

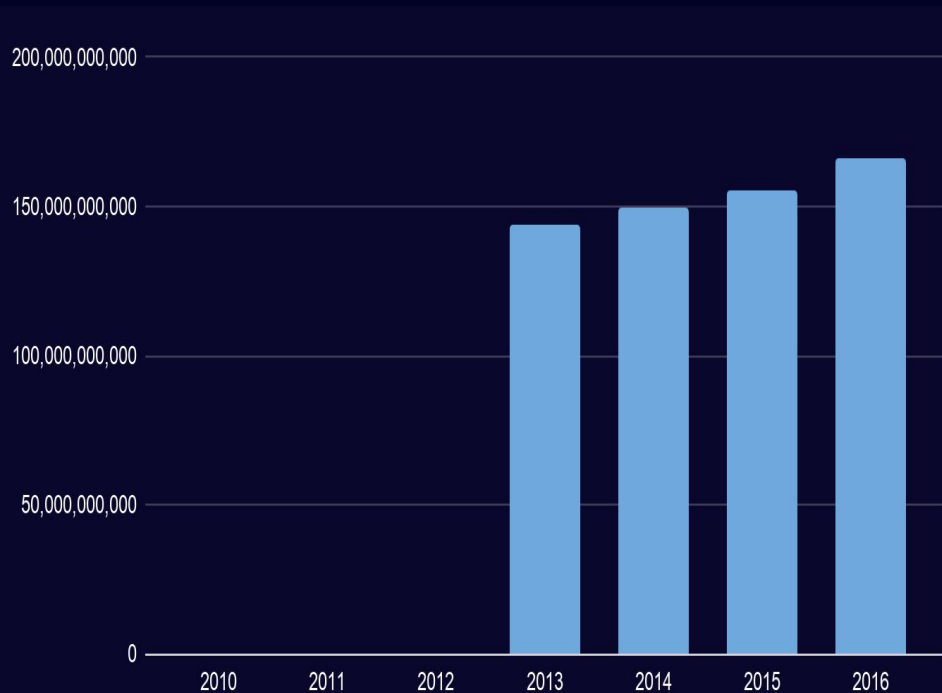
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BUSINESS ANALYTICS

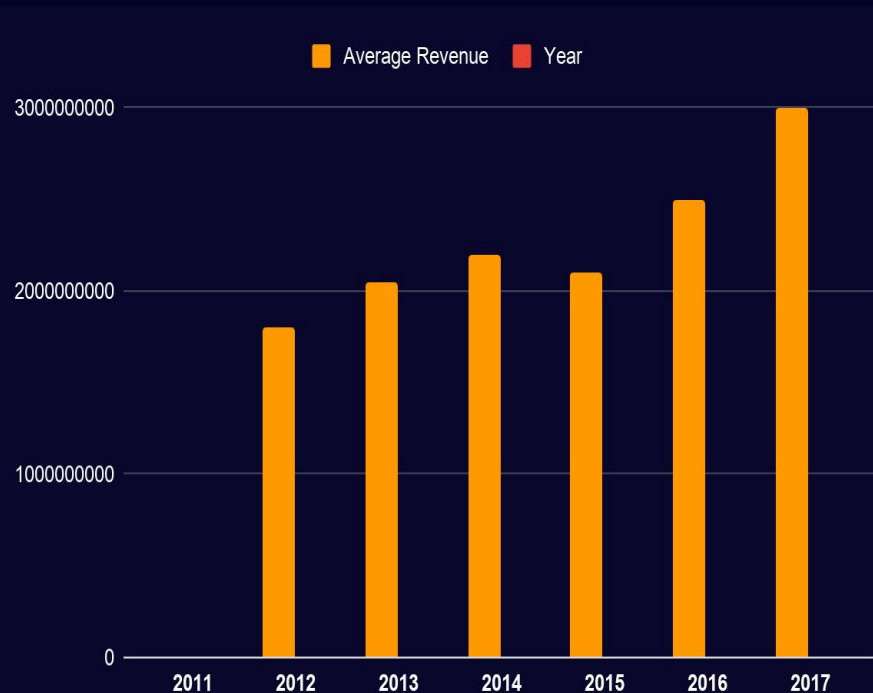


HAS AUTOMOBILE MANUFACTURING INDUSTRY OUTSHINE ALL OTHER INDUSTRIES?

