

# BRIGHT MOTOR CAR

## ANALYSIS

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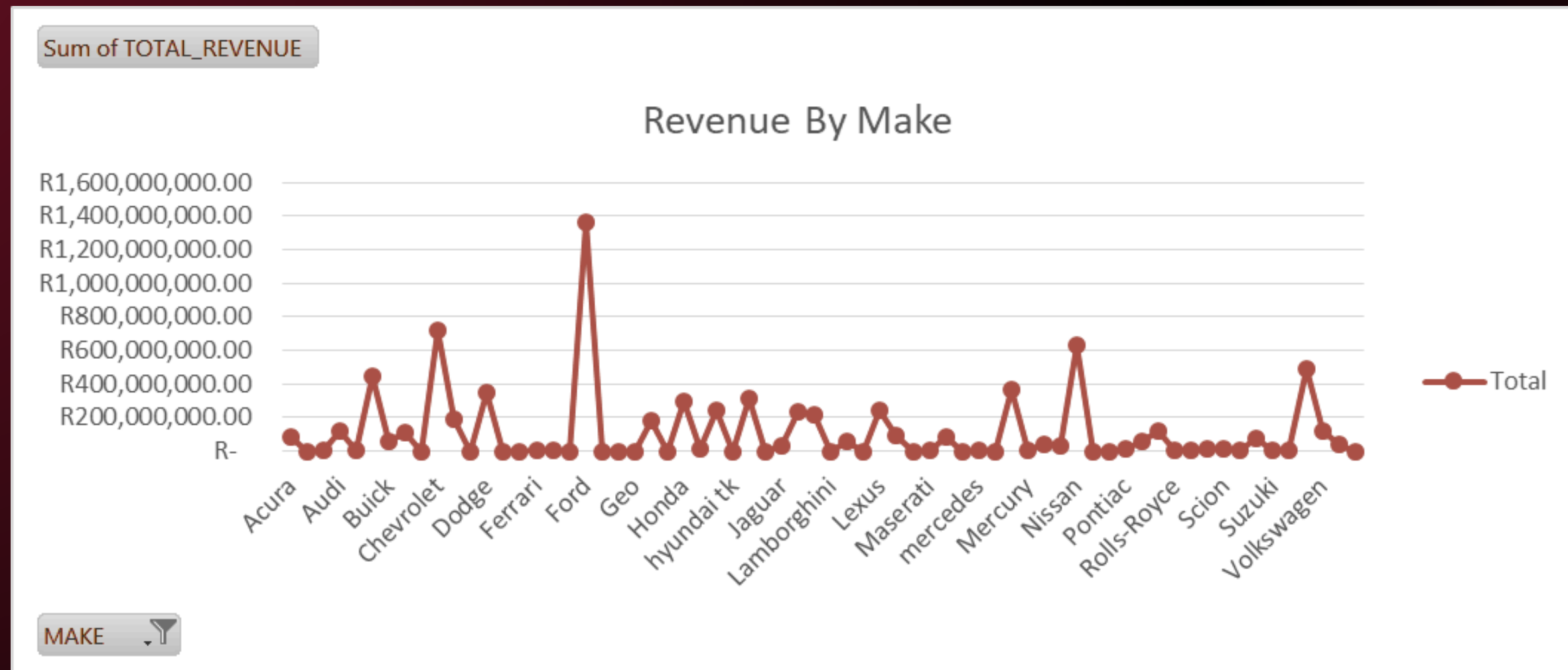
