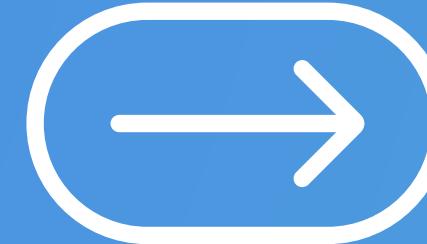


Bright Motors

Car Sales

Analysis



OBJECTIVE AND INSIGHTS TO DELIVER

Objective:

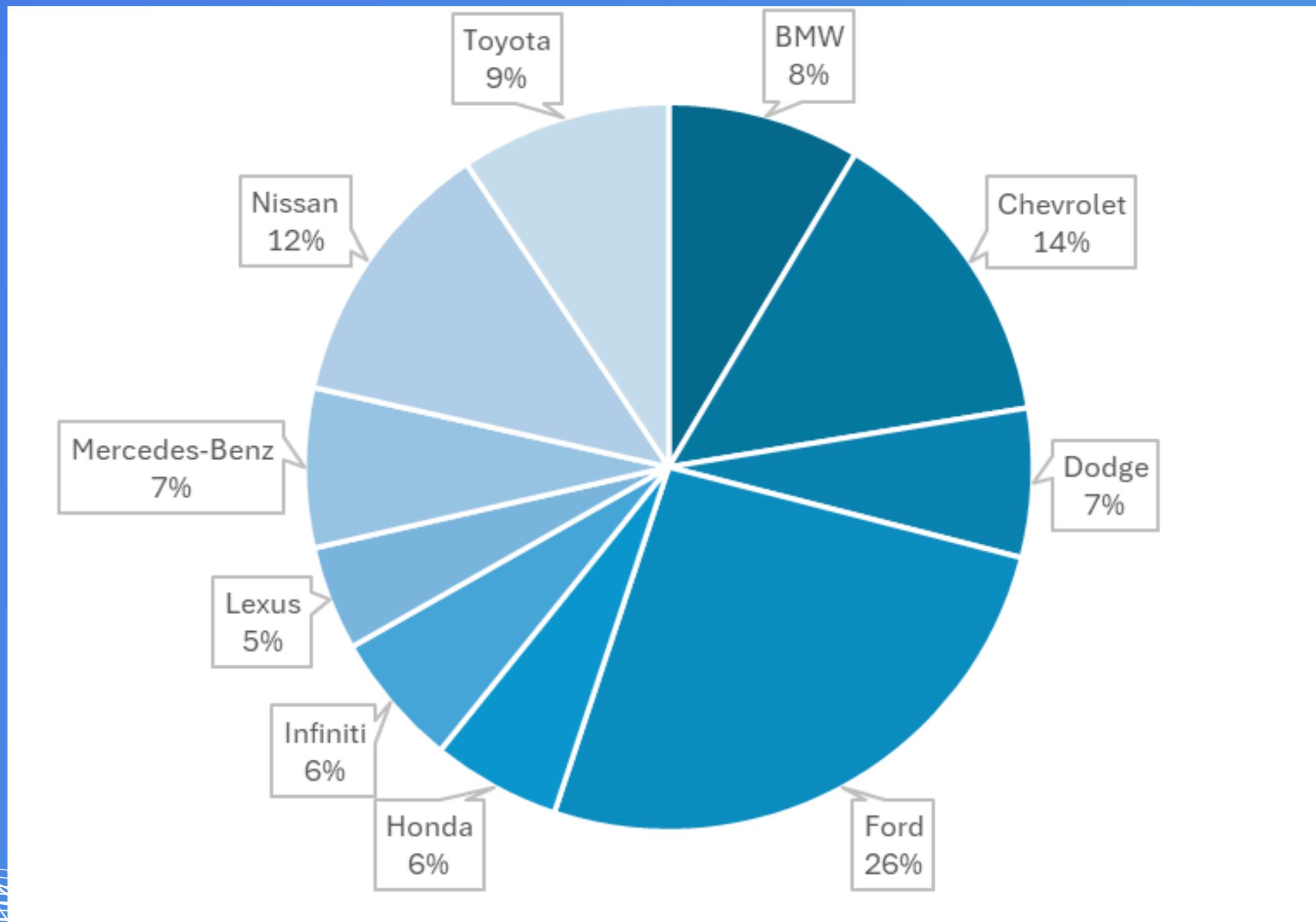
Analyse historical car sales data for Bright Motors to provide actionable insights for the new Head of Sales.