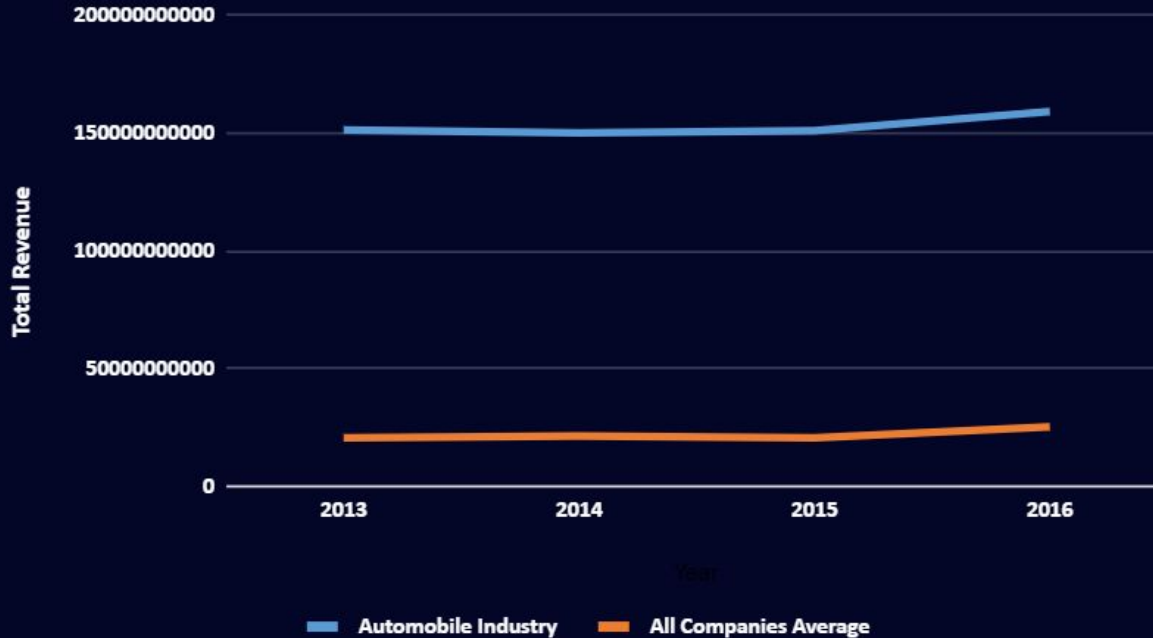
AVERAGE REVENUE-AUTOMOBILE



AVERAGE REVENUE- ALL COMPANIES



Automobile Industry VS All Companies Average Total Revenue



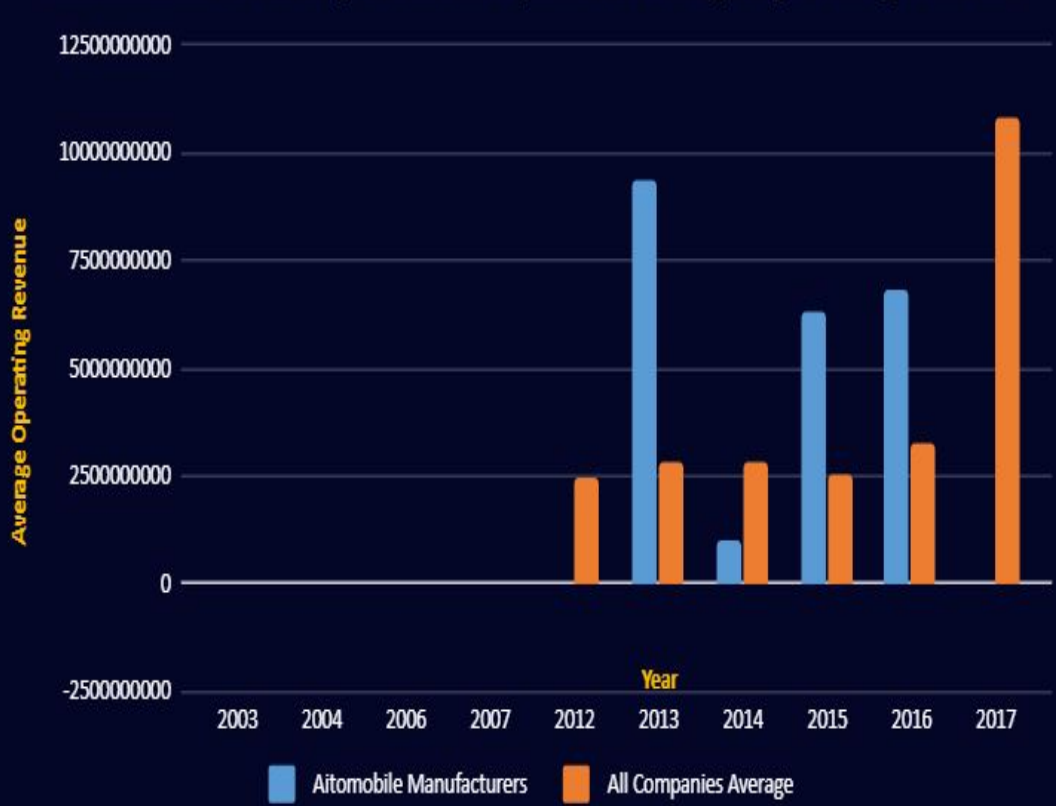
The graph indicates that the Automobile industry shoots with a considerable margin above other companies in terms of the Total Revenue incurred from the year 2013 to 2016.

