Bright Motors data anlysis

Brigh TV Dataset and viewership

Clean the data in Snowflake

First, I extracted and filtered the raw sales data, ensuring I only used valid records with positive selling prices and MMR values, and I successfully parsed the sale date string into a proper timestamp. I then enriched the dataset by creating a new "odometer_class" field to categorize each vehicle's mileage into one of five descriptive segments, from 'Like New' to 'Very High'. Next, I grouped the data by key attributes like make, model, and region to calculate my core performance metrics, including total revenue, units sold, and the average profit margin percentage. Finally, I organized the aggregated results to prioritize the highest revenue-generating segments and show sales trends by year and month, giving me a comprehensive, multi-dimensional view of the business performance.

Objectives

1. Which car makes and models generate the most revenue
2. The relationship between price, mileage, and year of manufacture
3. Which regions or locations have the highest sales volumes
4. Emerging trends in customer purchasing preferences
•5.Recommendations to increase dealership profitability and efficiency

Extract the clean data to excel and analyse.

I started by using pivot tables in Excel to summarize the Snowflake data, focusing on key business dimensions. I calculated total revenue by vehicle make and model to identify top performers, and analyzed the relationship between price versus mileage and manufacturing year to understand depreciation. I also aggregated sales volume by state, month, and color to reveal geographic, seasonal, and customer preference patterns.

Powerpoint presentation

My PowerPoint clearly shows that Ford is our revenue leader, followed by Toyota and Honda, with a handful of models generating most income. I demonstrated how vehicle price strongly correlates with both mileage (negative) and year (positive), confirming our pricing strategy aligns with market expectations. The presentation reveals our sales are concentrated in specific states like Texas, follows predictable seasonal peaks, and is dominated by neutral colors like white, black, and grey. Finally, I provided actionable recommendations to optimize inventory, marketing, and regional strategy based on these data-driven insights.