

WELCOME TO

# BPL CAR DEALERSHIP

BRENDA PL MOYO





# BPL CAR DEALERSHIP SALES ANALYSIS 2025

# INTRODUCTION

- Analyzed Bright Motors (BPL) used car sales data from 2015
- Objectives:
  - Identify top revenue-generating makes and models
  - Understand regional sales performance
  - Analyze price trends, mileage, and customer preferences
  - Provide recommendations to increase profitability
- Data processed in Snowflake → Visualized in Looker Studio



SALFORD & CO.



# OUR VISION & MISSION

## Vision

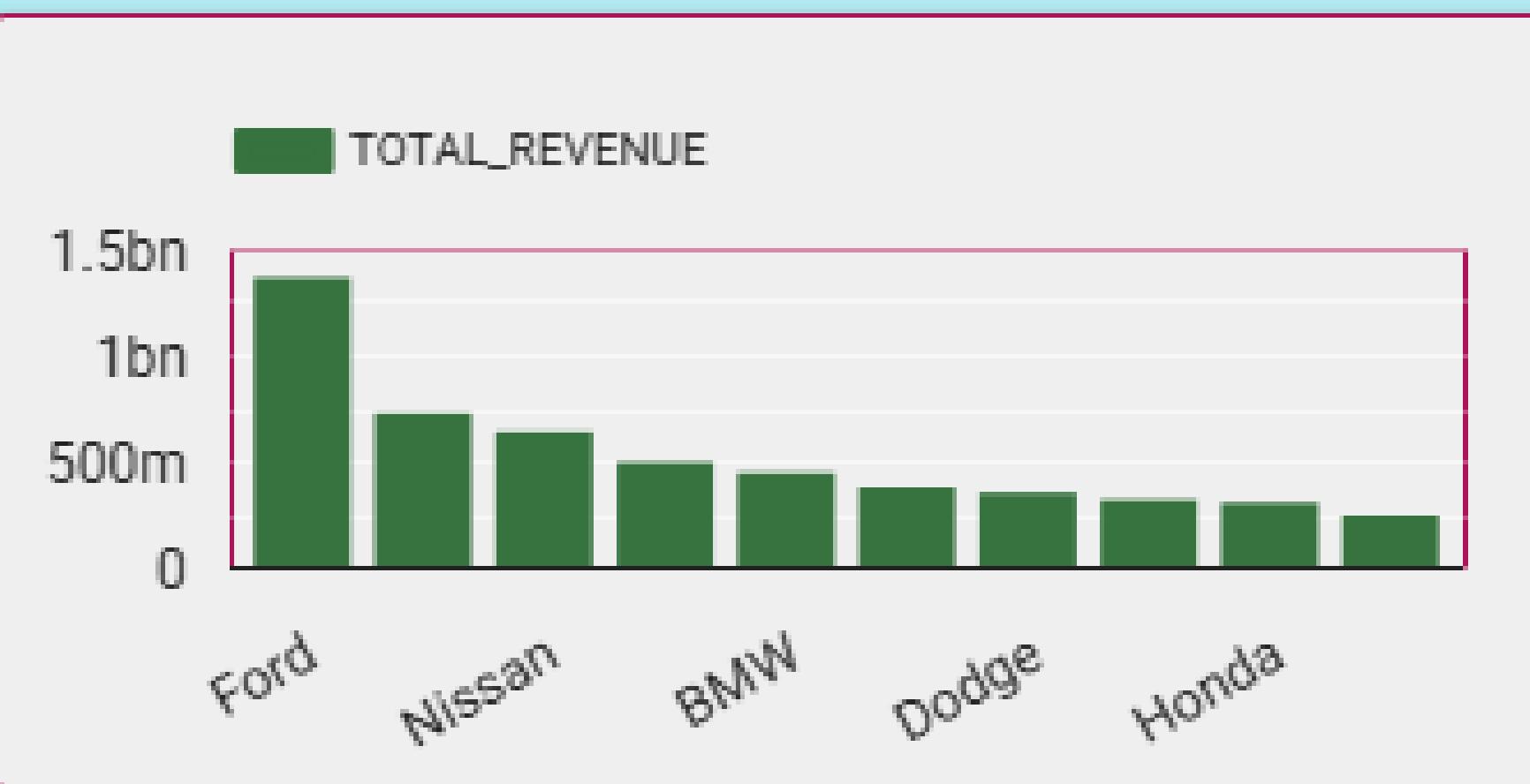
- To redefine the used car buying experience across the country, setting the standard for quality, trust, and innovation."
- "To be the preferred destination for reliable used vehicles, where every customer feels valued and confident in their purchase."

