

BRIGHT MOTOR CAR

ANALYSIS

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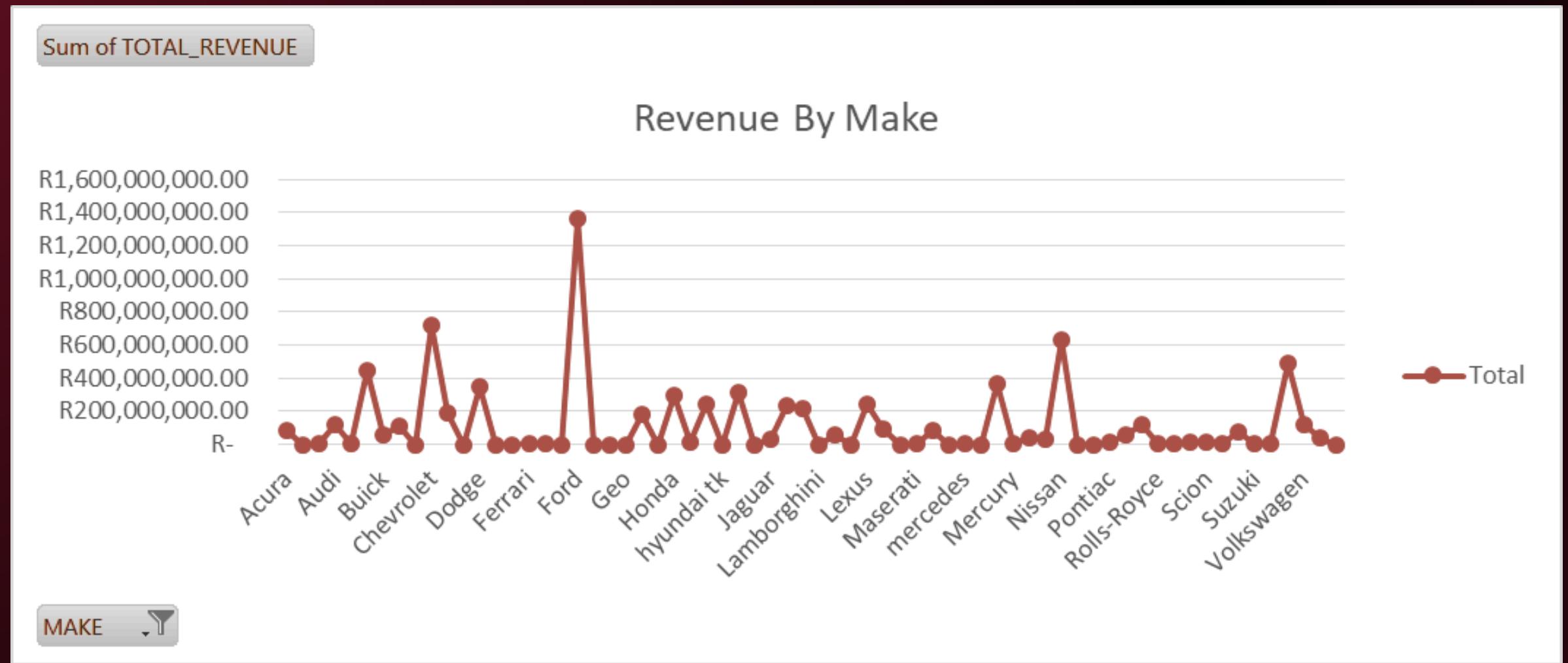
