

BRIGHT MOTORS

*IN-DEPTH ANALYSIS AND KEY
STRATEGIC RECOMMENDATIONS
FOR CAR SALES*

AGENDA

1. EXECUTIVE SUMMARY
2. APPROACH
3. ANALYSIS
4. STRATEGY AND ACTION PLANNING



EXECUTIVE SUMMARY

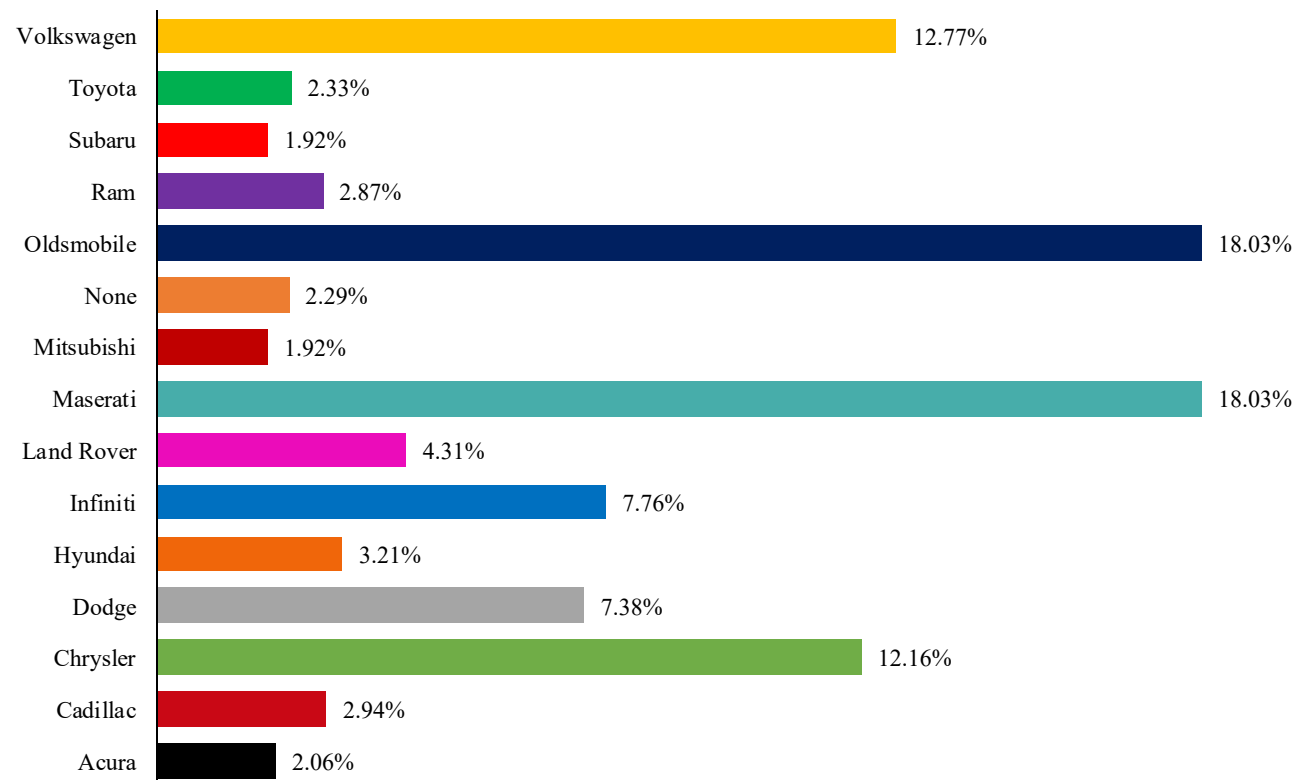
BRIGHT MOTORS SUMMARY

- Maserati and Oldsmobile, followed by Germany's Volkswagen are top sellers in the U.S automobile market, accounting for 18.03%, 18.03% and 12.77% respectively (1995-2015).
- The F-150 , Fusion and Altima are top selling models (Top 20, 1982-2015).
- Average Sale Prices have increased over time. Increased costs of production as driven by demand have contributed to this phenomenon.
- Average Mileage lies above Average Selling Prices over time – buyers seem indifferent to car mileage and are buying used/old cars, perhaps due to costly brand new cars.
- Budget cars (priced <\$25K) account for 85.79% of total cars sold/bought. Luxury vehicles are the least purchased cars.
- Dealerships ought to focus on transparency - provide clear, upfront communication on all pricing, financing options, and fees. This builds trust, which is the foundation of brand loyalty and repeat business to improve profitability and efficiency. Imperative, is the rapid implementation of a Seamless Omnichannel Experience, thus harmonizing online and in-store processes. This allows customers to complete steps like vehicle research, trade-in valuations, credit applications, and even price negotiation online. This speeds up the in-store process, reducing the time customers spend at the dealership—a major source of dissatisfaction.