## Mission

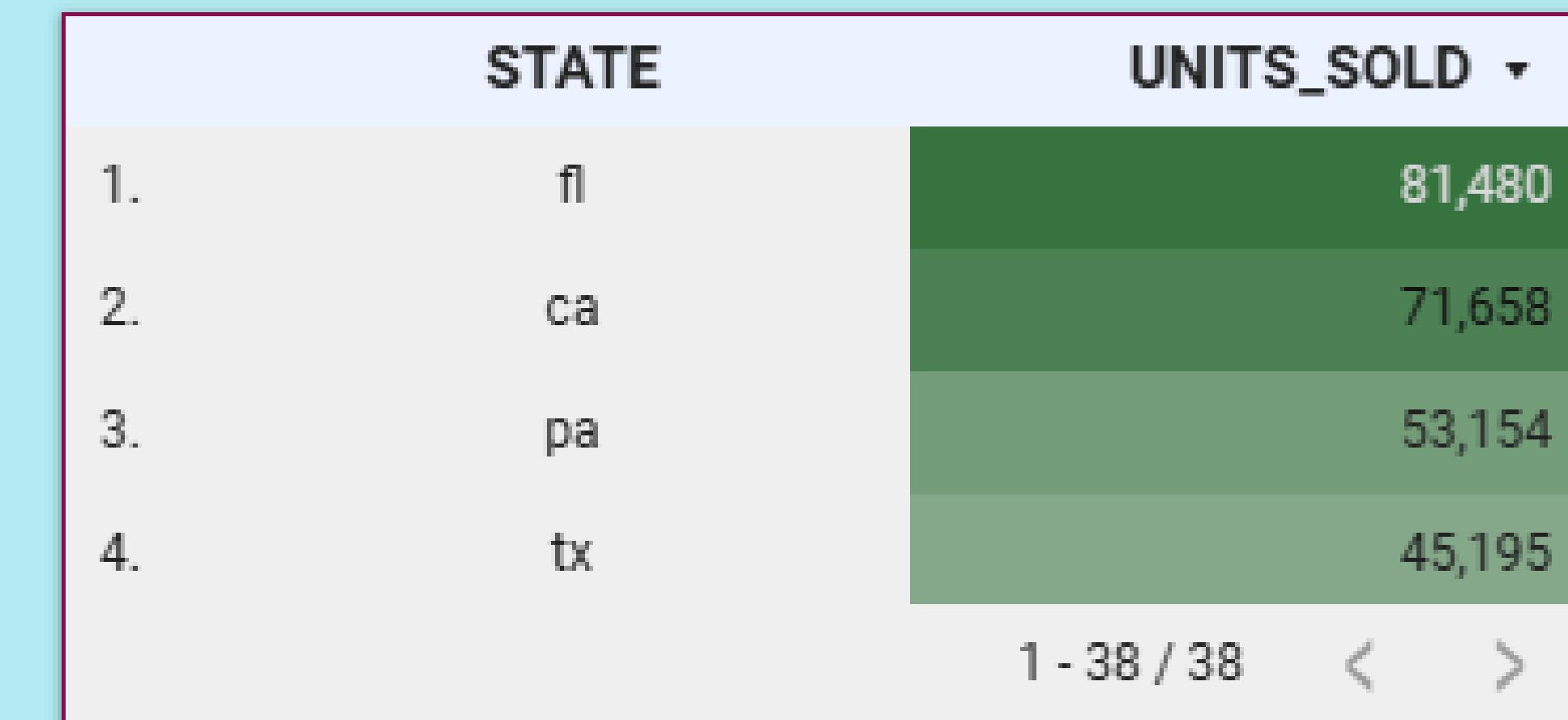
To offer a wide selection of well-maintained vehicles, fair pricing, and a seamless buying process that prioritizes customer satisfaction and long-term relationships."