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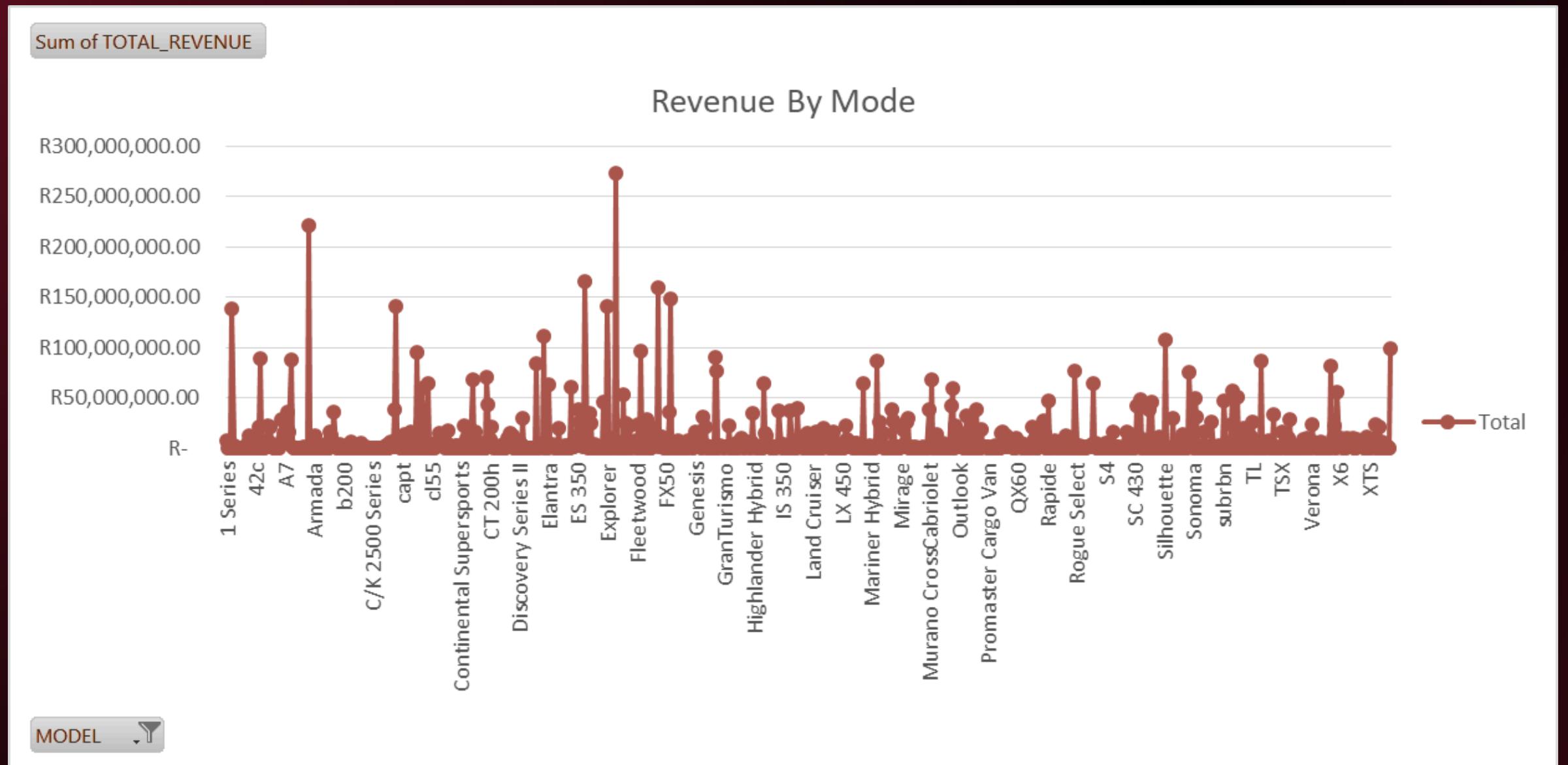
REVENUE BY MAKE