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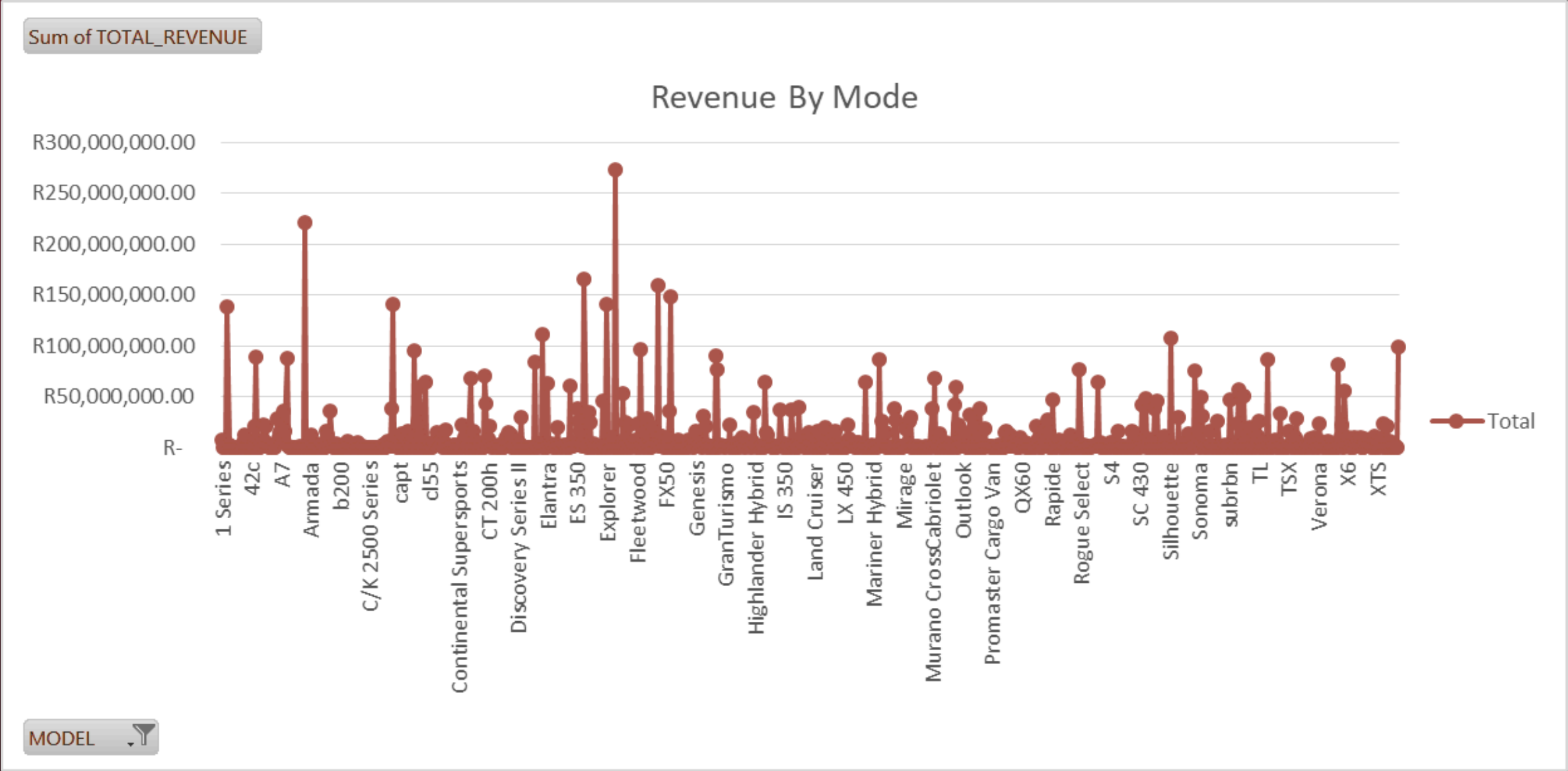
# REVENUE BY MAKE