Insights to deliver:

- Which car makes and models generate the most revenue.
- The relationship between price, mileage, and year of manufacture.
- Regions or locations with the highest sales volumes.
- Trends in customer purchasing preferences.
- Actionable recommendations to increase profitability and efficiency.

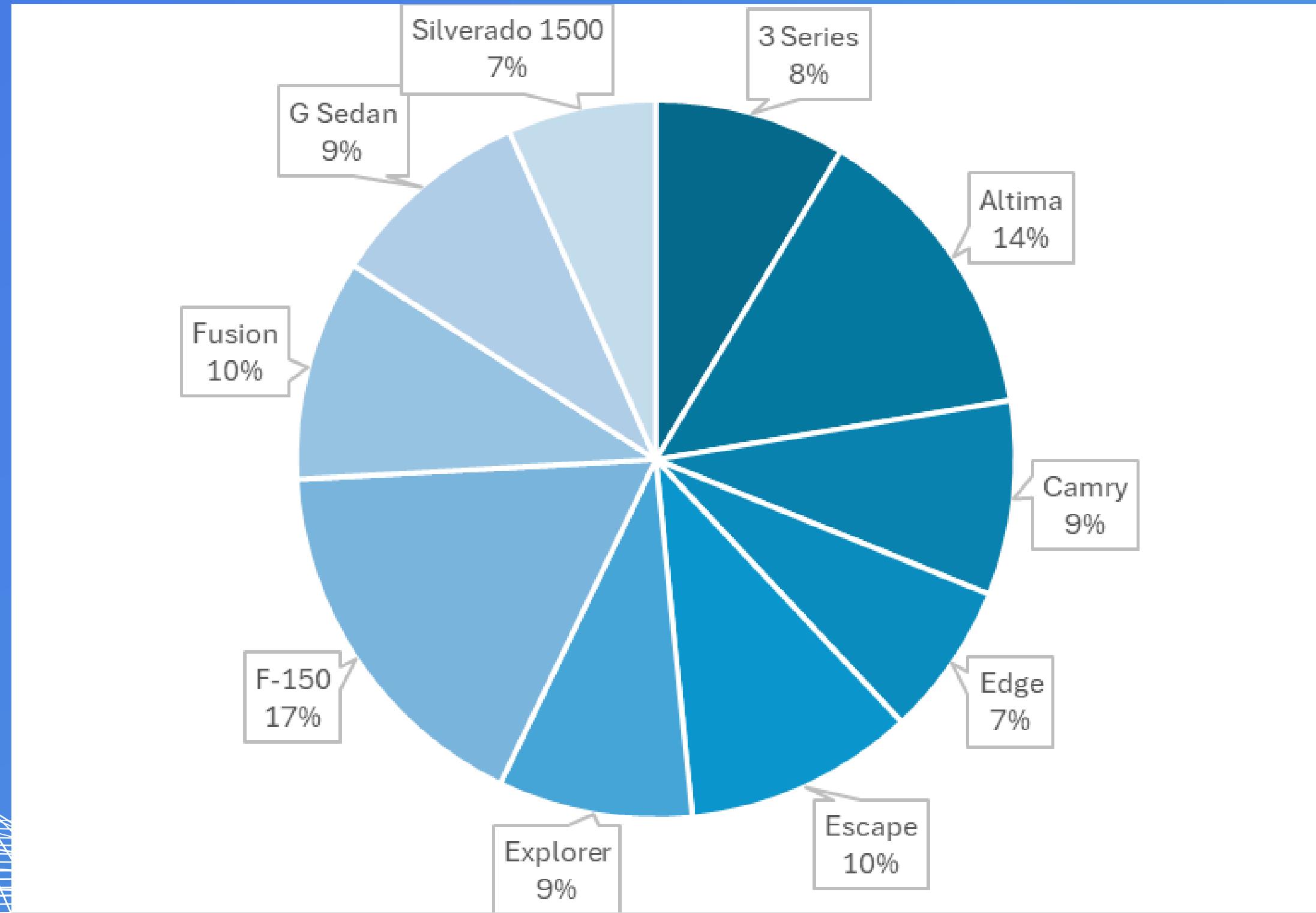
TOP 10 CAR MAKES BY REVENUE



Data Insights

- Ford is the most popular car make, followed by Chevrolet and then Nissan.