A Few Car Makes Dominate Total Revenue

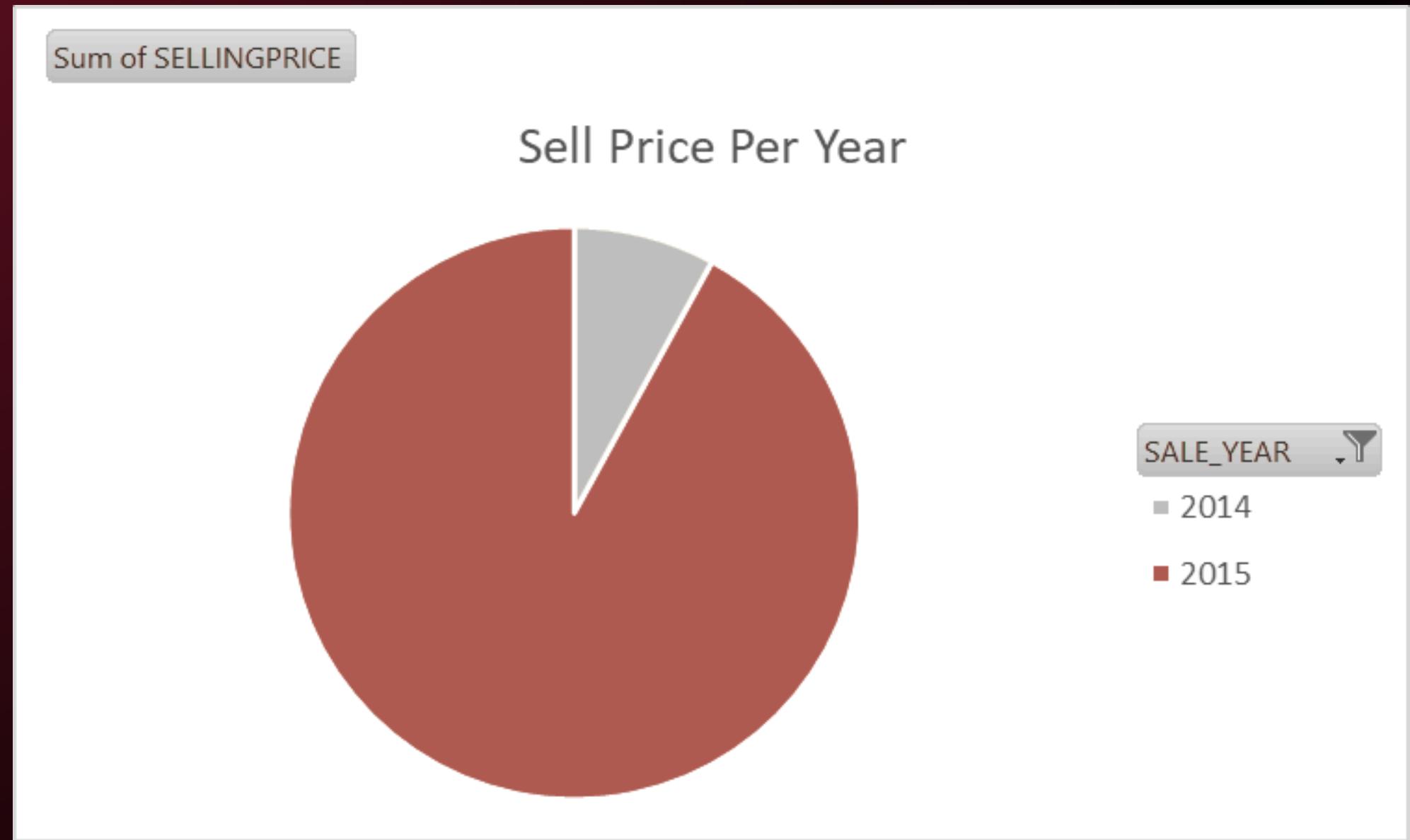
Ford makes the most revenue

REVENUE BY MODE



SUVs and large vehicles generate the most revenue

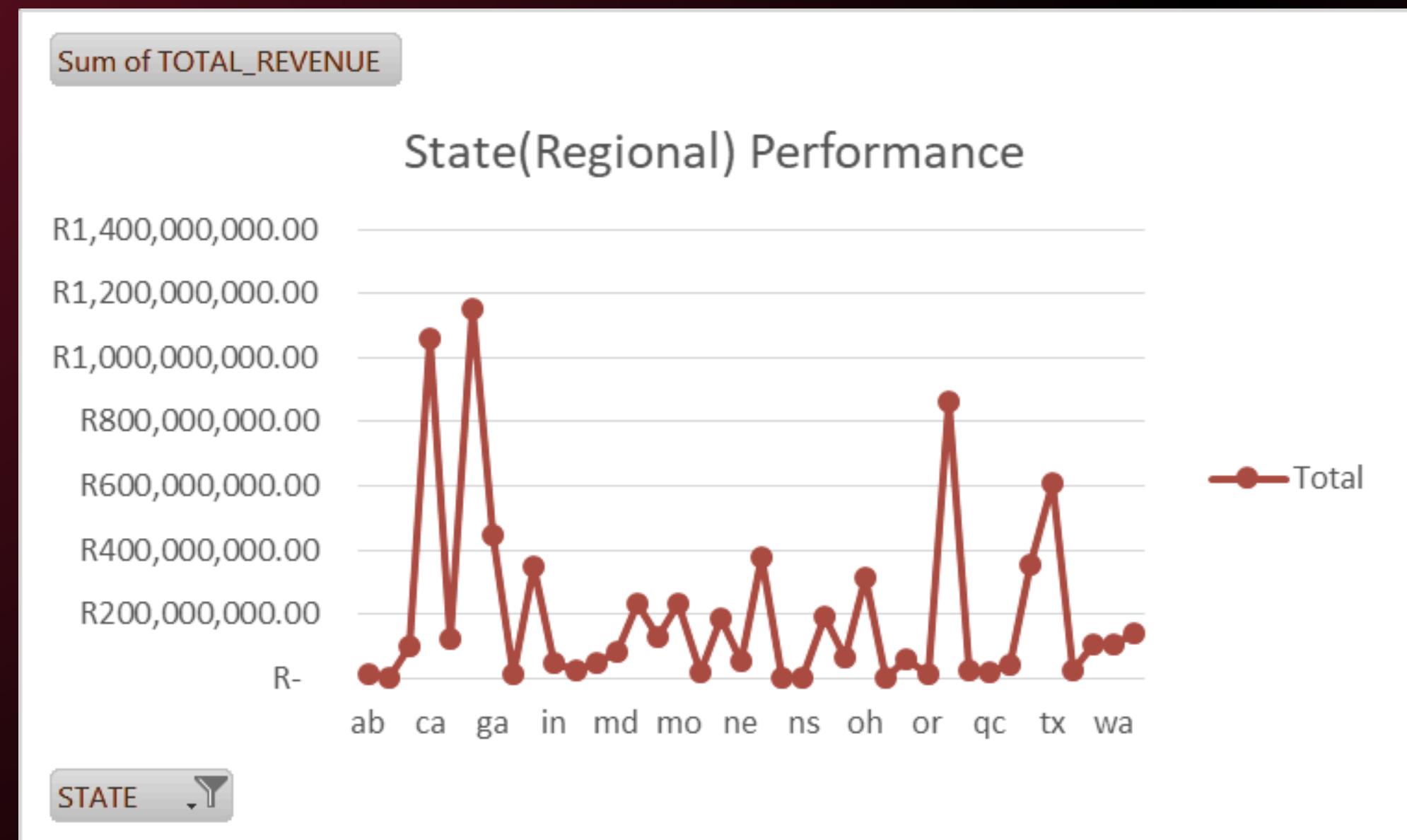
SELL PRICE PER YEAR



2015 contributes the dominant share of all vehicle selling price totals.

2014 contributes only a small fraction of total selling price revenue.

STATE(REGIONAL) PERFORMANCE



State with the highest revenue is CA

State with lowest revenue is AB

AVERAGE SELLING PRICE PER MONTH



After March 2015, there's a noticeable decline

The Average Selling Price shows sharp increases and decreases, meaning the pricing is not stable.

The highest prices appear around January to March 2015.