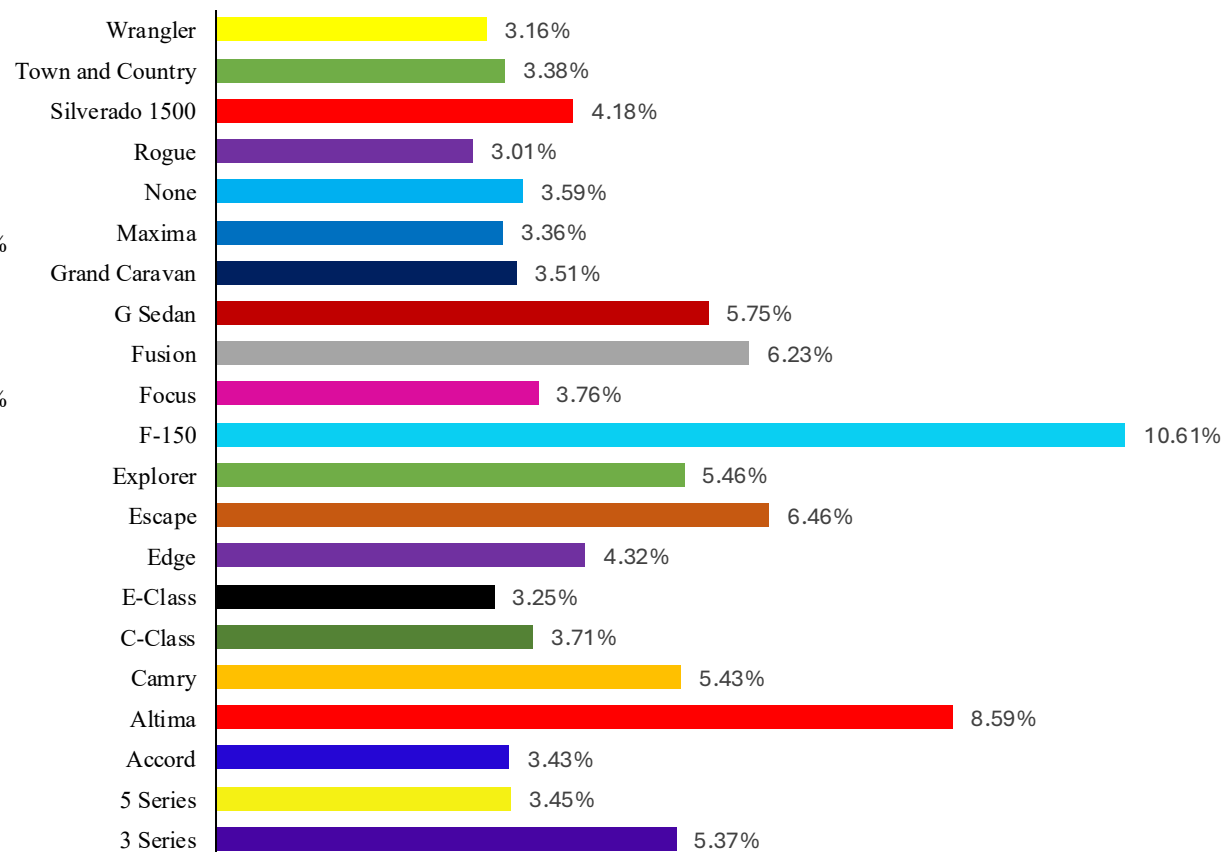
REVENUE ANALYSIS



Top 15 Best Selling Car Make by Revenue

