Detailed leads profile report

Period: August 2021

Data generated: July 18, 2025.

Commercial Department: Fictitious Company

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Summary

The following report presents an in-depth analysis of the profile of leads generated in August 2021, providing demographic information, professional profiles and vehicle interest. The data reveal that most leads are female (60%) and are concentrated in the 20 to 40 age range. The predominant professional profile is "CLT" (65%) and the salary range is between R$ 5,000.00 to R$ 10,000.00 (71%).

Preference for used vehicles (96%) is predominant, with a notable preference for vehicles 8 to 10 years old (25%). The models "Fiat Palio", "Fiat Uno", "Volkswagen Gol", "Ford Fiesta" and "Renault Sandero" are the most visited, confirming the high demand for these vehicles in the used market cars.

Key recommendations

1. Marketing strategies should be optimized for the young adult CLT audience.
2. Campaigns should prioritize popular car models in high demand, especially used models.
3. It is important to understand the "Others" professional profile category, which is in second place, to develop strategies for this audience.

1. Introduction

This report aims to present an in-depth analysis of the profile of leads captured in August 2021. Through this, we can understand the demographic and professional characteristics, as well as the vehicle preferences of our leads. This understanding will allow us to then refine marketing strategies for target audiences and optimize the sales process to increase the conversion rate. By analyzing this data, we seek to identify patterns and offer insights that contribute to more effective engagement.

# 2. Detailed analysis of indicators

2.1. Gender
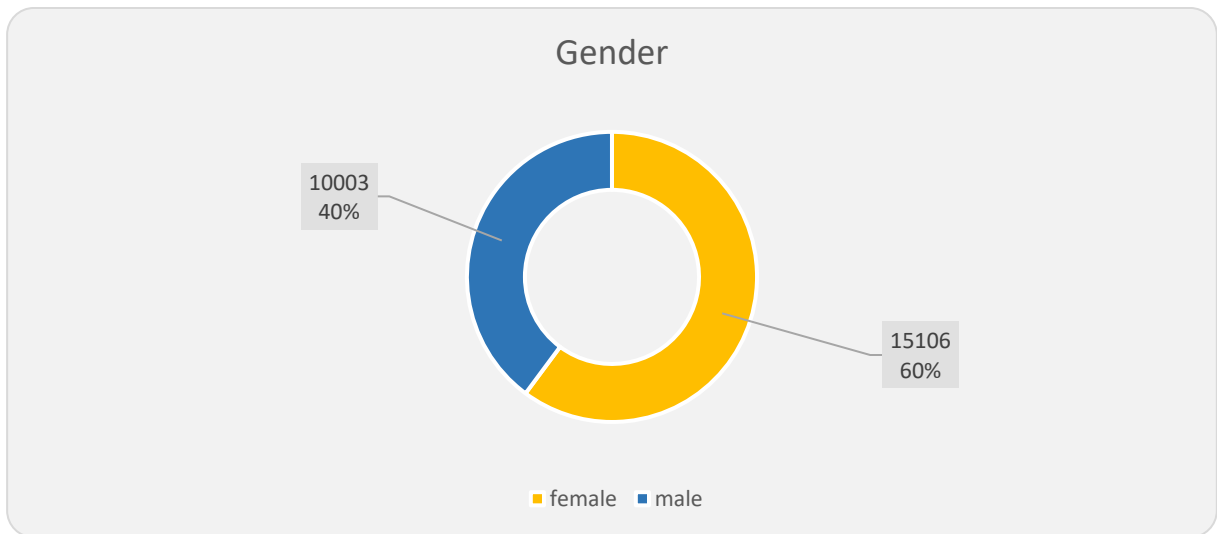
Analysis: The lead base in August 2021 was predominantly composed of females, representing 60% of the total.

Insights: Our current lead acquisition strategies appear to be resonating with the female audience. This could be a reflection of our communication, the channels utilized, or the market itself.

