

MATRIX DATATHON ANALYSIS AND INSIGHTS

Which MATRIX models and brands are the clear market winners?



- The business is **highly concentrated**: a small set of brands contributes a disproportionate share of YTD sales (\$371.2M).
- Volkswagen, Toyota, Volvo, and Pontiac** emerge as consistent volume drivers.
- While Porsche and Saab command **higher average prices**, their lower unit movement limits total revenue contribution.



Top 5 vehicles deserving prime showroom placement:

- Vehicles from **Volkswagen and Toyota** should dominate the floor due to their **high unit velocity**.
- One **premium anchor model** (e.g., Porsche) should be showcased for brand aspiration, not volume.

Insight: Revenue leadership is driven more by **units sold than pricing power**.

STYLE & AESTHETICS — Consumer Trends



Which body styles are customers gravitating toward?

- SUVs** are the dominant preference, contributing the largest share of YTD sales.
- Sedans and Hatchbacks** follow, indicating a secondary but stable demand.
- Niche styles (Passenger, Hardtop) remain marginal and should not be overstocked.



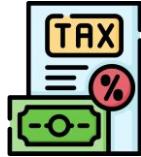
Trending colors — what should the showroom stock?

- Black** is the strongest-selling color, signaling preference for timeless, premium aesthetics.
- Pale White** follows closely, appealing to conservative and fleet buyers.
- Red** underperforms and should be stocked selectively.

Insight: Customers favor **safe, classic design choices**, especially for higher-ticket purchases.

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REGIONAL DOMINANCE — Market Intelligence



Which region is the current “Power Zone”?

- The **Midwestern and Southern regions** (e.g., Janesville, Middletown, Austin) show the highest concentration of sales activity.
- These regions combine **strong volume + consistent weekly trends**, making them core revenue engines.



Best location for a pop-up showroom:

- A **high-traffic Southern city (Austin-type market)** is the most profitable choice.
- These locations balance **demand depth, geographic reach, and repeat buying behavior**.

Insight: Growth is coming from **non-coastal, lifestyle-driven markets**, not legacy metro hubs.

Who is effectively moving the most inventory?



- Dealers in high-volume regions outperform not by higher prices, but by **conversion efficiency**.
- Top dealers sell **faster**, not necessarily **more expensive**, vehicles.
- Performance gaps suggest opportunity for **best-practice replication**, not replacement.

Insight: Sales success is driven by **process discipline**, not aggressive discounting

FINAL RECOMMENDATION

“Based on the data, MATRIX Motors should deprioritize Sedans in low-velocity regions and concentrate Automatic SUVs in Southern markets, where SUVs generate the highest YTD sales and the fastest weekly growth.”