**A Few Car Makes Dominate Total Revenue**

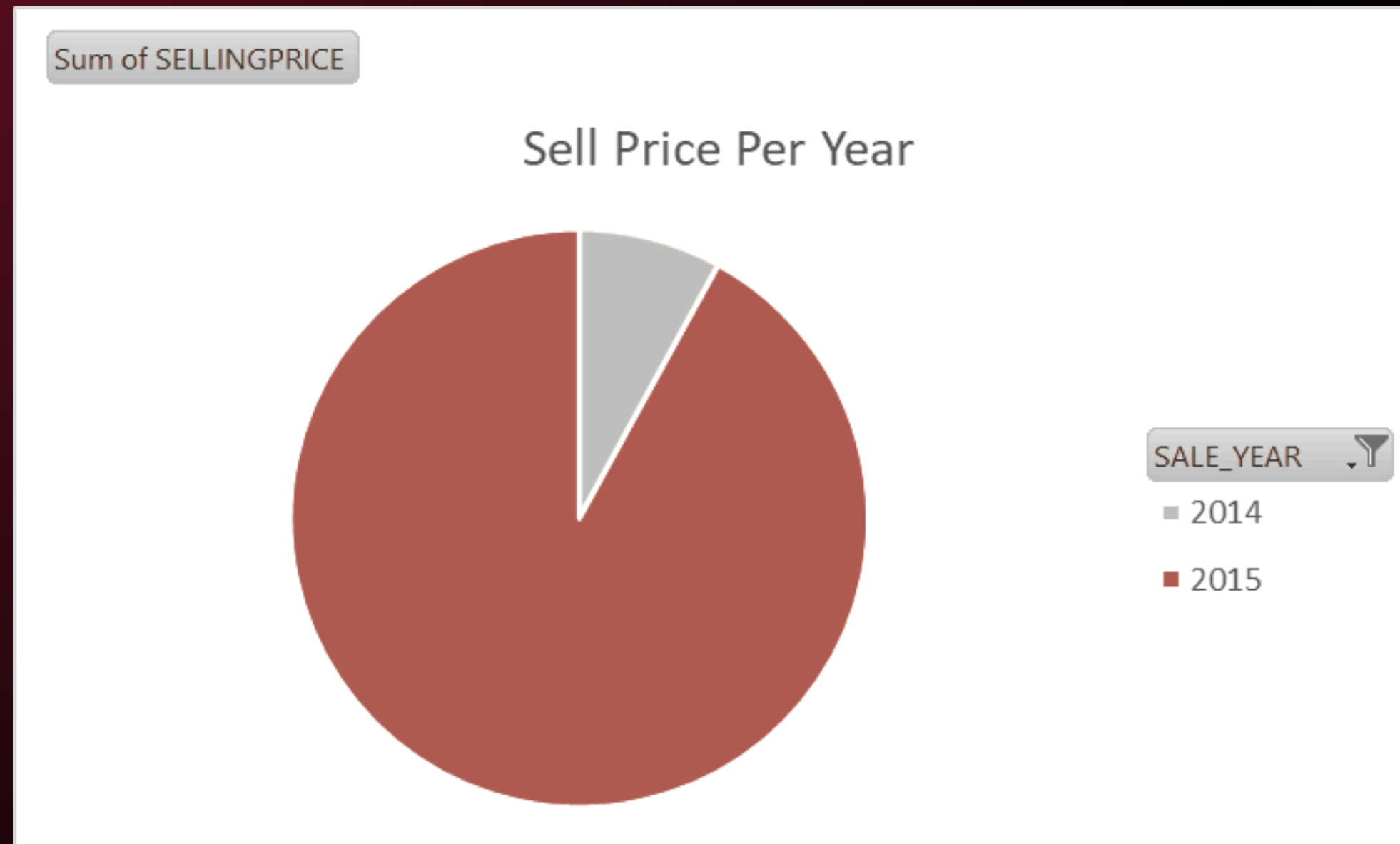
**Ford makes the most revenue**

# REVENUE BY MODE



**SUVs and large vehicles