



Bright Motors

BRIGHT MOTORS

CAR SALES ANALYSIS

OBJECTIVE

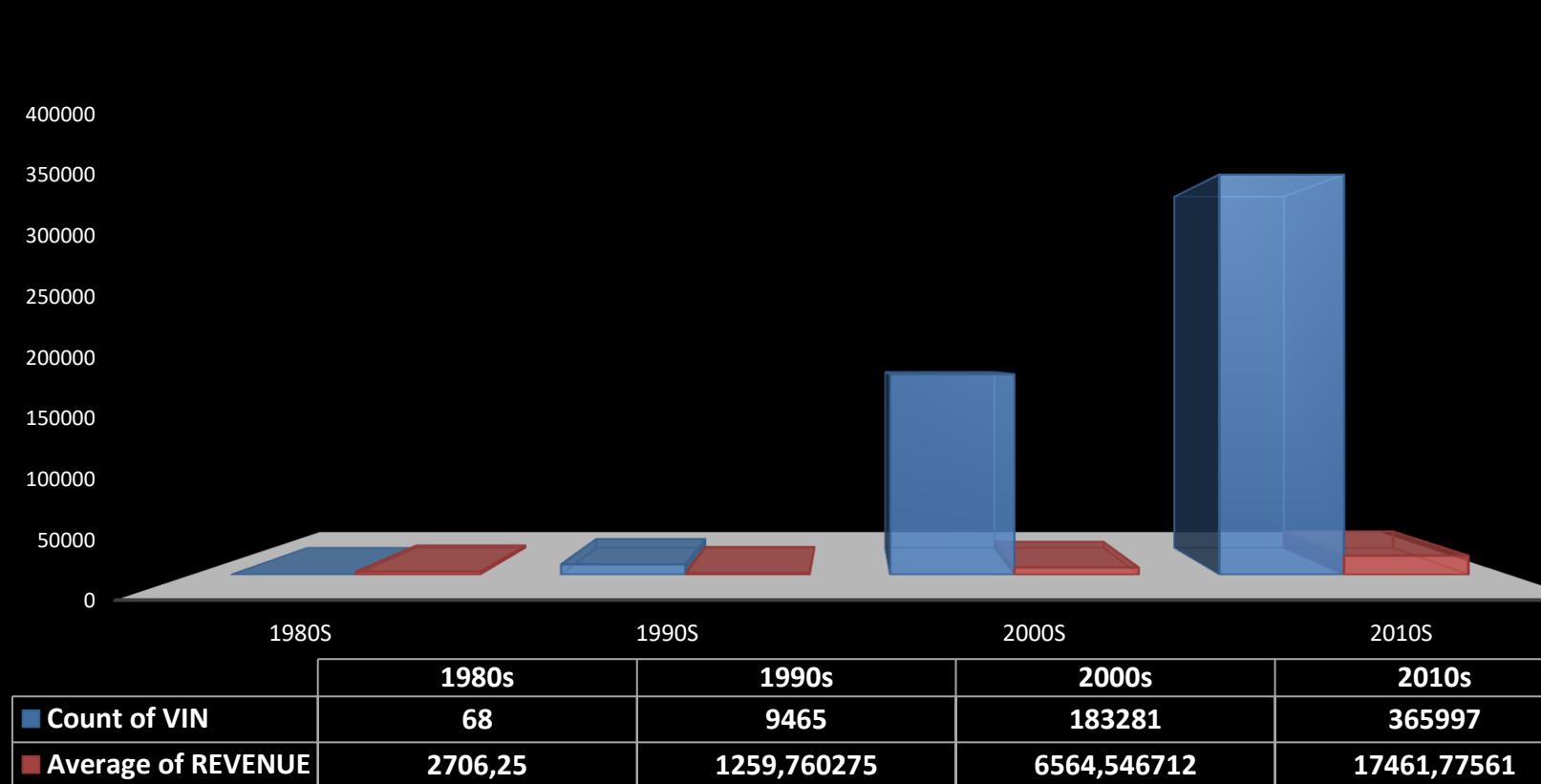
Identify top revenue generators, understand relationships between price, mileage, and year, locate high-sales regions, and recommend actions to increase profitability.