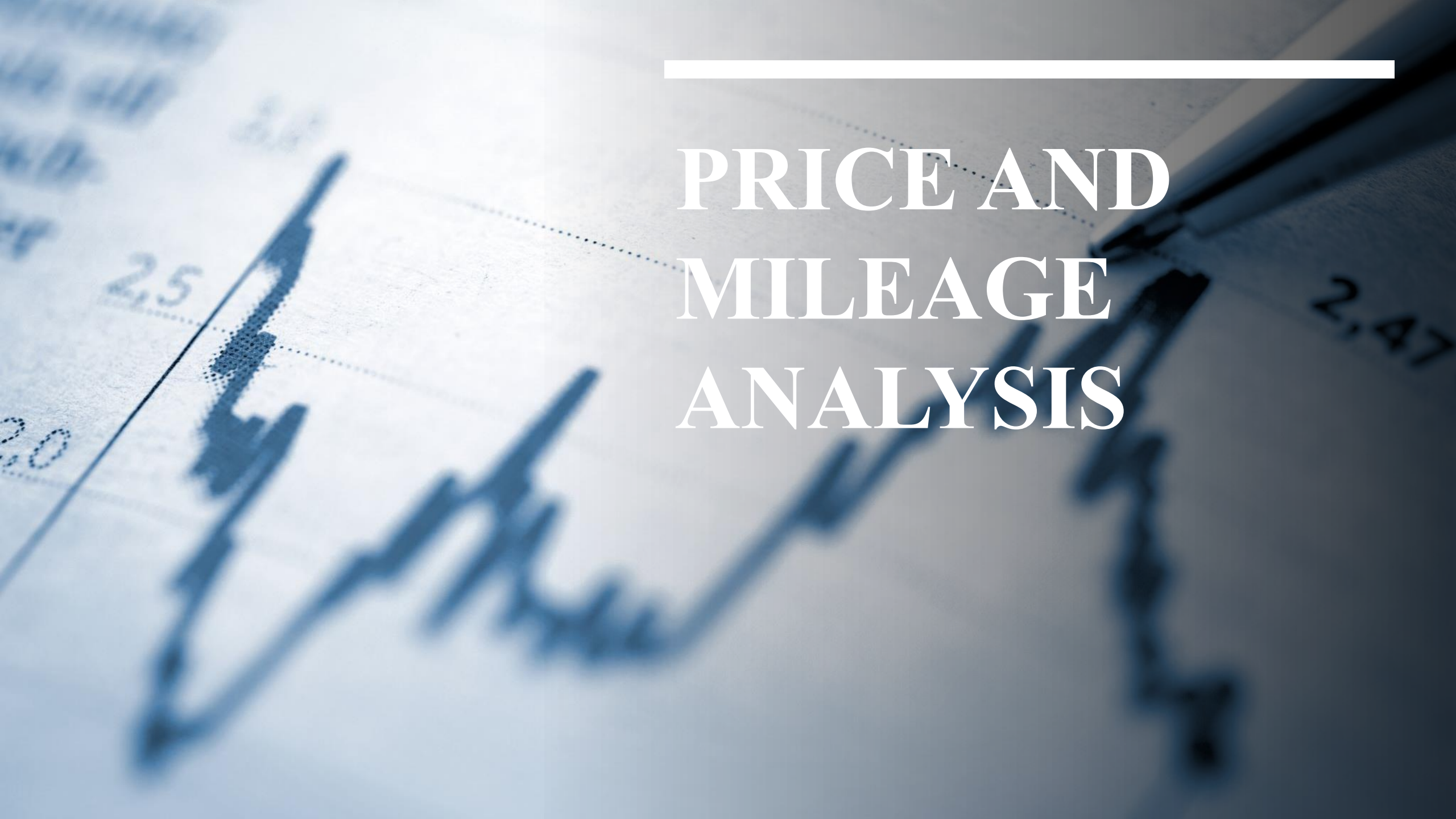


Top 20 Best Selling Car Models (1982 - 2015)



