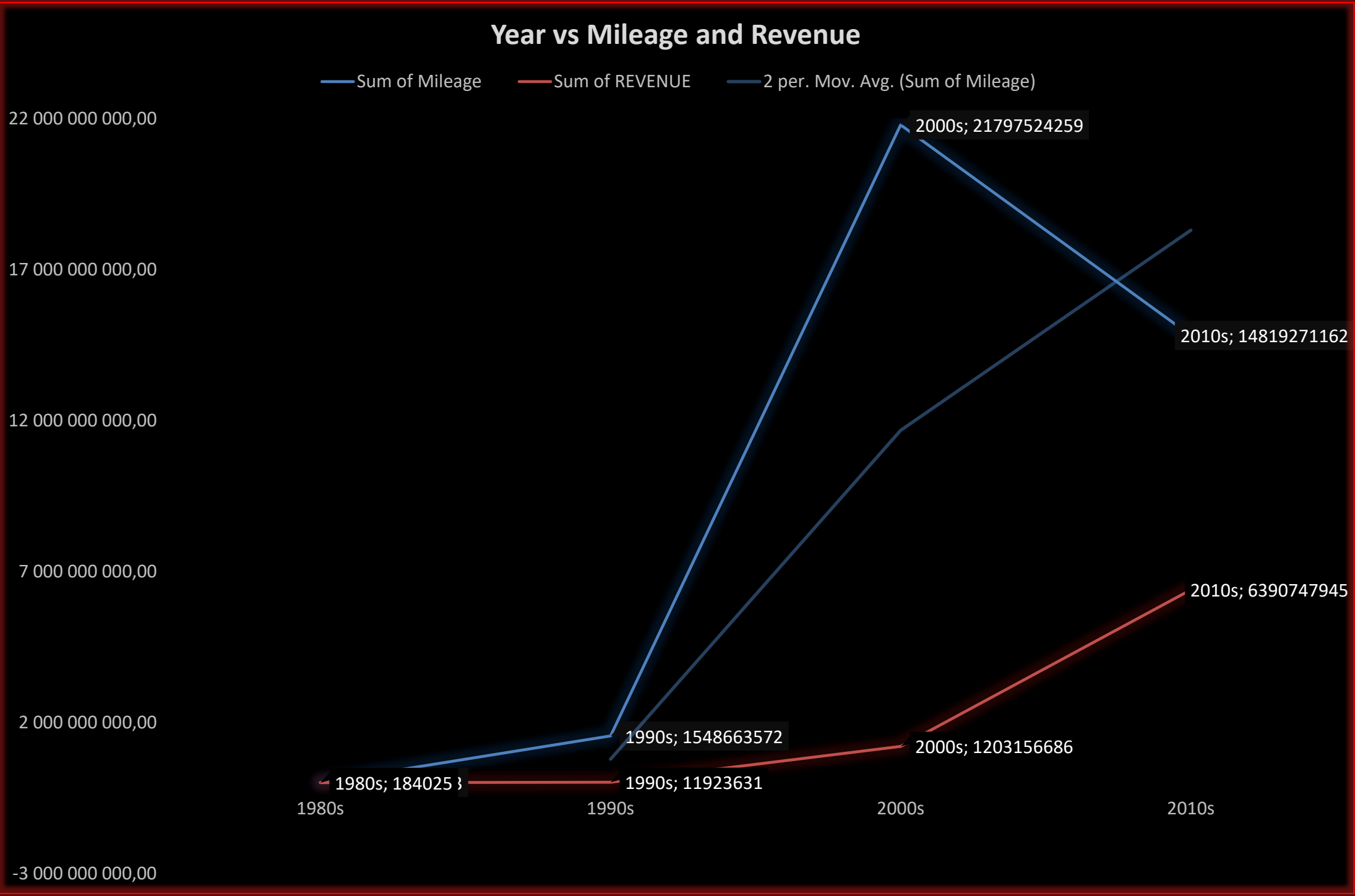


Top 10 Models by Revenue

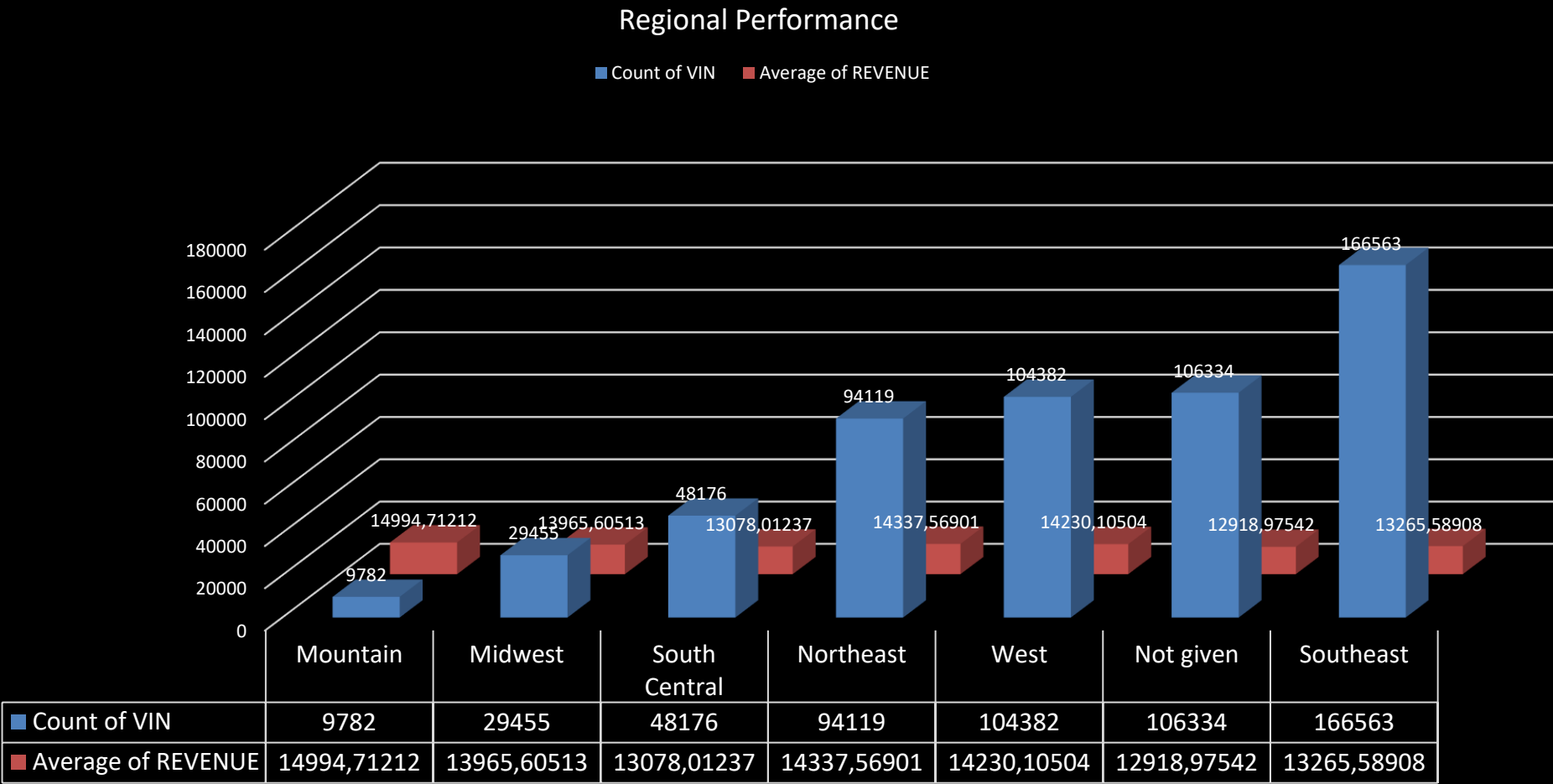


RELATIONSHIP: PRICE vs MILEAGE

Price negatively correlates with mileage (higher mileage, lower price) but variance exists by year.



REGION PERFORMANCE



REGION	MODEL	MAKE	BODY	YEAR_ CLASSIFICATION	Sum of REVENUE
Midwest	F-150	Ford	SuperCrew	2010s	R 15 873 375,00
Mountain	F-150	Ford	SuperCrew	2010s	R 7 452 850,00
Northeast	Altima	Nissan	Sedan	2010s	R 44 271 793,00
South Central	F-150	Ford	SuperCrew	2010s	R 24 792 451,00
Southeast	Altima	Nissan	Sedan	2010s	R 62 854 943,00
West	3 Series	BMW	Sedan	2010s	R 30 306 750,00
Grand Total					R 231 848 897,00

- Certain regions/states show consistently high sales volumes and should be targeted for expansion.
- Summary table shows the top performing Model, Make, Body, and Year-Classification based on Revenues for the Top 6 Region in the year 2014 to 2015.

RECOMMENDATIONS & NEXT STEPS

RECOMMENDATIONS

1. Focus marketing & inventory on top-performing makes/models to maximize revenue.
2. Implement mileage-based pricing guidelines and detailed condition checks to reduce pricing variance.
3. Expand dealership presence in high-volume regions and allocate more inventory there.
4. Run targeted promotions in months with lower sales to smooth seasonality.
5. Improve data quality (standardized date formats, mandatory fields) for better insights.

NEXT STEPS

1. Build dashboards (PowerBI/Tableau) for monitoring top SKUs and regional performance.
2. Run regression analysis to quantify price sensitivity to mileage and year.
3. Perform cohort analysis by customer type and vehicle class.



THANK

YOU