PROJECT REPORT

EXPANDING SUNNY AUTO TO FLORIDA - A DATA-DRIVEN GROWTH STRATEGY

Team 12,

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Sunny Auto is a thriving automotive dealership that has established a strong presence in four different states, setting new standards of excellence in the world of automobiles. With a commitment to quality, customer satisfaction, and community engagement, Sunny Auto has become a trusted name in the industry.

Introduction

We are excited to present this project proposal for the strategic expansion of Sunny Auto to Florida. As we continue our journey towards a presence in all 50 states of the United States, our initial focus is on entering the dynamic and promising market of Florida. This expansion is a meticulously data-driven decision, grounded in two years of comprehensive research and analysis, and is a vital step in realizing our overarching goal.

Project Objectives

- **Florida Expansion:** The primary objective of this project is to successfully establish Sunny Auto in the state of Florida, capitalizing on the tremendous market potential and aligning with our vision for nationwide growth.
- **Data-Backed Strategy:** We are committed to executing this expansion based on data-driven insights, ensuring a strategic and well-informed approach that maximizes the probability of success.
- **Maintaining Quality and Excellence:** We will uphold our tradition of delivering top-quality vehicles and exceptional customer service, extending the same high standards to our new Florida location.
- **Customer-Centric Approach:** We will continue to prioritize customer satisfaction and community engagement, ensuring that our presence in Florida is rooted in the needs and preferences of the local population.
- **Investor Partnerships:** We invite investors to participate in this expansion, joining us in our data-driven journey to establish Sunny Auto in the Florida market.

Project Scope

- **Data Analysis:** Our project will begin with in-depth data analysis that focuses on key indicators such as market demand, competitive landscape, demographic trends, and economic stability in Florida.
- **Market Research:** We will conduct thorough market research, including surveys and focus groups, to gain deep insights into consumer behavior, preferences, and expectations.
- **Location Selection:** The selection of the ideal location within Florida will be guided by the data, ensuring it aligns with market demand, consumer demographics, and competitive positioning.

- **Quality Assurance:** Sunny Auto's commitment to providing top-quality vehicles, transparent pricing, and exceptional customer service will be maintained in Florida.
- **Sustainable Growth:** Our expansion into Florida will be designed with sustainability in mind, aiming for long-term success and profitability.
- **Investor Engagement:** We are actively seeking investors who share our vision for growth, are interested in joining us in the Florida expansion, and appreciate the strategic and data-driven approach we employ.

Realizations

The project will be executed in phases, with each phase dedicated to the expansion of Sunny Auto into a specific state. The timeline for the Florida expansion phase will be determined based on the unique circumstances and market dynamics of the selected location.

1. Data Collection:

Now is the time that we are almost drowning in data. We generate an astronomical amount of data each day, and it will be more difficult for all of us to avoid working with data to make sense out of tons of rows and columns of numbers (if you are not doing so already.)

If you use **Excel**, chances are you must use it to visualize some data. You may already be familiar with creating different types of charts with Excel. In some (or most) projects, you must make several charts. However, you will need to create a **dashboard** to tell a story from the '**big picture**' by connecting those charts, like putting jigsaw pieces together.

A **dashboard** (or a data analysis dashboard) is simply a collection of colorful and meaningful charts that show key business performances based on different metrics. A dashboard doesn't live up to its full potential, though, if it is static. A dynamic, interactive dashboard tells a smooth data story and may lead to interesting insights that are not readily available from a static one.

Following is a hands-on, step-by-step guide to how we are going to create an interactive dashboard from one of the most popular spreadsheets out there, the good old Microsoft Excel.

All data, including all names of the people or organizations, is purely imaginative and programmatically simulated for educational purposes only. The data has nothing to do with any actual person, organization, or situation on this plane of reality.

✓ Getting a dataset

As mentioned before, the data used in this article is 'purely imaginative and programmatically simulated.' We will use Excel to create an imaginary dataset filled with random names of persons, organizations, locations, and numbers of items sold, prices, and revenue. But first, we need to imagine a situation.