REVENUE ANALYSIS

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

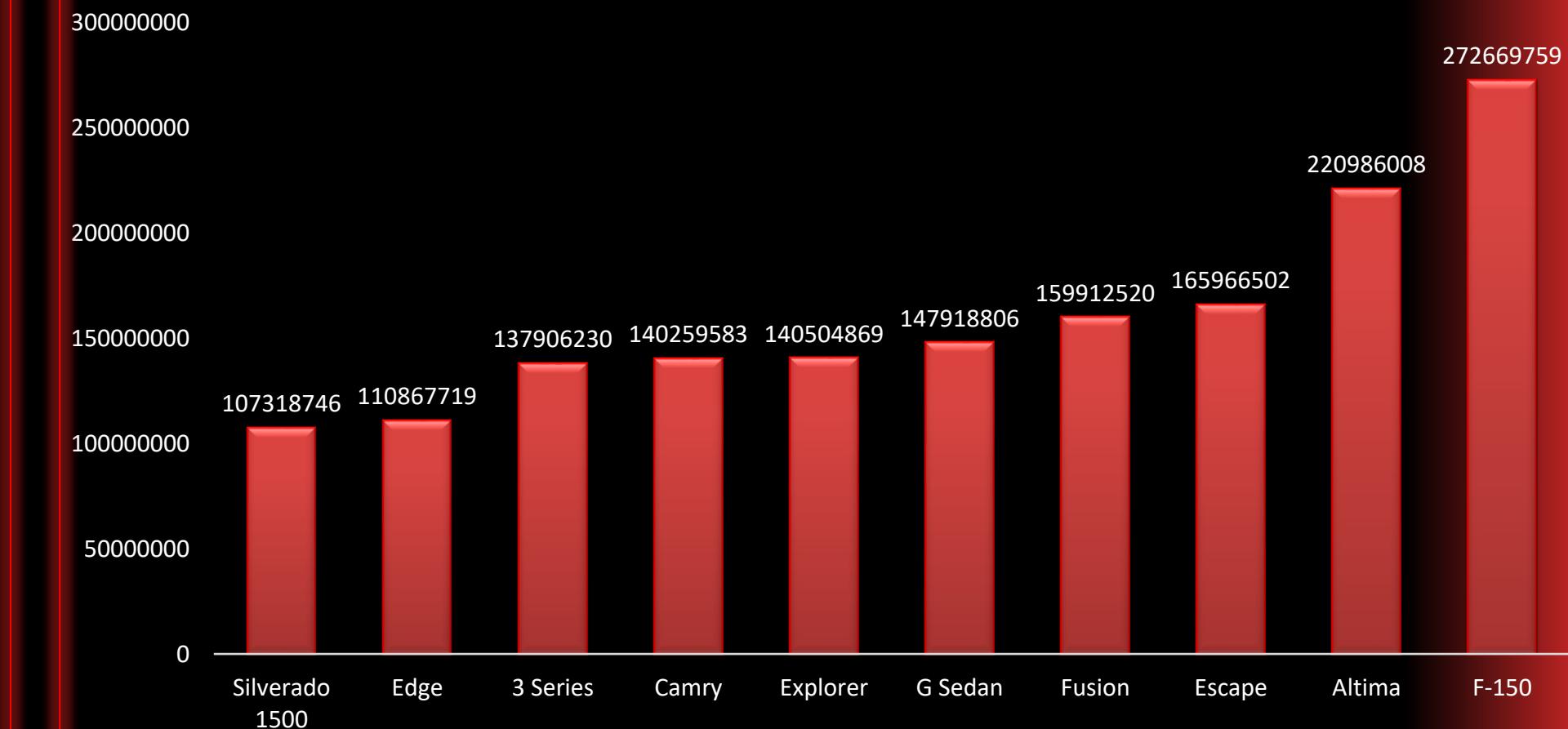
Sales Distribution by Year and Average Revenue Generated