Recommendations:

1. Analyze the acquisition channels to understand if a certain ones are more effective with specific genders.

2.2. Age range
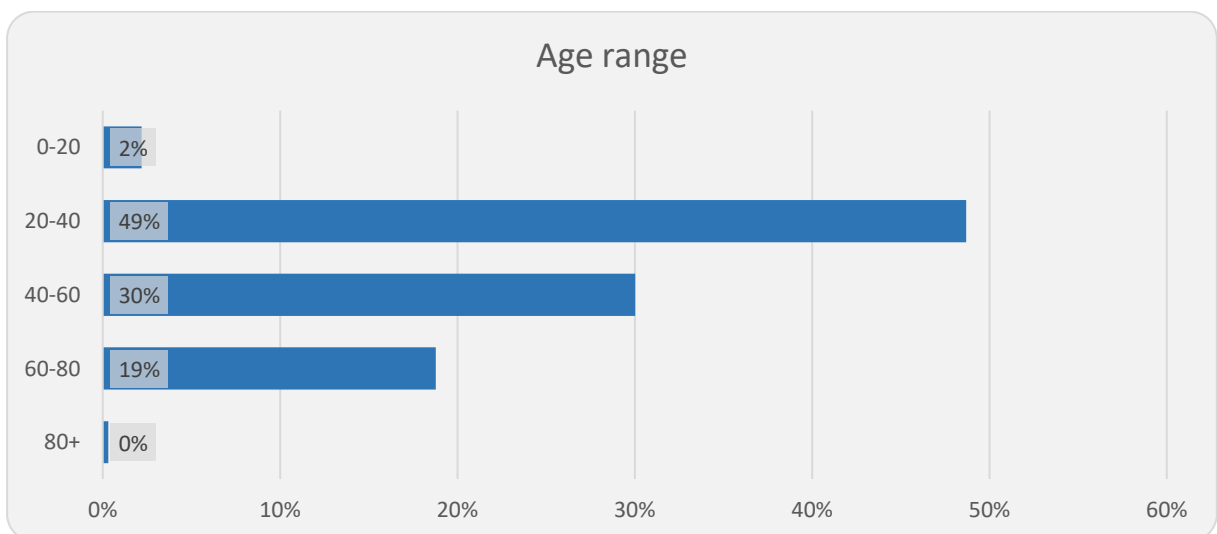
Analysis: The highest concentration of leads falls within the 20 to 40 age range, representing **49%** of the total, followed by the 40 to 60 age range, with 30%. These age ranges indicate the predominance of a young adult audience.

Insights: The primary target audience consists of young adults, which may be influenced by the technologies utilized and the types of vehicles offered.

Recommendations:

1. Adapt language and communication for the young adult audience, which may also resonate with the adult audience.
2. Explore the specifics needs of older leads to develop personalized strategies.

2.3. Profissional status
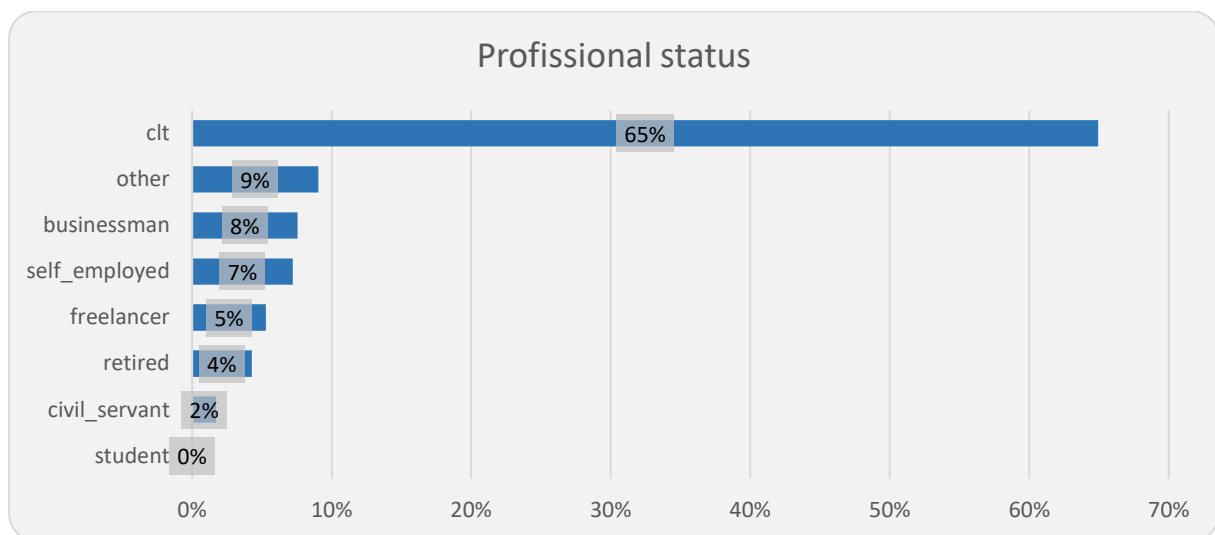
Analysis: The "CLT" professional category dominates the professional status of leads (**65%**). Businessman, self-employed, and freelancers represent a significant portion of independent professionals.

