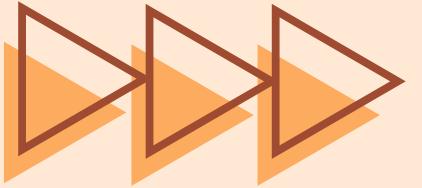
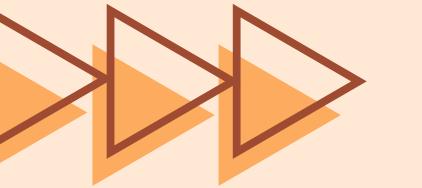


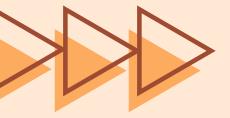
Data-Driven Decisions for Competitive Vehicle Pricing



Bright Motors



Presented by: Rialihuwa Nevhungoni



Project Preview

Bright Motors is a used-car dealership operating across multiple U.S. states.

Leadership needed insights on:

- What drives vehicle selling price?
- Which makes/models sell best?
- How mileage & condition affect pricing?
- Are cars priced above or below market?
- State-level sales performance trends?





KPI Highlights

Sales volume is strong, pricing aligns well with market value, and nearly half of vehicles sell above market – reflecting healthy demand and effective pricing strategy

Total Cars Sold:

559K+

Average Selling Price:

R14K

Average MMR:

R14K

% Above Market:

47%

Average Price Diff:

-R158



Mileage Category vs. Market Positioning

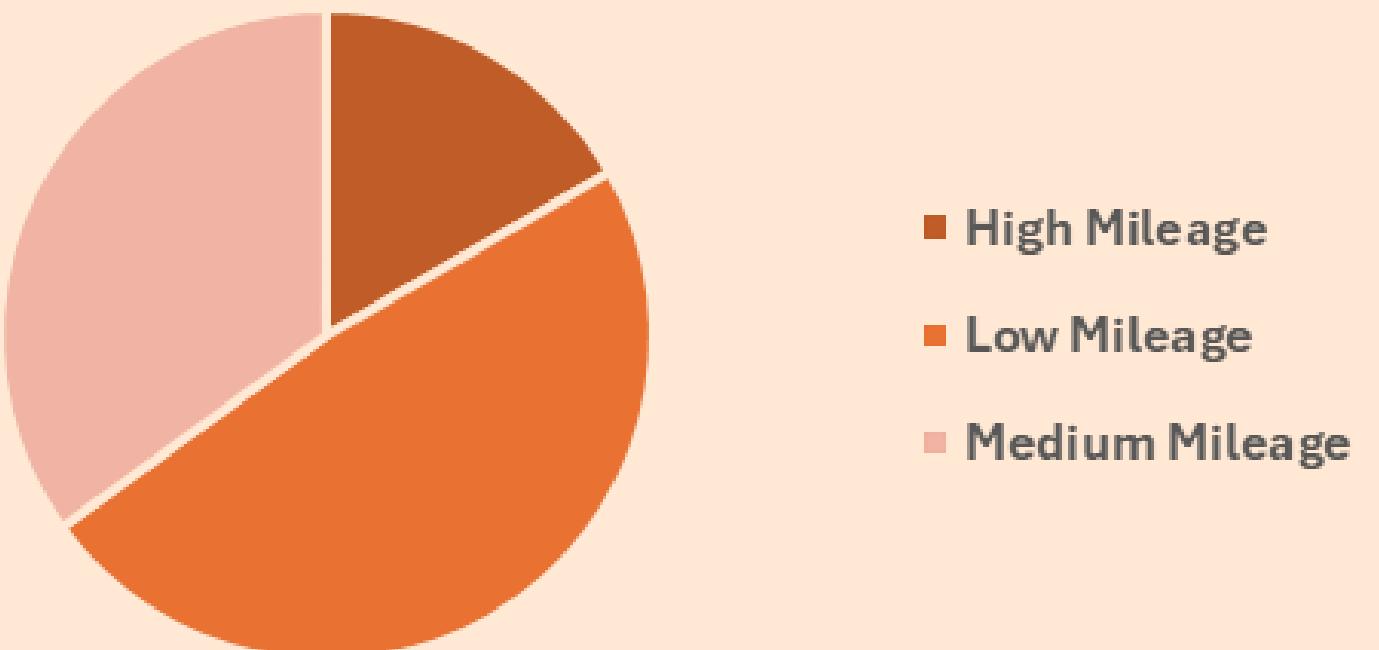
Insight:

Mileage is a major pricing driver, targeting lower-mileage vehicles can increase profitability.