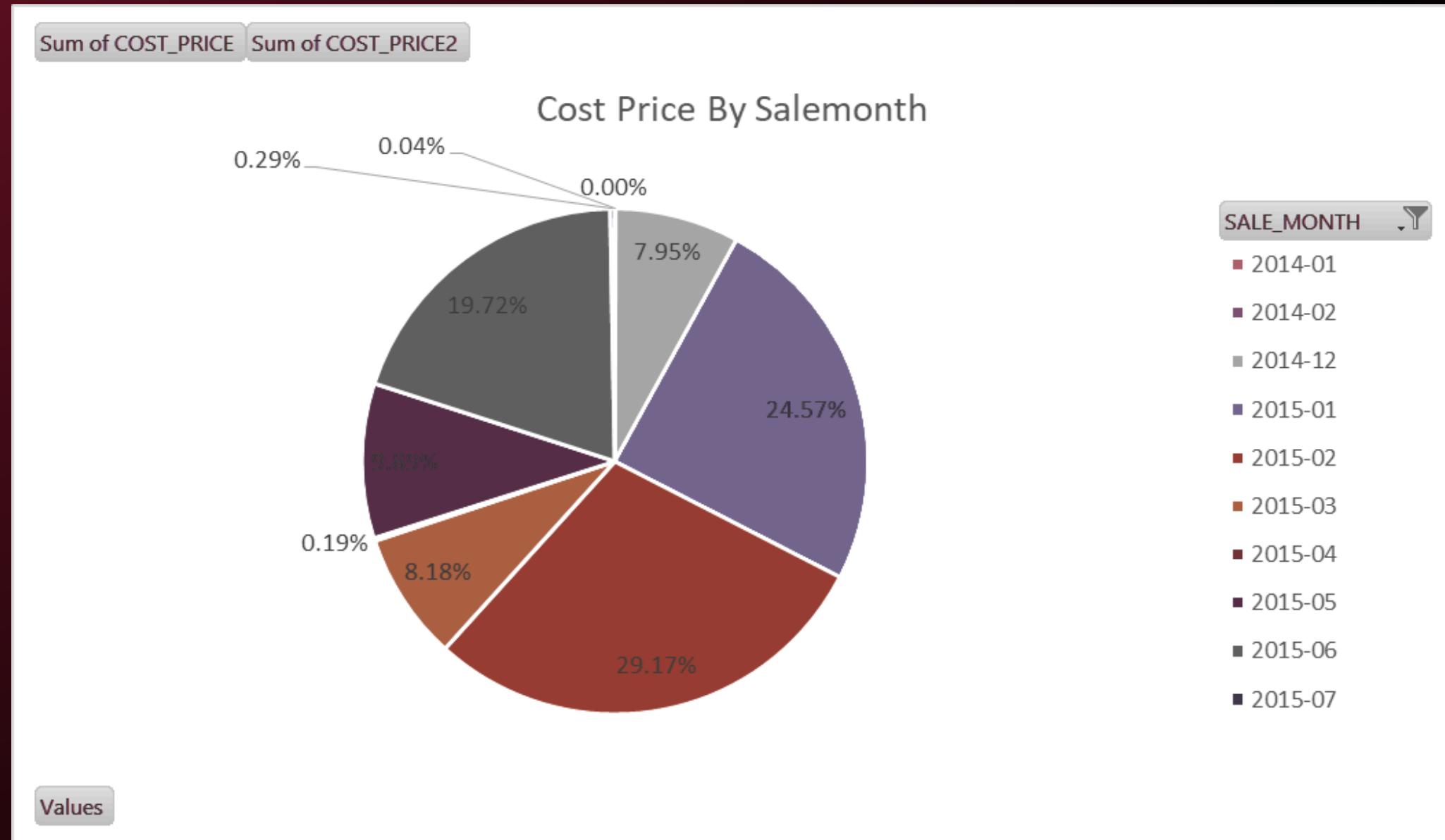
SELL PRICE BY YEAR MANUFACTURED



Vehicles from 2012–2014 contribute the highest total value, far exceeding older models.

Older vehicles (1980–2000) contribute very low revenue.