Key Insights

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The background is a blurred image of a document. It features a line graph with a jagged, upward-trending line. There are handwritten numbers in blue ink, including '2.5' and '2.47'. A white horizontal bar is positioned at the top of the text area.

PRICE AND MILEAGE ANALYSIS

Average Selling Price vs. Average Mileage Over Time (1995-2015)



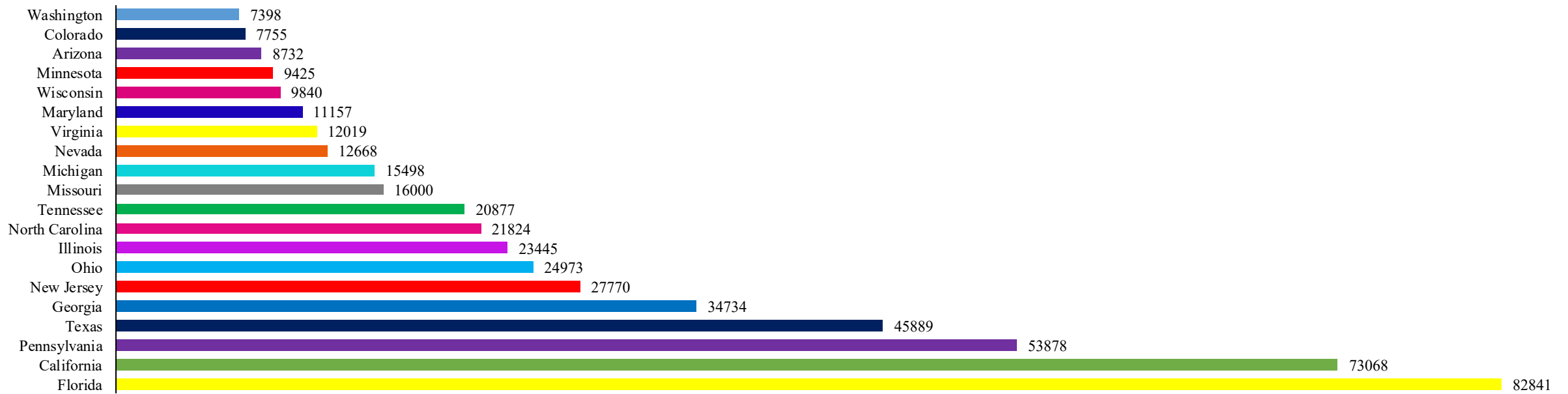
Key Insights

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- Average Mileage lies above Average Selling Prices over time – buyers seem indifferent to car mileage and are buying used/old cars, perhaps due to costly brand new cars.
- Cars with higher mileage cost less while low mileage cars sell at higher prices.



CAR SALES REVENUE BY STATE

Top 20 States : Sales Volume by Location



- Key insights
- Florida is our best-selling state – with a staggering record of 82 841 (14.84%) of sales for the period, 1982-2015, followed by California at 73068 (13.09%).
- Florida as a tourist destination area, commands a unique demographic landscape.
- High sales are own to rise in rental car demands and purchases.