Let's come up with something fun!

Imagine that we are employees at '**SunnyAuto**,' a thriving automotive dealership that has established a strong presence in four different states, setting new standards of excellence in the world of automobiles. The company has eight salespersons responsible for customers in different states (regions). **New York** is for **Brian** and **Kady**, **Chicago** is for **Mamadou** and **Saidou**, **Detroit** is for **Di** and **Wu**, and **Louisville** is for **Omar** and **Rios**. Sunny Auto has become a trusted name in this industry across **New York, Chicago, Detroit,** and **Louisville** by offering a diverse range of quality brands. **Join Us on this Data-Driven Road:** Sunny Auto has harnessed data to identify a golden opportunity in **Florida**. There are connections between the salesperson, region of operation, and the customer. We have an Excel Database with columns such as Customer Name, Customer Gender, Customer Age, Customer Country of origin, Purchase Date, Sales Rep, Region, of purchase, Region of Registration, Car Make, Car Model, Car Category, Motor Type, Color, Quality (New or Used), Price.

ID SALES REP	SALES REP	REGION
1	Brian	New York
2	Kady	New York
3	Mamadou	Illinois
4	Saidou	Illinois
5	Di	Michigan
6	Wu	Michigan
7	Omar	Kentucky
8	Rios	Kentucky

ID REGIOI	REGION	Column1
1	New York	Brian, Kady
2	Illinois	Mamadou, Saidou
3	Michigan	Di, Wu
4	Kentucky	Omar, Rios

ID ITEMS	ITEMS	PRICE	QUANTITY SOL
1	Keyboard	$150	10(min)
2	Mouse	$40	250(max)
3	Monitor	$240	
4	Headset	$60	
5	Webcam	$80	
6	Mouse Pad	$15	
7	JoyPad	$160	
8	VR Headset	$600	
9	Printer	$500	
10	USB Drive	$50	

- ✓ **Simulating the Data**

Let's imagine that it's time to visualize (and analyze) our beloved Sunny Auto's performance with data logged from the beginning of 2022 to the end of 2023. There are a total of 252 records of transactions. Let's create an artificial randomized sales dataset for SunnyAuto.

- ✓ **Randomizing the transaction dates**

Imagine a transaction data set logged on an Excel spreadsheet: the first column would most probably be the '**date**.' Now, it's only reasonable that this data would be recorded in chronological order. But we can't say how many salespeople sell which item and how many times on which date. Therefore, we need to create a random list of dates. First, we will create a list of dates from January 1st, 2022, to December 31st, 2023. For the randomization process, we also need to create a list of running numbers starting from 1 next to the date column. We already have the '**id date**' and '**date**' columns filled. We created a new worksheet and named it '**Database**.' In this worksheet, let's drag it to 252 records of random dates with **RANDBETWEEN** and **VLOOKUP** functions. We used **RANDBETWEEN** to randomize the numbers in the id date column and then used **VLOOKUP** to look up the dates related to each randomized number.

The main formulas used during the buildup of this Database:

Sales Rep: =VLOOKUP (F7, GROUPS!$A$5:GROUPS!$B$12,2)

City Of Purchase: =IF(OR(G7="Brian",G7="Kady"),"New York",IF(OR(G7="Mamadou",G7="Saidou"),"Illinois",IF(OR(G7="Di",G7="Wu"),"Michigan",IF(OR(G7="Omar",G7="Rios"),"Kentucky"))))

City of Registration: =IF(H7="New York", CHOOSE(RANDBETWEEN(1, 2), "New York", "Florida"), IF(H7="Kentucky", CHOOSE(RANDBETWEEN(1, 2), "Kentucky", "Florida"), H7))

Category: =CHOOSE(RANDBETWEEN(1, 4), "TRUCK", "SUV", "SEDAN", "CROSS-OVER")