generate the most revenue**

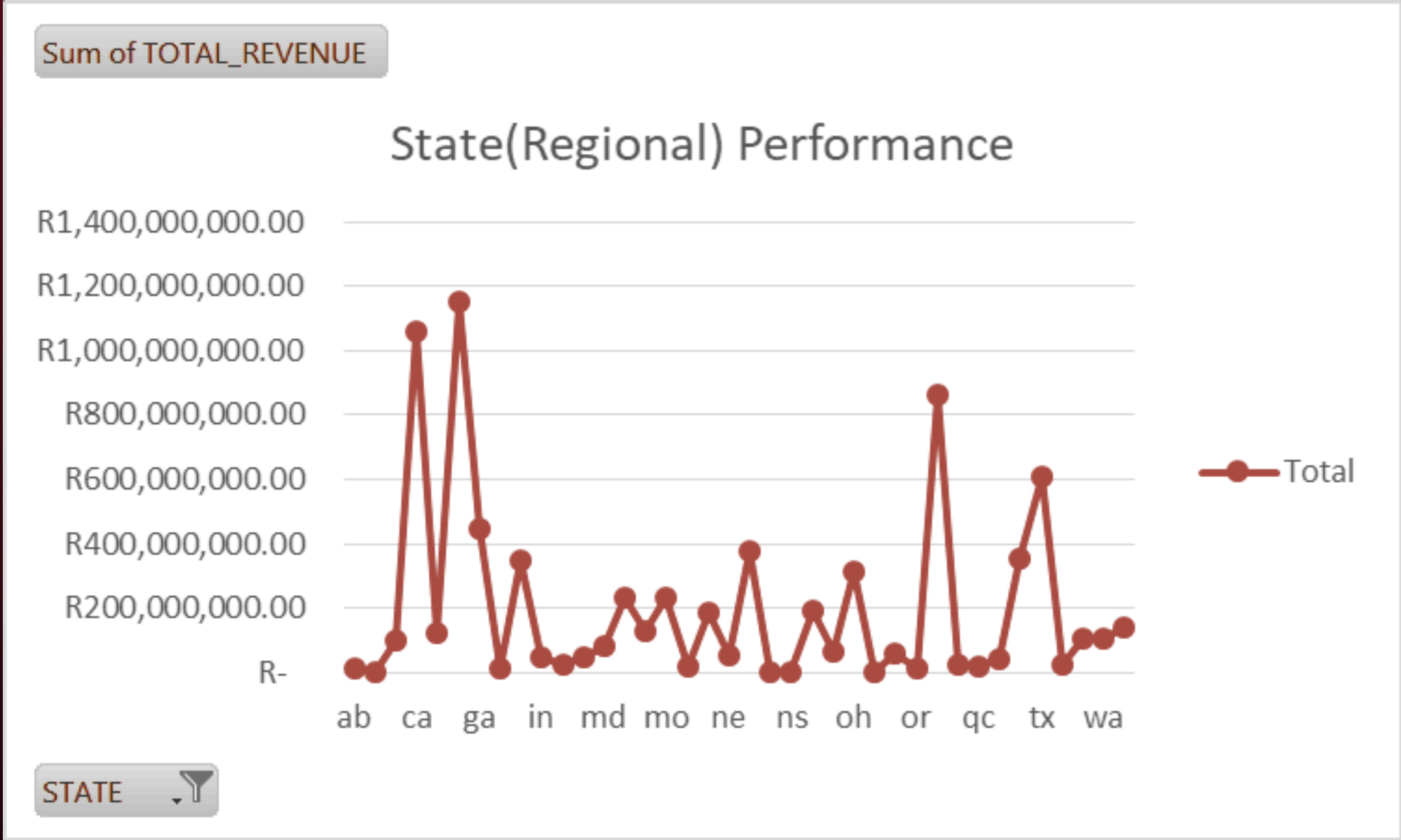
# SELL PRICE PER YEAR



**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