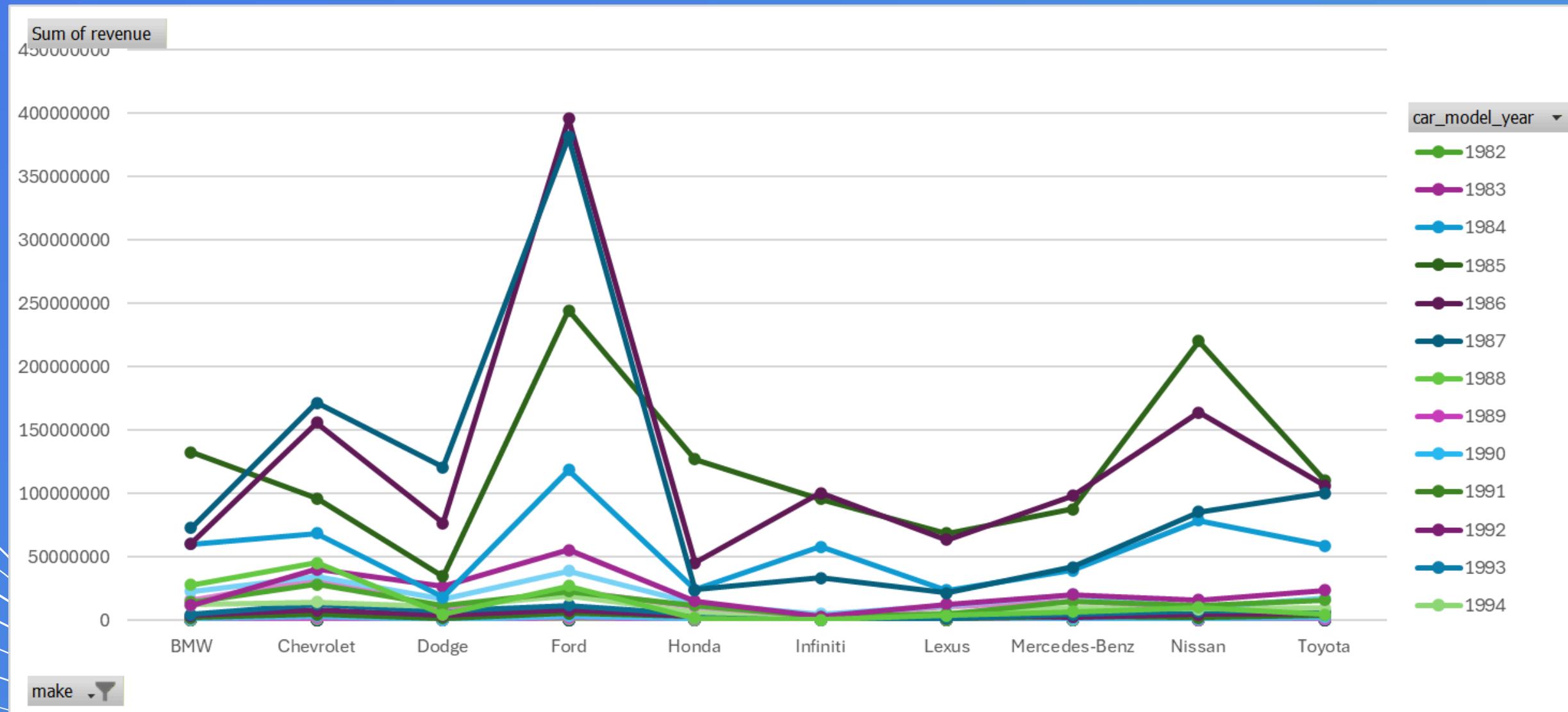
TOP 10 CAR MODELS BY REVENUE



Data Insights

- Nissan Altima is the best performance car model.