Motor Type: =CHOOSE(RANDBETWEEN(1, 2), "GAS", "DIESEL")

Quality: =CHOOSE(RANDBETWEEN(1, 2), "NEW", "USED")

The result of the database:

SUNNY AUTO : Sales Database 2022-2023

Customer Name	Buyer Gender	Buyer Age	Country	SALES REP	City Of Purchase	City Of Registration	Make	Model	Category	Motor Type	Color	Quality	Purchase Date	Sale Price
Philippine	Female	51	Belgium	Kady	New York	Florida	Suzuki	Vitara	SUV	GAS	Blue	USED	14/12/2022	$46,050.00
Henrik	Male	30	China	Kady	New York	Florida	Honda	S2000	TRUCK	DIESEL	Crimson	NEW	20/05/2023	$56,598.00
Lebbie	Female	54	China	Di	Michigan	Michigan	BMW	Z4	SEDAN	GAS	Khaki	NEW	16/10/2022	$38,585.00
Jefferey	Male	68	Portugal	Rios	Kentucky	Kentucky	Toyota	Tacoma	CROSS-OVER	GAS	Puce	USED	24/01/2023	$64,634.00
Glendon	Male	70	Latvia	Omar	Kentucky	Kentucky	Ford	Festiva	SUV	GAS	Yellow	USED	26/01/2023	$28,269.00
Glad	Female	70	Mexico	Wu	Michigan	Michigan	Buick	Skylark	CROSS-OVER	DIESEL	Crimson	USED	09/04/2022	$44,312.00
Bud	Male	66	Japan	Mamadou	Illinois	Illinois	Infiniti	QX	TRUCK	DIESEL	Fuscia	USED	08/05/2023	$43,539.00
Geoffrey	Male	37	Russia	Omar	Kentucky	Florida	Ram	C/V	SEDAN	DIESEL	Aquamarine	USED	20/10/2022	$35,528.00
Marius	Male	43	Luxembourg	Mamadou	Illinois	Illinois	GMC	Safari	SEDAN	DIESEL	Mauv	NEW	09/04/2023	$52,937.00
Vi	Female	73	Cyprus	Omar	Kentucky	Kentucky	Nissan	Altima	SEDAN	DIESEL	Puce	NEW	11/03/2022	$62,009.00
Winni	Female	67	Brazil	Omar	Kentucky	Florida	Toyota	Previa	SUV	GAS	Violet	NEW	28/08/2022	$22,496.00
Arlie	Female	29	China	Wu	Michigan	Michigan	Scion	xB	SEDAN	GAS	Green	USED	26/06/2022	$63,085.00
Celesta	Female	37	Philippines	Omar	Kentucky	Kentucky	Porsche	928	SEDAN	DIESEL	Fuscia	USED	19/09/2023	$56,487.00
Rey	Male	43	Paraguay	Brian	New York	Florida	Lexus	HS	SUV	GAS	Turquoise	USED	27/11/2023	$58,876.00
Nevil	Male	41	Mexico	Mamadou	Illinois	Illinois	GMC	Yukon	SUV	DIESEL	Teal	USED	08/11/2023	$28,319.00
Hasty	Male	21	China	Mamadou	Illinois	Illinois	Mitsubishi	Mirage	CROSS-OVER	DIESEL	Indigo	NEW	14/10/2023	$49,621.00
Bernhard	Male	57	Indonesia	Di	Michigan	Michigan	Dodge	Viper	TRUCK	DIESEL	Teal	NEW	09/05/2023	$39,949.00
Tonie	Female	54	Togo	Di	Michigan	Michigan	Mazda	B2500	SUV	DIESEL	Crimson	NEW	08/08/2022	$56,187.00
Haskel	Male	37	Palestine	Rios	Kentucky	Florida	Land Rover	LR3	TRUCK	DIESEL	Aquamarine	USED	05/10/2023	$38,464.00
Lynette	Female	66	China	Rios	Kentucky	Florida	Isuzu	Space	TRUCK	DIESEL	Green	NEW	26/01/2022	$47,259.00
Libbie	Female	43	Iran	Omar	Kentucky	Kentucky	Acura	TL	TRUCK	DIESEL	Red	NEW	31/03/2022	$21,151.00
Quinta	Female	56	Hong Kong	Saidou	Illinois	Illinois	Pontiac	Bonneville	SUV	DIESEL	Pink	USED	08/04/2023	$24,973.00
Guglielmo	Male	53	Bangladesh	Rios	Kentucky	Florida	Dodge	Dakota Club	TRUCK	DIESEL	Yellow	USED	21/05/2022	$45,566.00
Rosalie	Female	55	Ecuador	Rios	Kentucky	Florida	Audi	Cabriolet	SEDAN	GAS	Puce	NEW	25/06/2023	$60,826.00
Joshuah	Male	32	Afghanistan	Kady	New York	New York	Pontiac	Sunfire	SEDAN	DIESEL	Maroon	NEW	10/11/2023	$31,593.00
Ulrick	Male	47	Kazakhstan	Saidou	Illinois	Illinois	Citroën	2CV	SUV	GAS	Green	NEW	09/02/2023	$43,950.00
Geri	Female	72	Philippines	Kady	New York	Florida	Ford	Tempo	SEDAN	GAS	Pink	NEW	16/11/2023	$53,943.00
Trey	Male	47	United States	Mamadou	Illinois	Illinois	Buick	LeSabre	TRUCK	DIESEL	Puce	USED	08/10/2022	$39,716.00
Bat	Male	67	Poland	Kady	New York	Florida	Saab	9-2X	SEDAN	GAS	Pink	USED	05/01/2023	$42,302.00
Clarette	Female	57	China	Di	Michigan	Michigan	Buick	Skylark	SEDAN	DIESEL	Violet	NEW	08/08/2022	$23,701.00
Carter	Male	42	France	Brian	New York	Florida	Ford	Escape	SEDAN	DIESEL	Crimson	NEW	12/08/2022	$34,732.00
Vale	Female	66	China	Brian	New York	Florida	Mercury	Sable	CROSS-OVER	DIESEL	Orange	NEW	19/05/2023	$22,941.00