Count of VIN Average of REVENUE



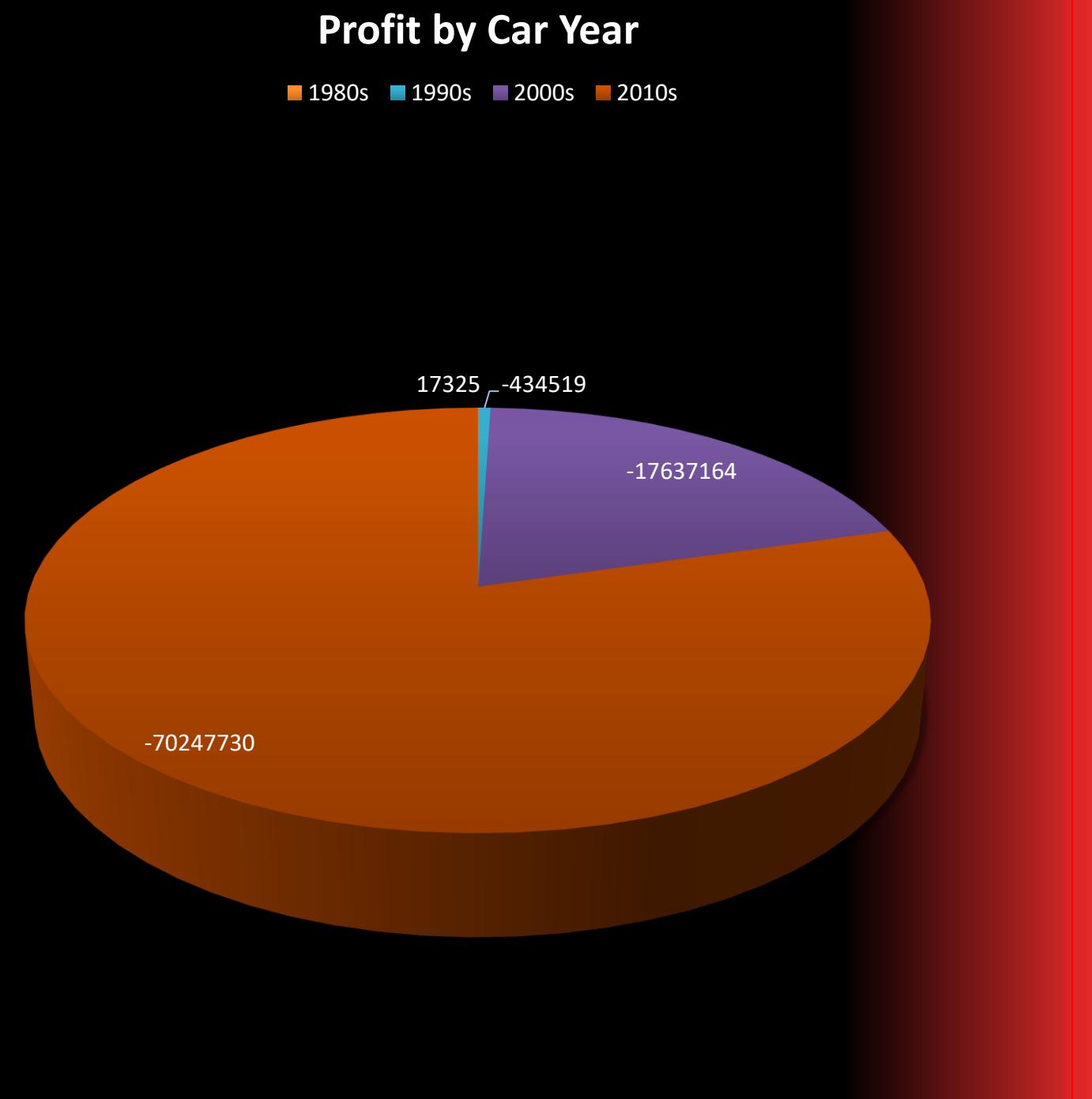
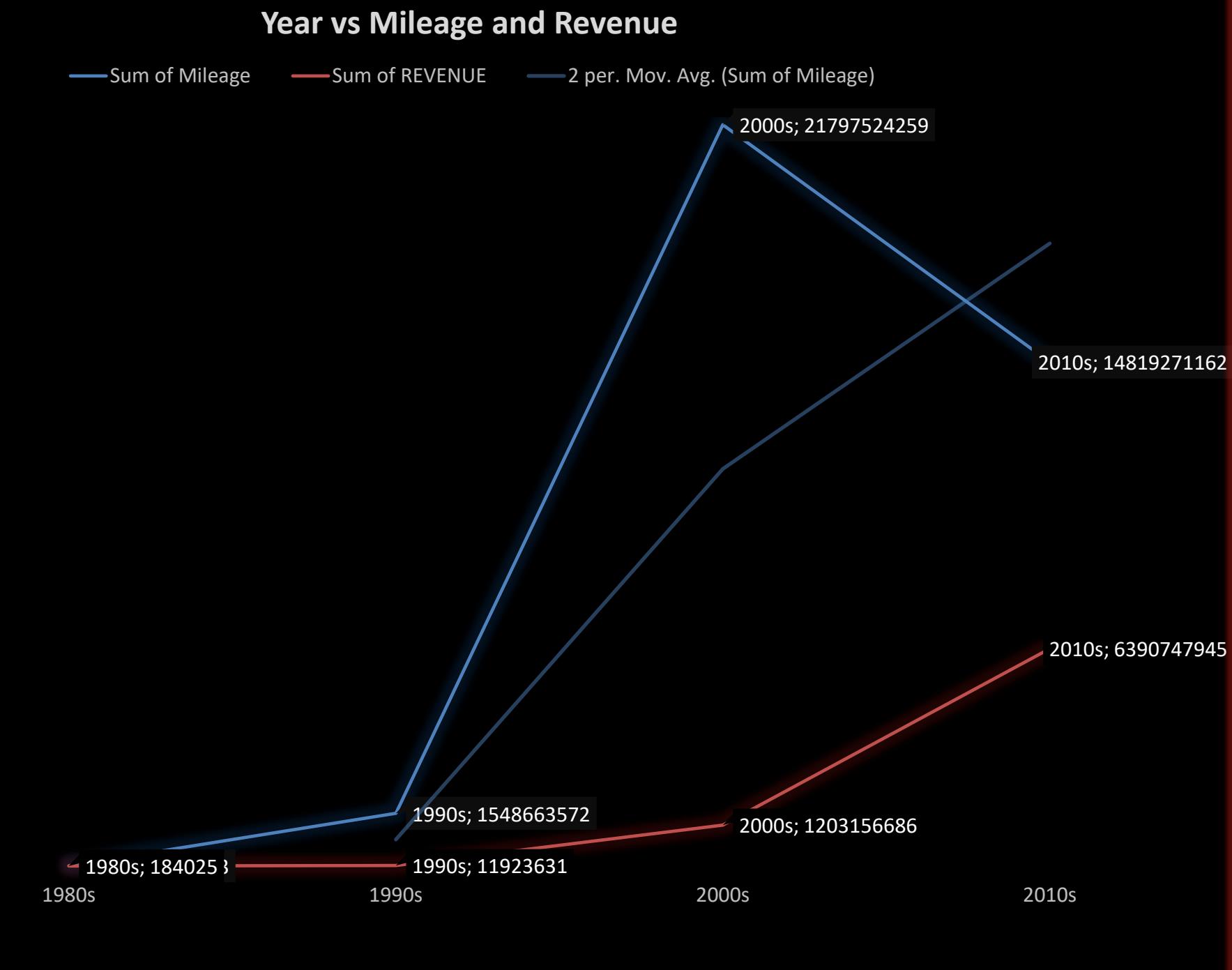
Top 10 Models by Revenue