Mean Average Total Revenue-
152816 Million dollars- Automobile Industry

21822.5 Million Dollars- Other Companies.

AUTOMOBILE INDUSTRY VS OTHER COMPANIES: OPERATING INCOME

Automobile Industry VS All Companies Average Operating Income



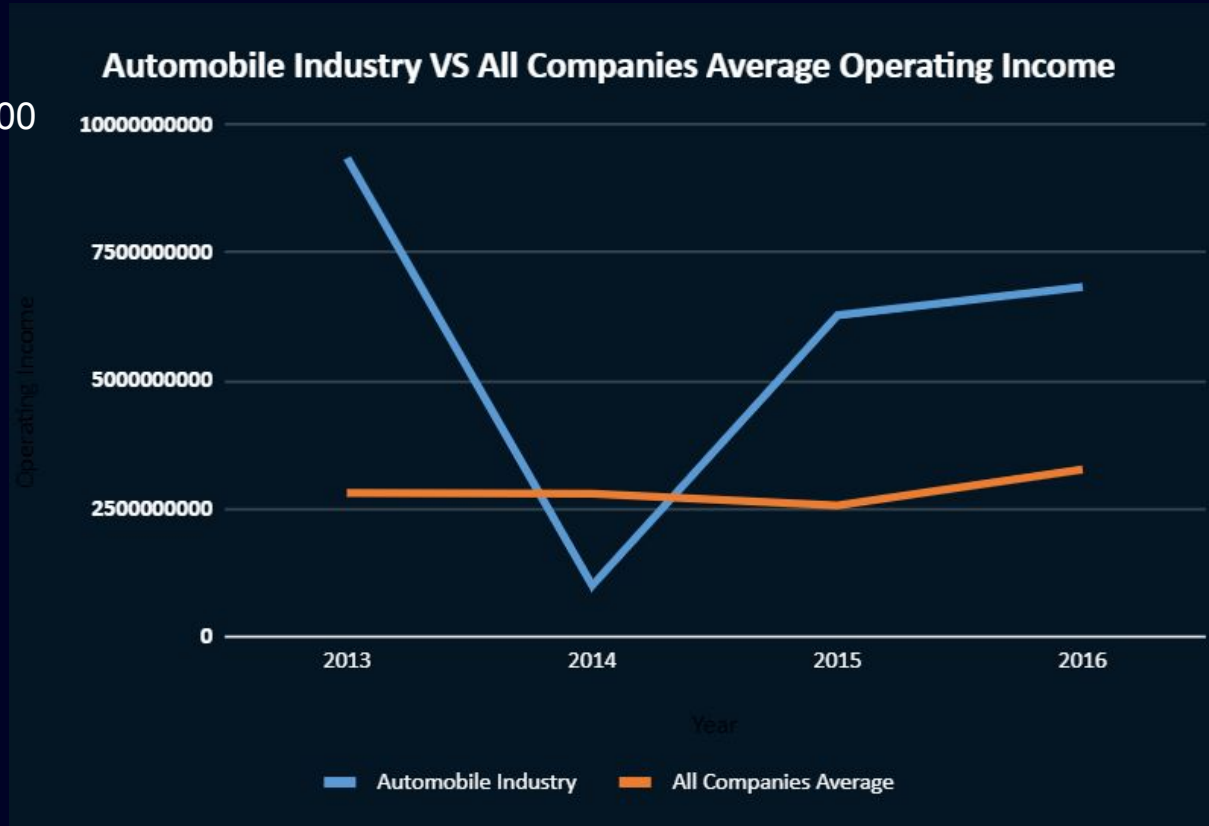
	AUTOMOBILE	OTHER COMPANIES
Standard Deviation	3510010185.17	295928608.11
Skew	-1.11	1.09
Range	8353500000.00	706869437.45

The automobile industry have a high range and standard deviation indicating an increase in Operating Profits in the near future.

WHY AUTOMOBILE INDUSTRY HAVE HIGHER OPERATING INCOME?

Automobile Industry have an mean average operating income of about 5900 Million dollars while other companies earned 2967 Million dollars.