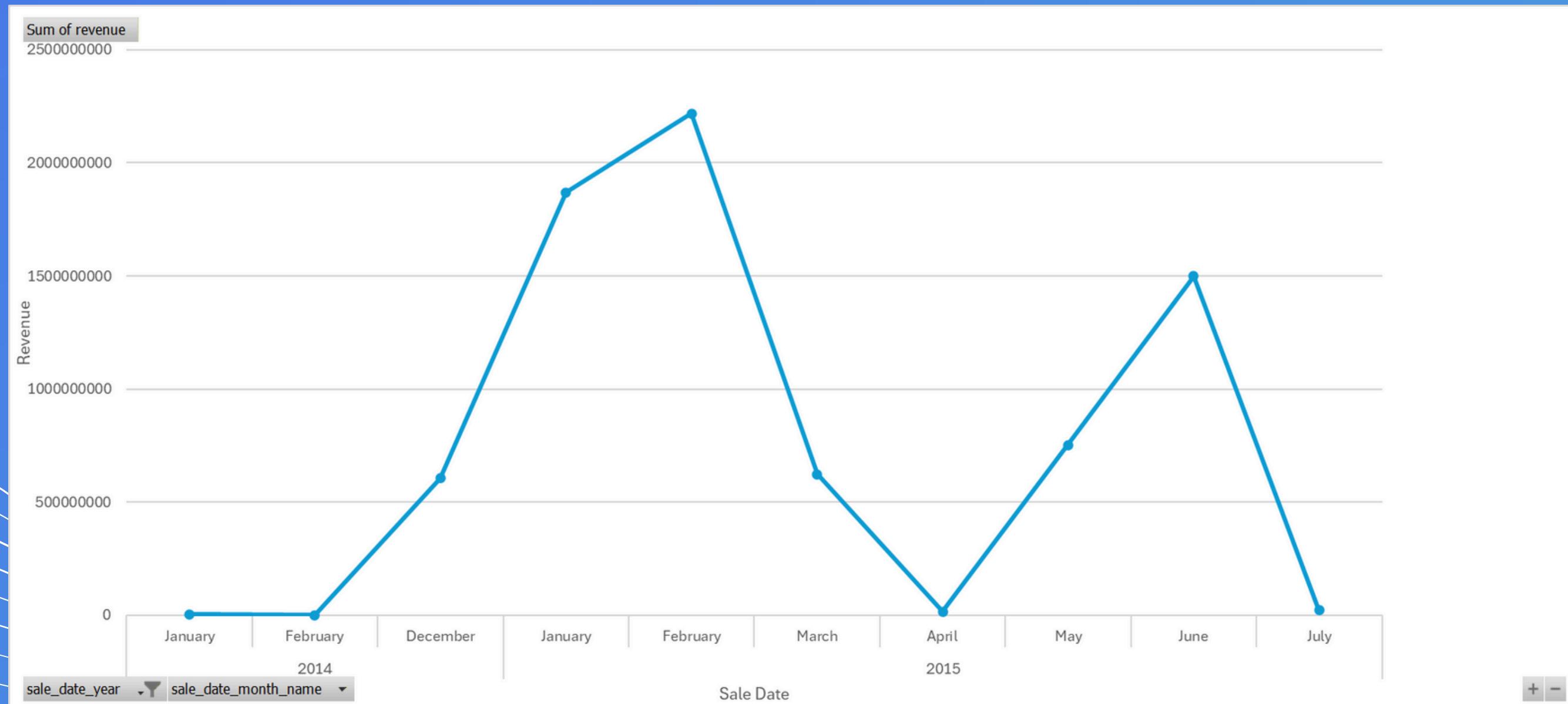
TOP 10 MAKES BY REVENUE PER CAR MANUFACTURE YEAR



Data Insights

- Ford appears to be one of the most popular car makes year on year.