# REVENUE & SALES TOP 5

TOTAL REVENUE BY MAKE



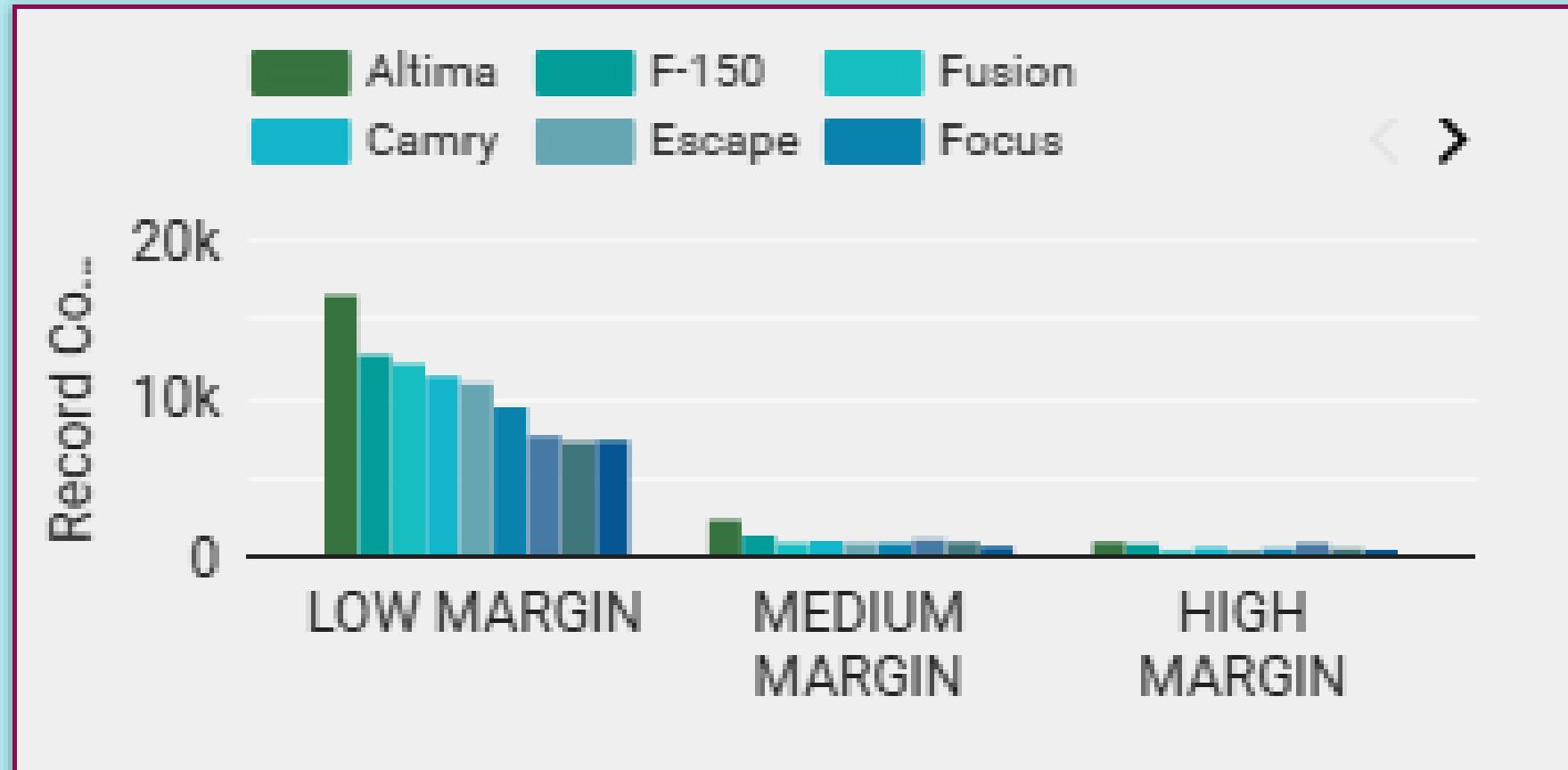
SALES BY TOP 5 STATES



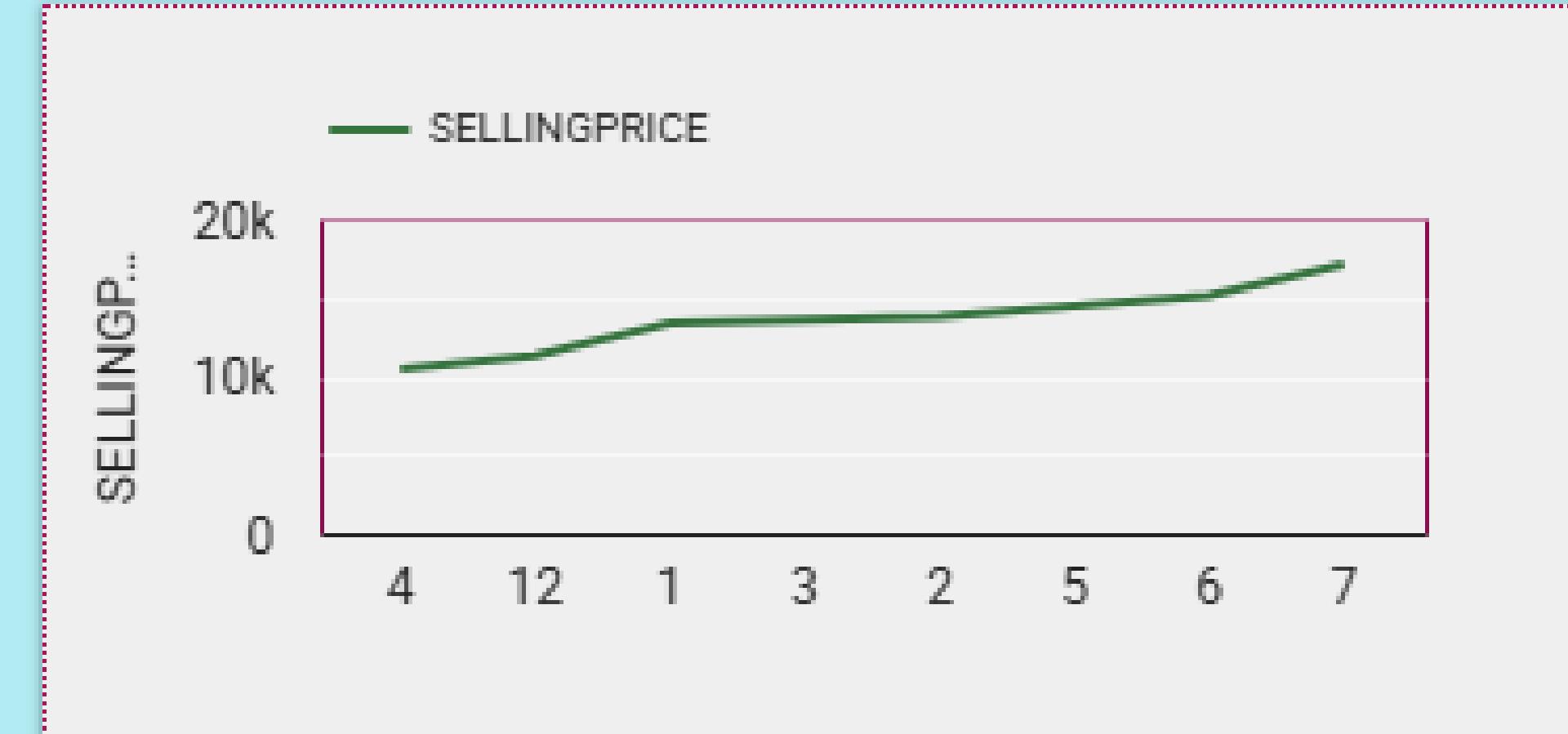
This graph shows revenue generated by top 5 make. It highlights how far ahead Ford is, generating almost R1.5 billion

Our 2<sup>nd</sup> graph also shows top 5 sales by state. It shows units sold per state over past few years.

## MARGIN TIER DISTRIBUTION



## Avg Selling Price Trend



The margin tier distribution graph illustrates the breakdown of profit margins across different tiers. This analysis reveals areas of strength & potential optimization opportunities.

The average selling price trend graph tracks historical price changes, offering insights into market dynamics & pricing strategies. This data informs decisions on pricing & revenue forecasting.



## Total Revenue

Total revenue is **R7.51billion**, showing overall income.

## Record Count

Record count is **548.4k**, indicating the number of data entries.

## Profit Margin

Profit margin is showing my -15% , signalling a loss profit of revenue which requires attention to improve profitability .

## Slicers

Three filters:**State, Make, & Sale Month**,  
for segmenting data by region, brand, &  
time.

## UPDATED OVERALL

To fix -15% profit margin

- ~ cut unnecessary cost

- ~review pricing

- ~improve efficiency

- ~focus on high margin products

- ~boost sales in profitable segment

(use state ,make ,sale month slicers to guide).

## Q&A



# THANK YOU



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20 DECEMBER  
2025