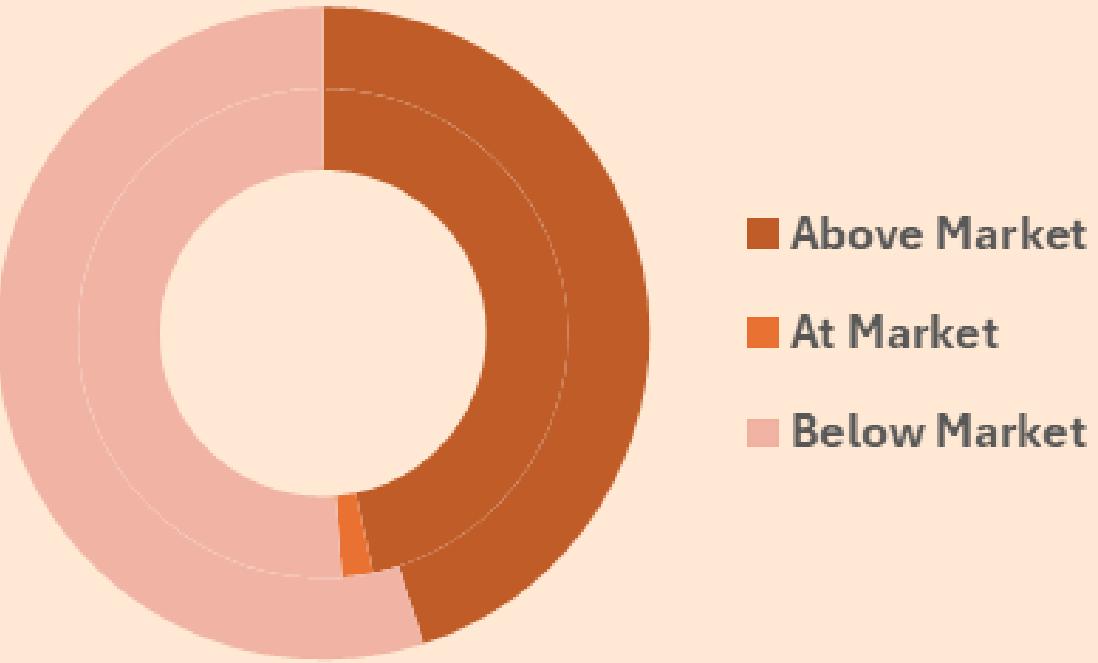
Insight:

Bright Motors maintains strong pricing power, but some cars may be undervalued – opportunity for revenue optimization.

Mileage Breakdown



Market Position



Condition vs Pricing & Yearly Demand

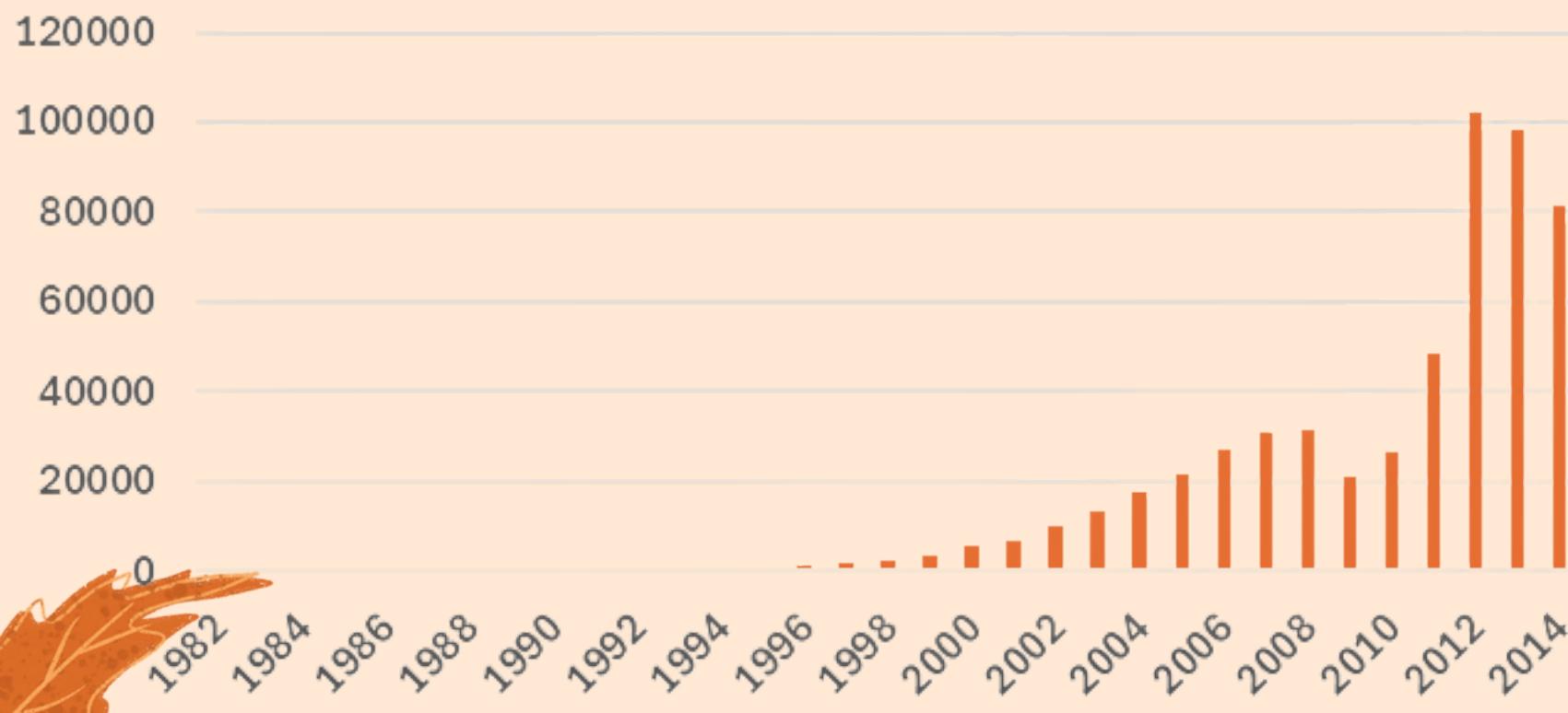
Insight:

"Sales volume shifts year to year, monitoring trends supports inventory planning.

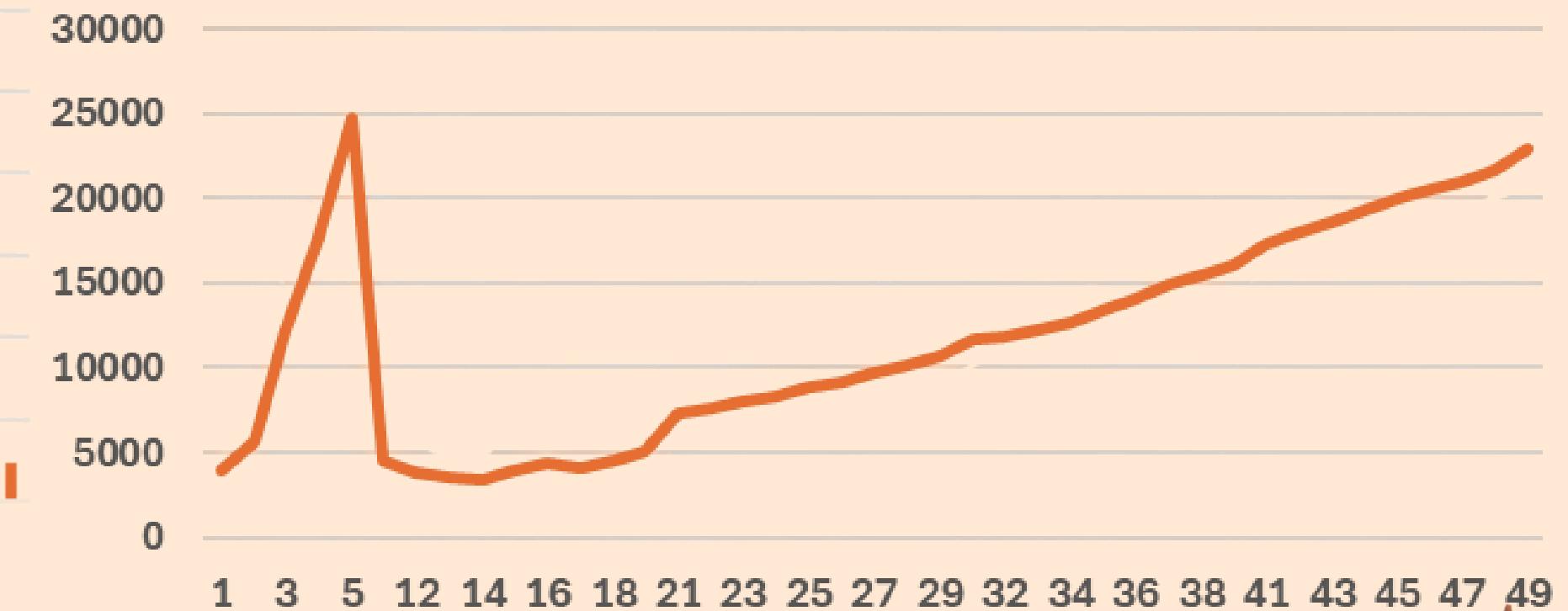
Insight:

Vehicles in better condition command higher selling prices.

Cars Sold per Year



Condition vs Selling Price



Recommendations

- Increase pricing on low-mileage inventory
- Prioritize stocking best-selling makes/models
- Review undervalued vehicles flagged “Below Market”
- Develop region-specific pricing strategies
- Market warranties or financing to high-mileage buyers