Total

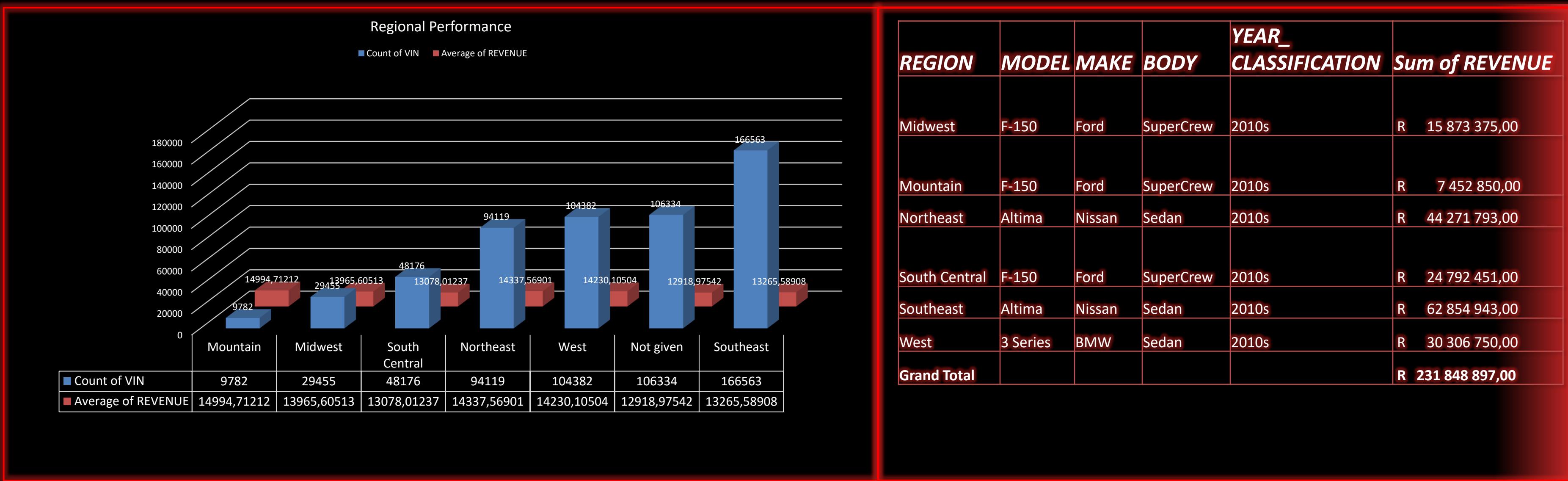


RELATIONSHIP: PRICE vs MILEAGE

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



REGION PERFORMANCE



- 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