

2024 Data Report

Car Detailing Data Report

Data Highlights: January 1- December 31, 2024

The customer groups using the service can be categorized based on industries such as [IT], [Giám đốc ngân hàng],[Nhân viên Market],[Nhân Viên Sales and [Nhân viên Marketing]. IT leads with 46,15 % of total revenue due to the high demand for [detailing services]. Similarly, [Giám đốc ngân hàng] represents 19,23% of revenue, driven by consistent needs for [detailing oto]. These trends highlight the tailored service models catering to these dominant customer segments and the opportunities for further expansion.

As service providers analyze these trends, it becomes evident that targeted approaches tailored to the top-performing industries can drive further growth. Customizing marketing efforts, investing in technology enhancements, and maintaining service excellence are strategies poised to strengthen relationships with these key customer groups. By leveraging insights into their preferences and expectations, businesses can unlock opportunities to deepen engagement and expand their service footprint within these high-demand sectors.

IMPACT AT A GLANCE

Customer group using the service

28



TOTAL PEOPLE OF ALL INDUSTRIES

IT 12

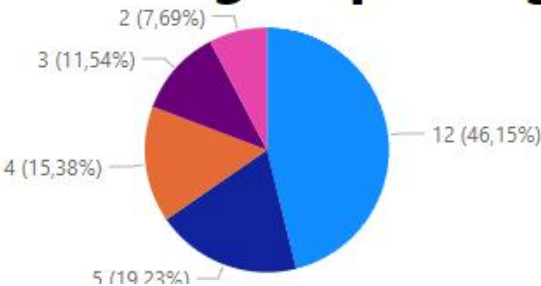
Giám đốc ngân hàng 5

Nhân viên marketing 4

Nhân viên market 3

Nhân viên sales 2

Customer group using the service



Work

- IT
- Giám Đốc Ngân Hàng
- Nhân viên MarketTing
- Nhân Viên Market
- Nhân Viên Sales

total monthly revenue 2024

In January 2024, total revenue from car care services reached 5 million VND, an increase of 15% compared to the previous month. Popular services that contribute greatly to revenue include car washing, polishing and interior maintenance. In particular, the comprehensive maintenance package has attracted more customers thanks to the promotion program at the beginning of the year. This increase shows positive consumer trends and high demand for car care services in the region.

total revenue for 12 months

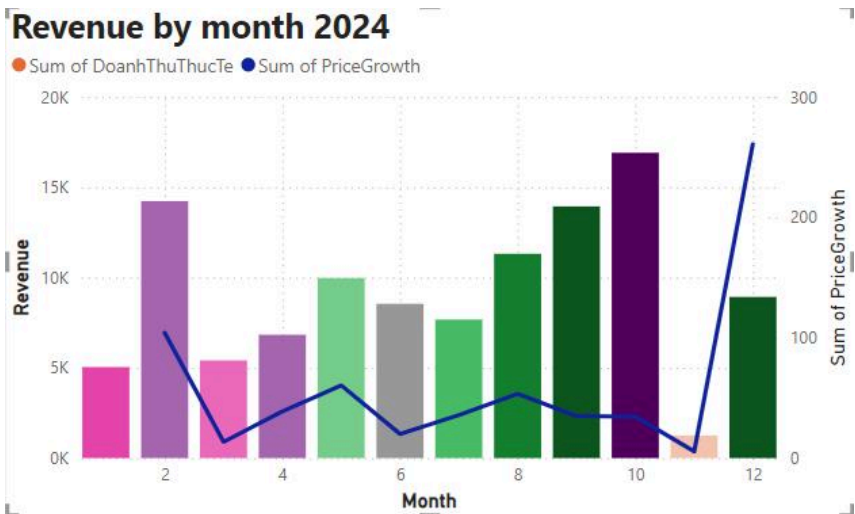
Month	Revenue
1	5.040,18
2	14.235,57
3	5.409,42
4	6.831,30
5	9.973,34
6	8.548,06
7	7.672,92
8	11.316,13
9	13.939,99
10	16.910,03
11	1.252,10
12	8.925,76
Total	110.054,80

This chart shows monthly revenue in 2024 for car care services, with two parameters:

Revenue (Color column): Total actual revenue each month.

February and October have the highest revenue, while January and December have lower revenue. Revenue fluctuates greatly between months, tends to increase gradually from mid-year and peaks in October. Price Growth (Blue Line): Total price increase.

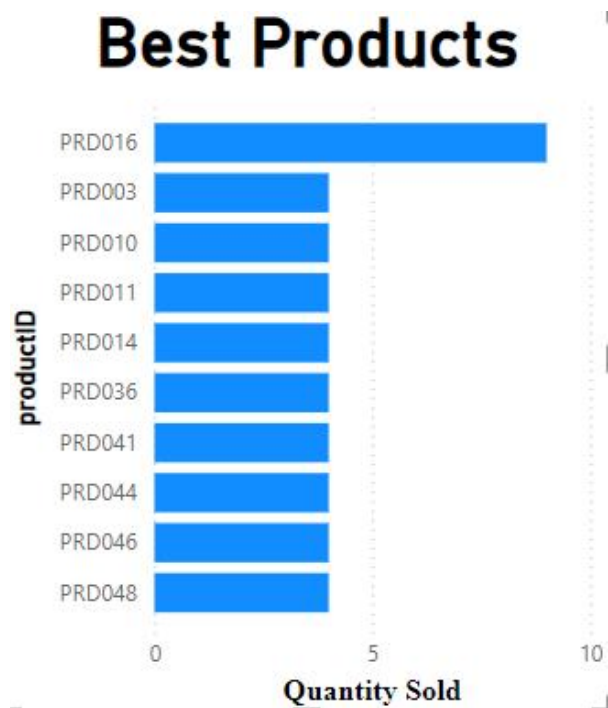
Price increases tend to fluctuate but spiked in December, suggesting there could be a major price adjustment or promotional impact. Key comments: October has the highest revenue, possibly due to promotions or increased demand. A sudden price increase in December may slightly affect revenue. Need to further monitor pricing strategy and months with low revenue to optimize business efficiency.



Top-Performing Services by Quantity Sold



Our top-performing services demonstrate exceptional demand, with SVC009 leading the way in quantity sold. This chart highlights the standout services that have consistently outperformed others, showcasing their popularity and value among customers. By analyzing these results, we can better understand customer preferences and focus on enhancing these high-demand offerings to maintain and expand their success



The chart highlights the best-selling products by quantity sold, with PRD016 leading as the top performer, showcasing its strong customer demand. Other products, such as PRD003, PRD010, and PRD011, also demonstrate significant sales, while the remaining products maintain steady performance. This data provides valuable insights into customer preferences, helping businesses focus on key products to drive revenue and ensure growth

Sales and Staff Performance Report

Top Sales Performer

SALES007 leads as the top sales performer, achieving outstanding revenue results. Their success highlights exceptional skills in customer engagement and sales strategy. By analyzing their methods, the company can replicate these practices across the team to boost overall performance.

SALES007	Top Salar Money
	14,74K

Top Staff Member by Points

STAFF010 stands out with the highest points earned, reflecting excellence in task execution and teamwork. Recognizing their achievements provides motivation for others and helps refine staff development strategies.

STAFF010	Top Staff Point
	36,40

Recognize Top Performers: Highlighting the accomplishments of SALES007 and STAFF010 through rewards or recognition not only boosts their morale but also inspires others to strive for similar achievements.

Analyze Best Practices: Understanding the strategies used by these top performers can help refine sales approaches and employee development plans.