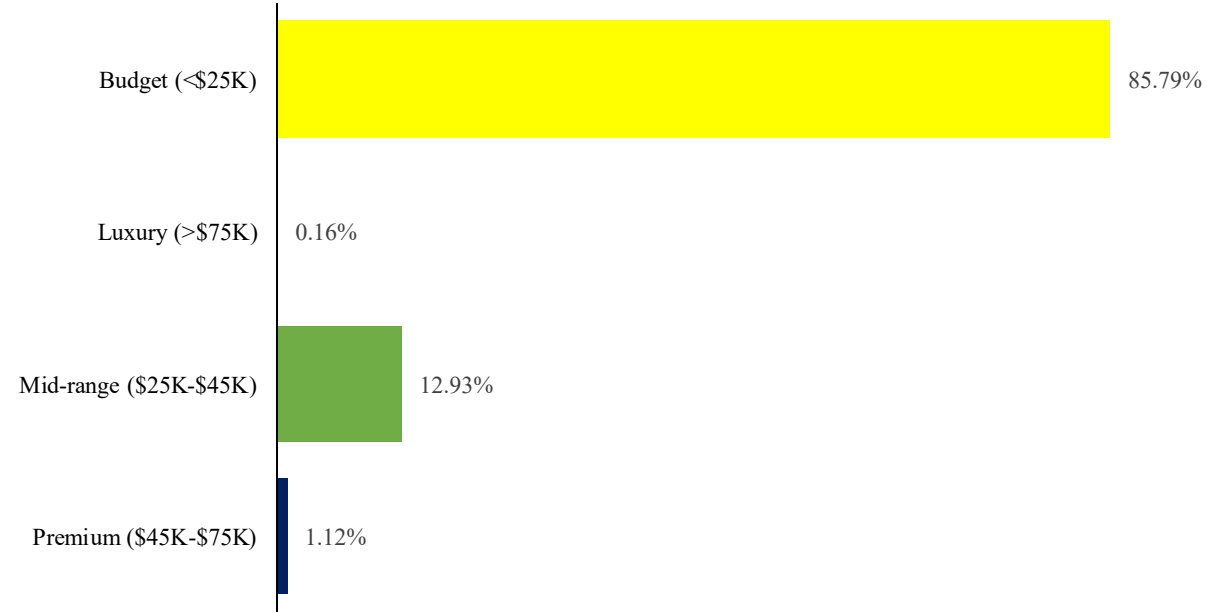
TREND ANALYSIS



Car Mileage Categorization



Car Price Categorization



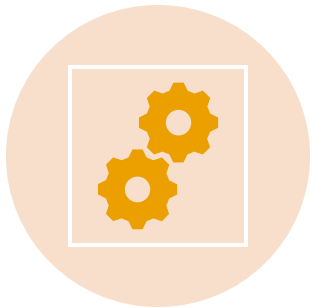
Key Insights

- Budget cars (priced <\$25K) account for 85.79% of total cars sold/bought. With a continuous increase in fuel prices and car maintenance costs, buyers opt for fuel efficient, affordable cars with low running costs.
- Luxury vehicles, the least purchased cars, are a mere 0.16% of total sales.
- About 34 978 (6.3%) of vehicles are sold at high car mileage while 29 055 (5.2%) had very high mileage (>100K miles)

STRATEGIC RECOMMENDATIONS



KEY STRATEGIC RECOMMENDATIONS



Digital Transformation & Sales Efficiency

Profitability in Used Vehicles & Fixed Operations

- **Maximize Trade-in Profitability:** Implement a standardized, transparent, and quick **Top-Down evaluation process** for trade-ins to ensure you buy the car well, which is the key to used car profit.
- **Aggressive Inventory Management:** Use **data analytics and real-time market tools** to optimize which used cars to acquire (via trade-ins or auction) and how to price them. The goal is a fast turn rate; aim to liquidate any vehicle over **90 days in stock** as holding costs quickly erode margin.

KEY STRATEGIC RECOMMENDATIONS

**Customer Experience &
Staff Development.**



Focus on Transparency:
Provide clear, upfront
communication on all
pricing, financing options,
and fees. This builds trust,
which is the foundation of
brand loyalty and repeat
business.



Cultivate a Data-Driven
Culture: Implement
training that emphasizes
the use of your Customer
Relationship Management
(CRM) system and other
data platforms across all
departments (sales,
service, and parts). Use
data to personalize
customer interactions and
identify their needs.

**THE END. THANK
YOU!!**