COST PRICE PER SALE MONTH



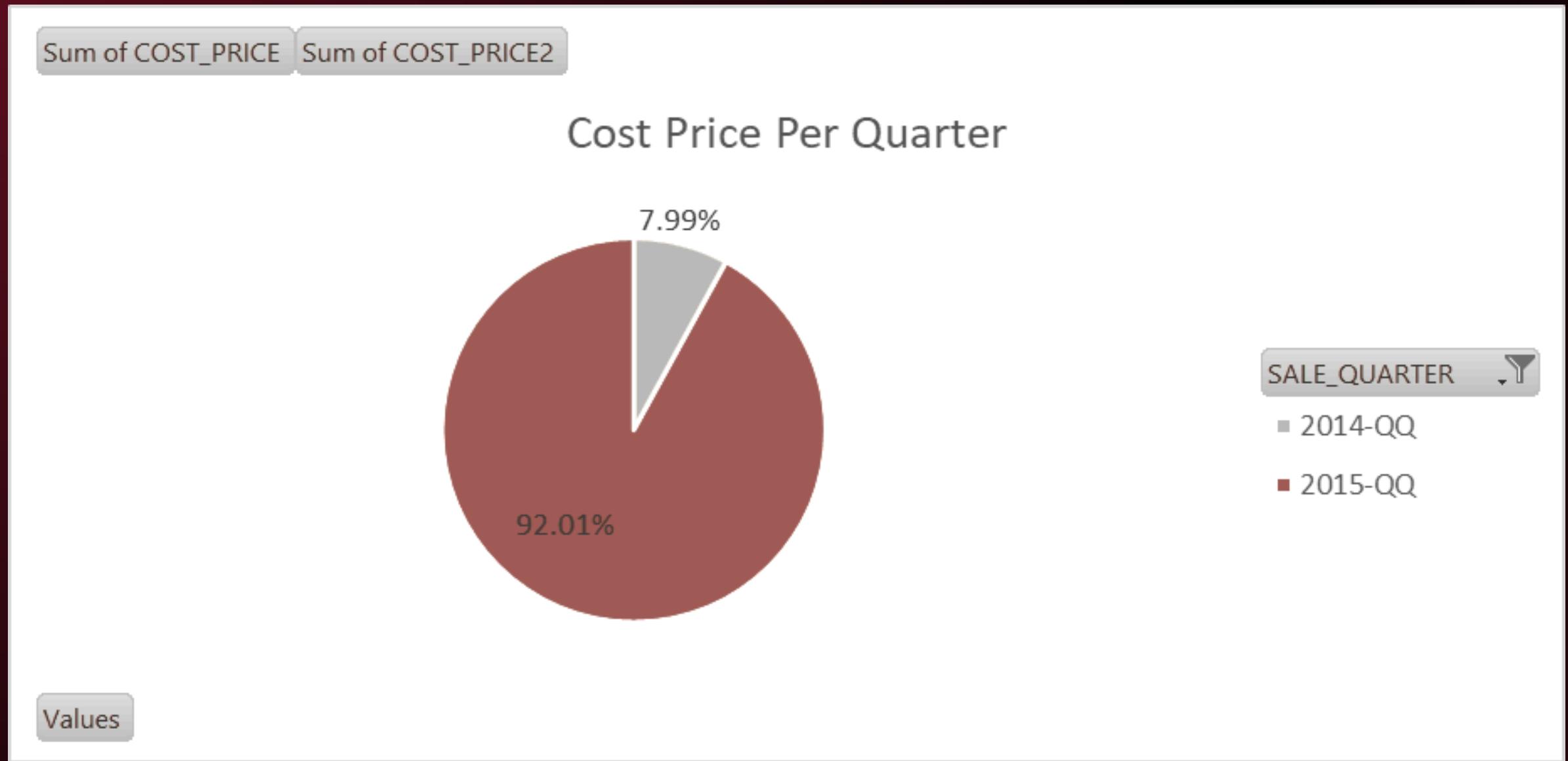
**There are months that contribute less than 1%
2014-01 =0.29%**

**There are some that have moderate contribution
2015-05 =8.18%**

Three Months Contribute the Largest Share of Total Cost Price.