Insights: The "CLT" audience predominates, which demonstrates the importance of creating strategies for this segment. The "other" category prevents more detailed segmentation, hindering the optimization of engagement strategies.

Recommendations:

1. Create campaigns tailored for the "CLT" audience, such as facilitating payroll deduction payments.
2. Review the lead capture form to offer more professional status options.
3. Develop sales approaches that offer flexibility beyond standard business hours.

2.4.   Salary range
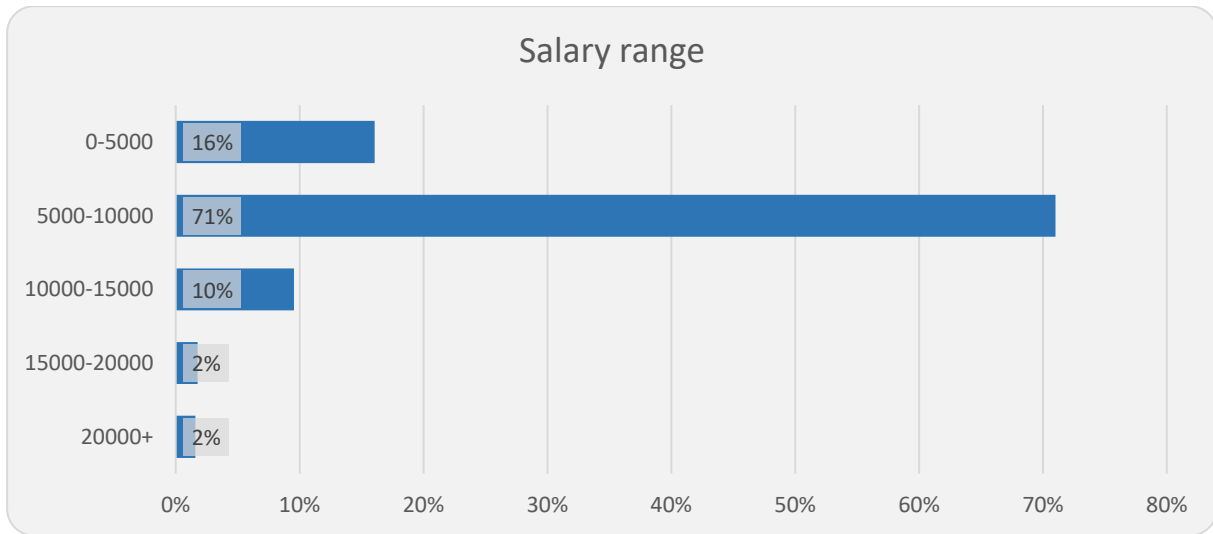
Analysis: The majority of leads fall within the R$ 5,000.00 to R$ 10,000.00 salary range, indicating an audience with medium to high purchasing power.

Insights: The predominant salary profile consists of individuals with the financial capacity to invest in vehicles, which is favorable for the company.

Recommendations:

1. Focus on offering tailored financial solutions and plans for the predominant salary range.
2. Explore personalized options for salary ranges above R$ 10,000.00.
3. Create strategies to facilitate for individuals with a salary range below R$ 5,000.00.

## 2.5.   Vehicle classification (new or used)
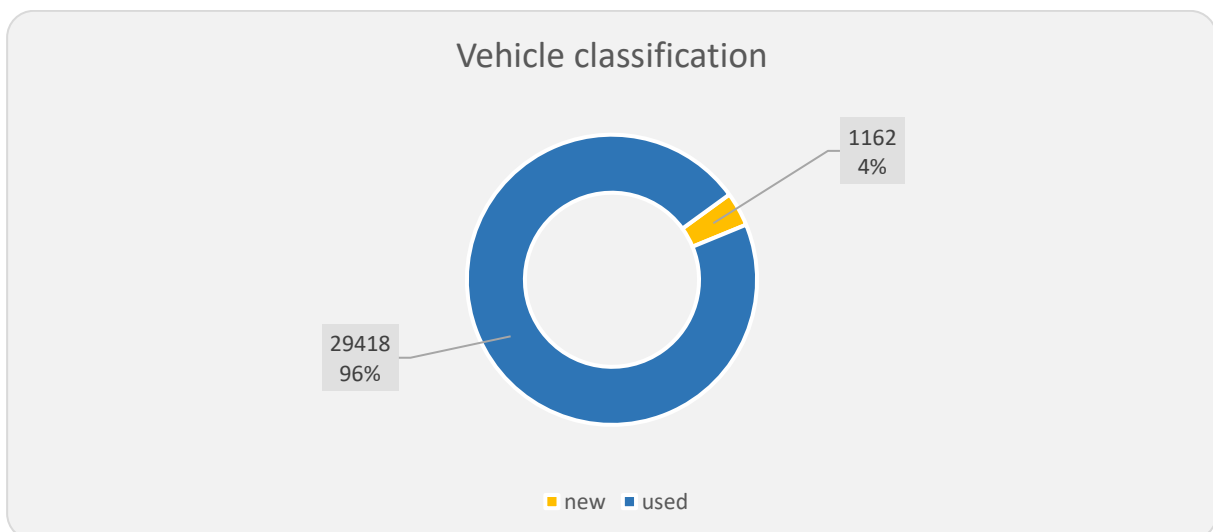
Analysis: Preference for used vehicles is predominant, representing **96%** of leads.