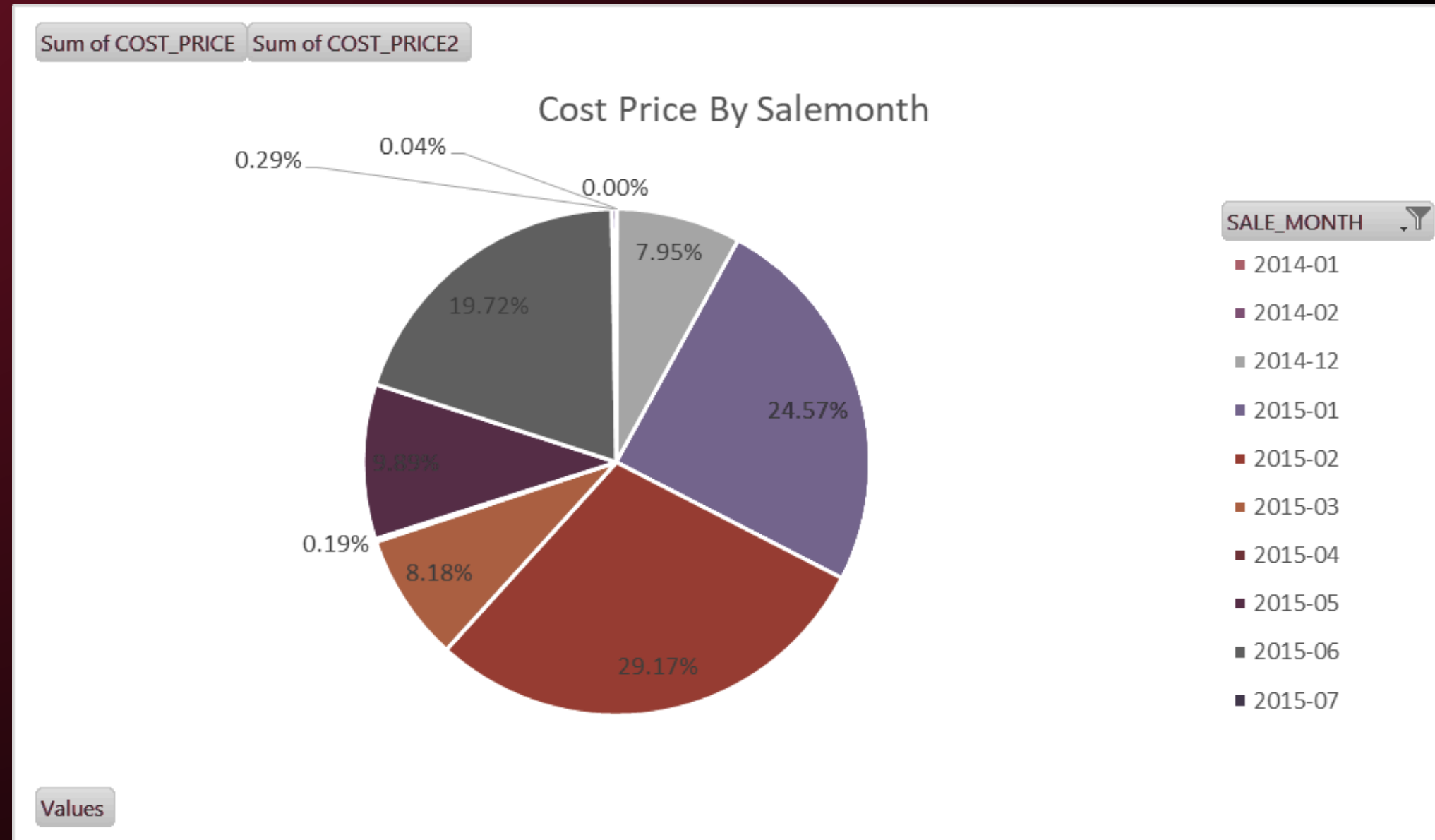


**Vehicles from 2012–2014 contribute the highest total value, far exceeding older models.**

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