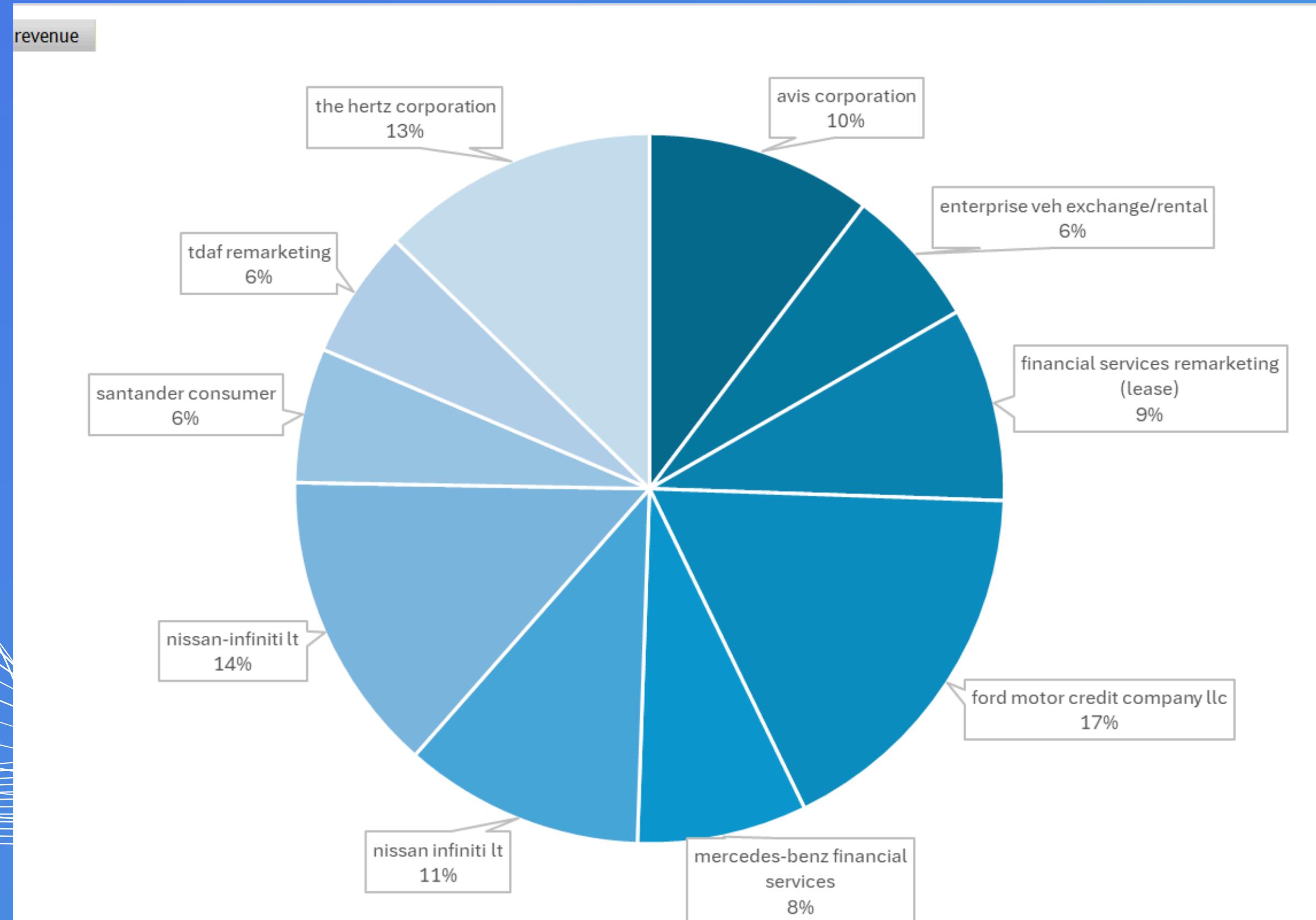
TOP 10 MAKES BY REVENUE PER CAR MANUFACTURE YEAR



Data Insights

- February 2015 is the highest revenue-generating month across the car makes and models.

TOP 10 DEALERSHIPS IN TERMS OF REVENUE GENERATED



Data Insights

- Nissan Infiniti LT generated the most revenue over the period.

KEY INSIGHTS AND RECOMMENDATIONS



Key Insights

- **Total Records:** 558,825 transactions
- **Year Range:** 1982 – 2015
- **Average Selling Price:** \$13,611
- **Average Mileage:** ~68,321 miles
- **Top Makes:** Ford (93,553), Chevrolet (60,197), Nissan (53,946), Toyota (39,871), Dodge (30,708)
- **Top Models:** Altima (19,349), F-150 (14,479), Fusion (12,945), Camry (12,545), Escape (11,861)
- **Sales by Year:** Peak years were 2012 (102,313), 2013 (98,160), and 2014 (81,068)
- **Top Regions:** Florida (82,945), California (73,148), Pennsylvania (53,907), Texas (45,913), Georgia (34,750)
- **Correlation:** Mileage vs Price = -0.58 (strong negative correlation)



Recommendations

- **Marketing Focus:** Prioritise top-selling makes (Ford, Chevrolet, Nissan, Toyota, Dodge) in campaigns.
- **Regional Strategy:** Target high-performing regions (FL, CA, PA, TX, GA) with localised promotions.
- **Pricing Strategy:** Adjust pricing for older models (1982–2015) to clear inventory and attract budget buyers.
- **Highlight Low Mileage:** Since mileage strongly impacts price, emphasise low-mileage vehicles in ads and premium listings.
- **Inventory Planning:** Stock popular models like Altima, F-150, Fusion, Camry, and Escape to meet demand.
- **Seasonal Promotions:** Leverage peak sales trends (2012–2014 patterns) for timing future campaigns.