- 2015-03 =29.17% (Highest), 2015-01 =24.57% , 2015-04 =19.72%**

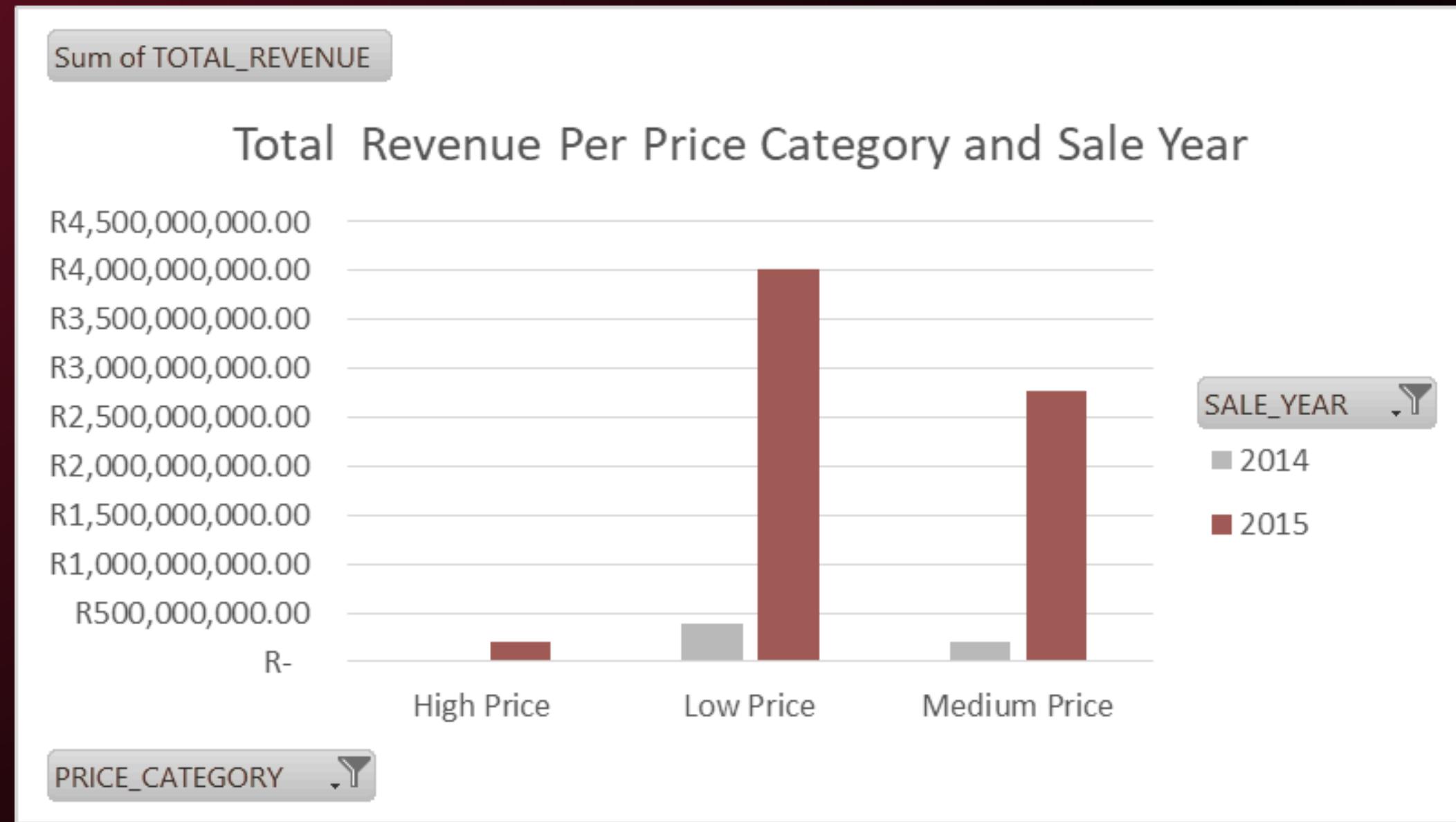
COST PRICE PER QUATER



**2015 Dominates the Cost Structure
(92.01%)**

**Very Low Cost Activity in 2014
(7.99%)**

TOTAL REVENUE PER PRICE CATEGORY AND SALE YEAR



Low-Price Vehicles Generate the Highest Revenue (2015 Dominates)

Medium-price vehicles contribute the second-highest revenue, especially in 2015.

RECOMMENDATIONS

Focus Inventory on High-Demand Segments (Low & Medium Price Vehicles)

Use competitor market data to ensure pricing stays competitive.

Strengthen Marketing for High-Performing Segments

Expand Sales in High-Performing Regions

Improve Trade-In Programs to Drive More Sales

THANK YOU

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