# COST PRICE PER SALE MONTH



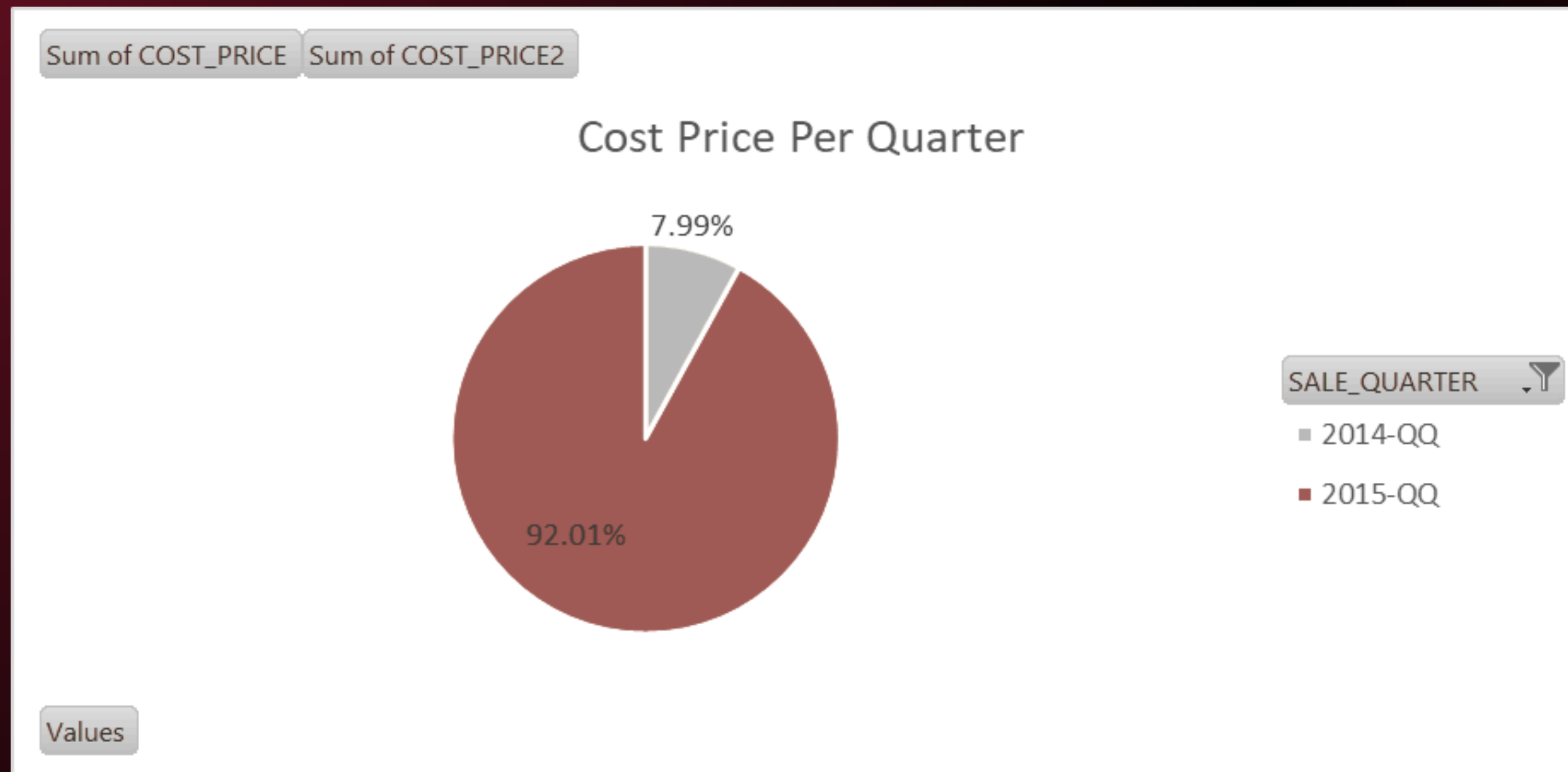
**There are months that  
contribute less than 1%  
2014-01 = 0.29%**