The business model of the Automobile manufacturing have been better structured as compared to other companies.



FORD VS GENERAL MOTORS

Ford and General Motors have emerged as the strongest force in the Automotive Manufacturing Sector.

The Automotive Manufacturing Sector has been growing up above the average of total revenues of all other companies as seen in slide 2.

We here know will study the Competitive Analysis between Ford and General Motors.

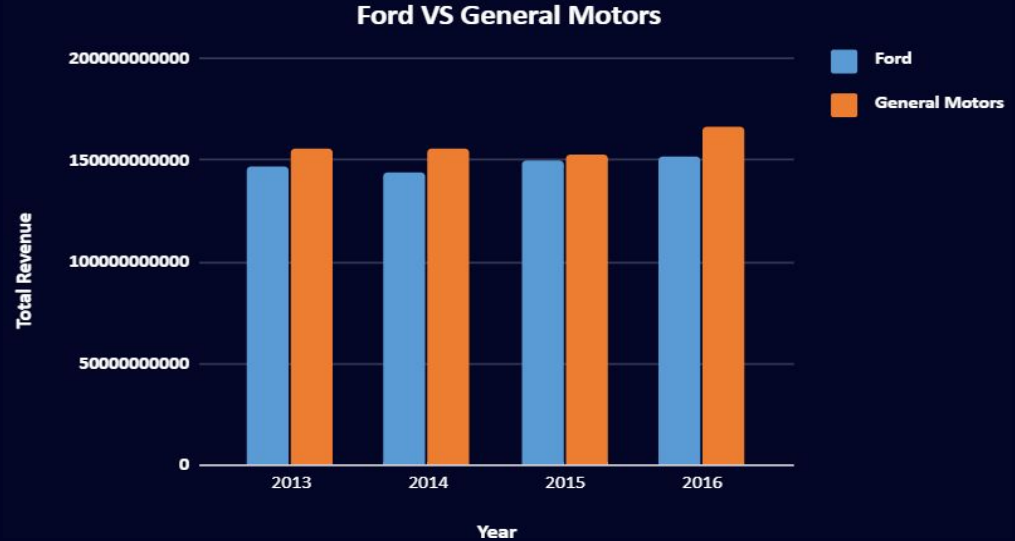
The Competitive Analysis will be based on the basis of -

1. Total Revenue
2. Operating income

TOTAL REVENUE: FORD OR GENERAL MOTORS, WHO FARES BETTER?