Insights: The focus should be on the used vehicle market, as this is where the majority of leads are found. Marketing strategies and stocks should reflect this demand.

Recommendations:

1. Allocate the majority of marketing resources for used vehicles sales.
2. Create a specific approach for leads interested in new vehicles.

2.6. Vehicle age
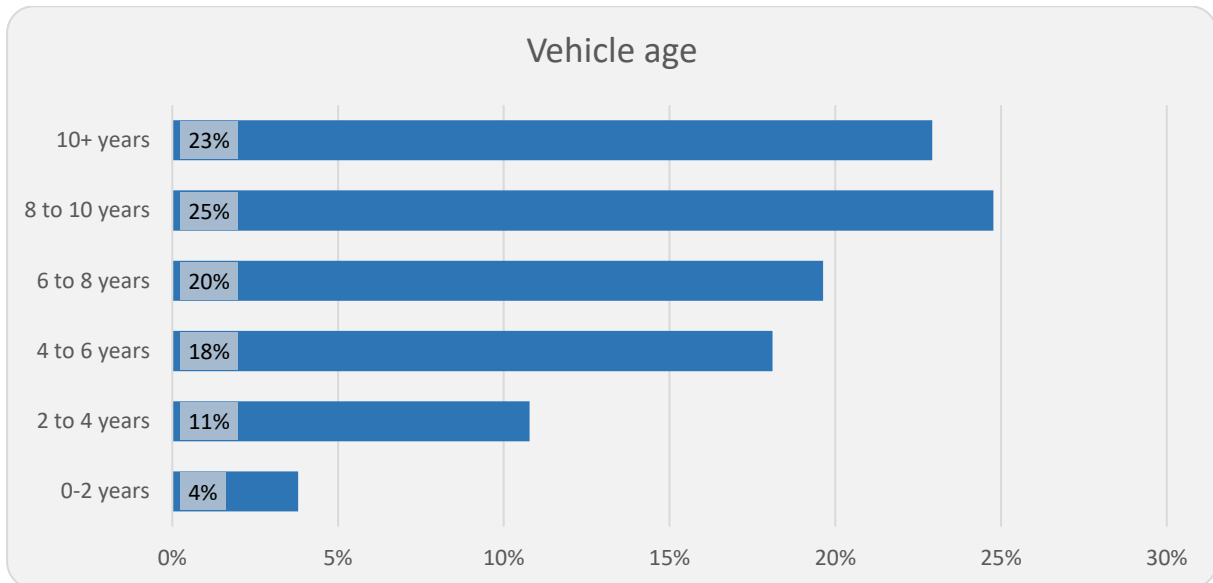
Analysis: The majority of searches involve vehicles aged between 8 and 10 years (**25%**), followed by vehicles 10 years or older (23%). Together, these categories indicate that 48% of searches involve older vehicles.

Insights: The lead audience is looking for older vehicles, which may indicate a search for more accessible prices or classics models.

Recommendations:

1. Maintain an updated stock of used vehicles, ensuring varied options for this demand.
2. Highlight the quality and durability of older vehicles in marketing campaigns.