**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%**

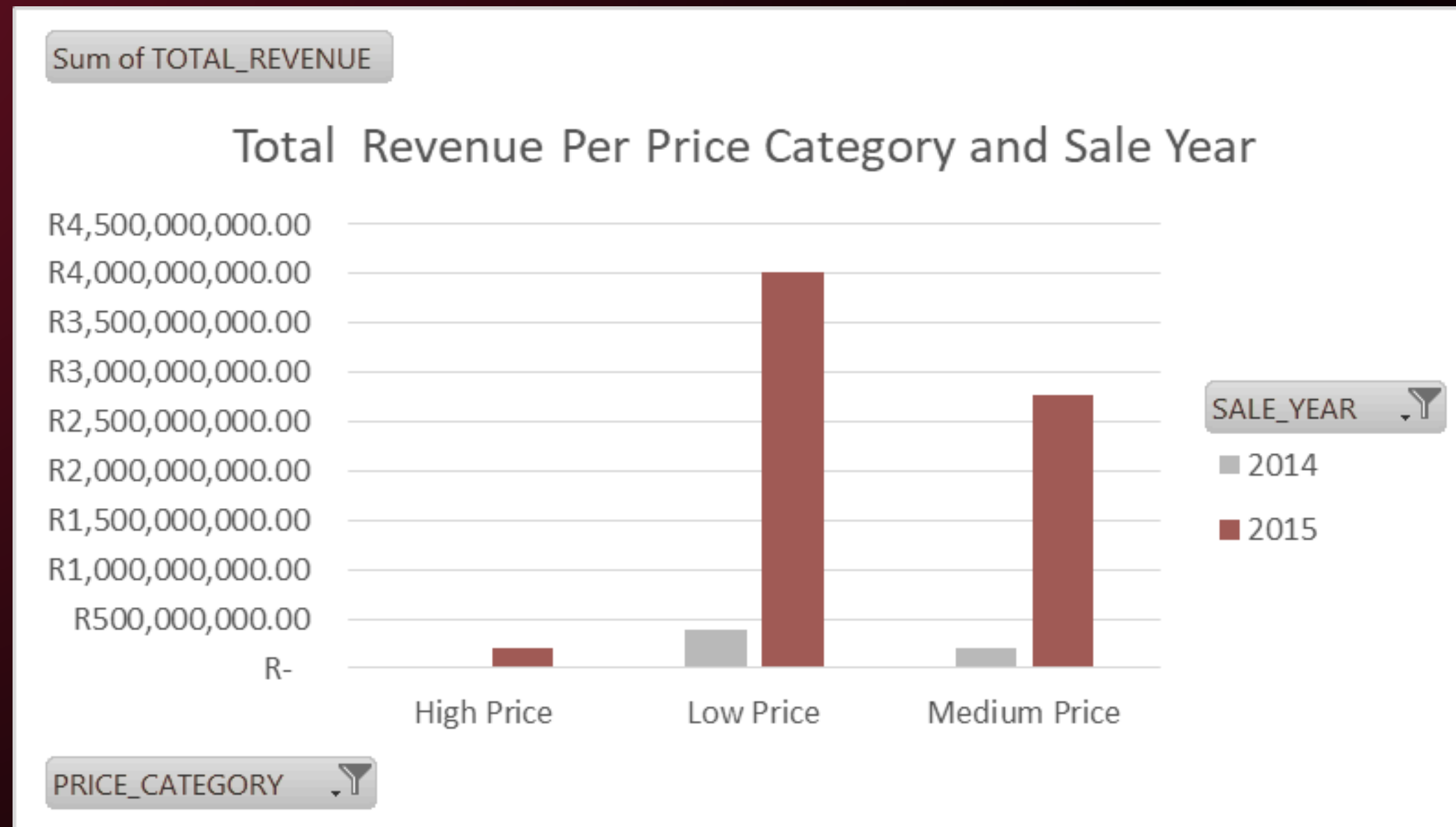
# COST PRICE PER QUATER



**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

**THEODORAS NHLAYISO MASINGE**