The charts show that GENERAL MOTORS have fared better than FORD from the years 2013 to 2016.

GENERAL MOTORS had kept a steady percentage of 10.6% of positive difference from its competitor FORD.

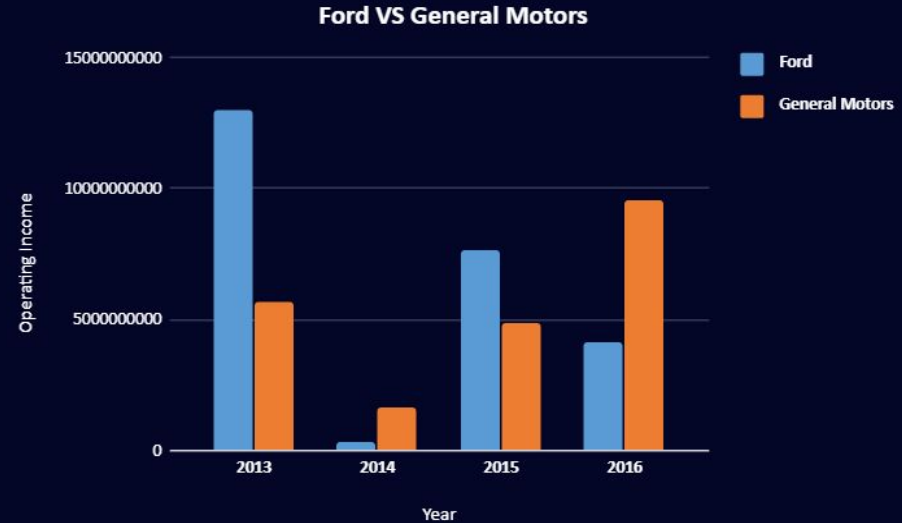


GENERAL MOTORS have managed to innovate and put the money on right products which have ranged from luxury sports cars to pickup trucks. The organization's swift decisions on liquidity have kept them stay afloat and stay ahead of the competition.

OPERATING INCOME: FORD OR GENERAL MOTORS, WHO FARES BETTER?

In comparison to General Motors, FORD have kept to maintain higher operating income. The organization have kept the operating income higher than 25% than that of General Motors.

In 2016, General Motors have managed to catch up and gain a considerable margin over FORD in earning Operating Income.



FORD have used efficient production standards and invested in properties and locations with better accessibility and availability.

GENERAL MOTORS

GENERAL MOTORS	VS	ALL OTHER COMPANIES
Average Total Revenue(in million dollars)		
157523 (+720%)		21822

GENERAL MOTORS	VS	FORD
Average Total Revenue(in million dollars)		
157253 (+10.6%)		148088

GENERAL MOTORS	VS	FORD
Mean Operating Profit (in million dollars)		
5441 (-8.06%)		6278

GENERAL MOTORS

Average Revenue : \$157523 Million

Mean Operating Profit: \$5441 Million

SUMMARY STATISTICS-

Mean: 5441000000 Median: 5284500000

Mode: #N/A

Standard Deviation: 3243649898.90

Large standard deviation indicates increases in Total Revenue and Operating Income in the near future.

The trend can be mapped from the year 2016 as seen on the previous graphs.



CONCLUSION

GENERAL MOTORS have considerable advantage over FORD in the year 2016 and continues to push forth.

GENERAL MOTORS have been pushing products of various ranges have been penetrating in a denser market with ease.

THANK YOU