2.7. Most visited models
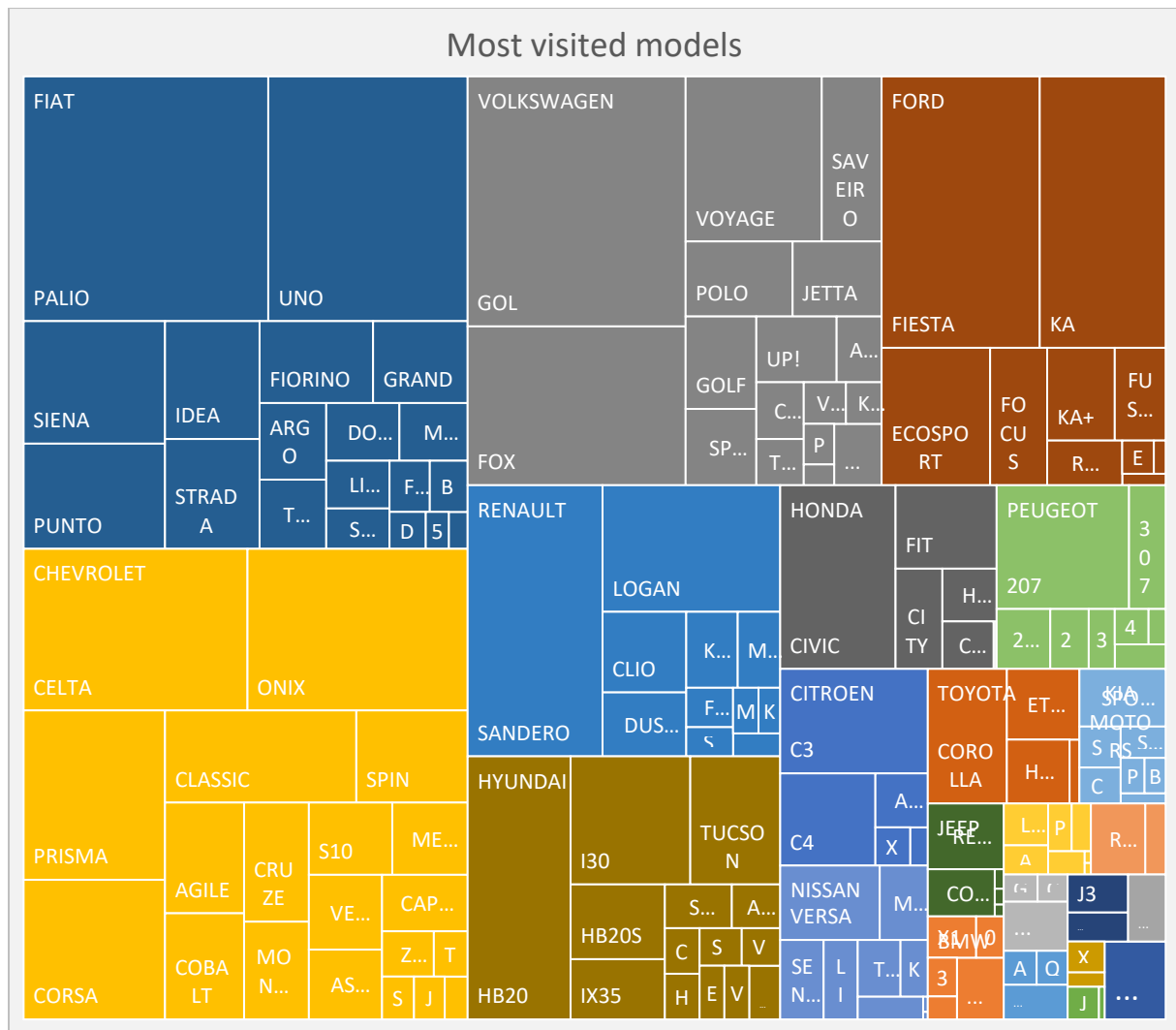
BRAND	MODEL	VISITS (#)
FIAT	PALIO	1699
VOLKSWAGEN	GOL	1547
FIAT	UNO	1385
FORD	FIESTA	1221
RENAULT	SANDERO	1039
CHEVROLET	CELTA	1028
CHEVROLET	ONIX	1012
VOLKSWAGEN	FOX	983
FORD	KA	968
HYUNDAI	HB20	768

Analysis: The "Palio" and "Uno" models from the Fiat brand, and the "Gol" from Volkswagen, are considerably the most visited, occupying the largest areas on the map above. Other models from Ford, Renault and Chevrolet also feature high visibility.

Insights: Lead preference aligns with popular vehicles models that offer good resale value in the used car market.

Recommendations:

1. Ensure availability of stock for the top 10 most sought-after models, as presented in the table above.
2. Create specific marketing campaigns for these models, highlighting their unique selling points and value propositions.

3. Conclusion

The detailed analysis of leads for August 2021 revealed a profile that is predominantly female, young adult, with salary range between R$ 5,000.00 and R$ 10,000.00, and with a greater interest in used vehicles, especially those aged over 8 years. The "Palio" and "Uno" models from Fiat brand, and the "Gol" from Volkswagen, stand out as the most sought-after vehicles.

Appendix

This report is accompanied by a lead dashboard, enabling a visual and detailed analysis of the indicators.