2. Sales Performance:

For this part, we created a pivot table between the **Date** column and the **Revenue** column. Once we had the pivot table generated by Excel, we made a graph out of it then we generated a line chart graph.

This line chart graph provides valuable insights into the company's sales performance between 2022-2023 and helps identify patterns and trends. For instance, understanding the reasons behind the peak in March could help replicate this success in the new branch in Tampa, Florida. Similarly, strategies could be developed to improve sales during the slower months like January.

3. Product Analysis:

For this part, we created a pivot table between the **Make** column and the **Revenue** column. Once we had the pivot table generated by Excel, we made a graph out of it then we generated a clustered bar graph.

This product analysis provides valuable insights into the sales performance of different car models. It guides Sunny Auto in selecting which models to introduce in the Florida market to maximize sales and customer satisfaction. However, it's also important to consider the specific needs and preferences of the Florida market, which might differ from the current regions. Market research and customer surveys could be beneficial in this regard.

4. Regional Sales Analysis:

For this part, we created a pivot table between the **Region** column and the **Revenue** column. Once we had the pivot table generated by Excel, we made a graph out of it then we generated a clustered bar graph.

This data strongly supports Sunny Auto's goal to open a new branch in Tampa, Florida. It shows that there's a demand for Sunny Auto's cars in Florida, and opening a branch there could help meet this demand more effectively.

5. Financial Metrics:

We planned to include a section that shows financial projections for the Florida market based on current sales trends and market analysis but for some reason, we didn't have enough time to work on that. The financial metrics can help demonstrate the company's potential profitability in the B2C market.

6. Forecast:

For forecasting, we used the **sales performance graph** on which we added a trendline and let Excel generate the regression equation and displayed the R squared.

Our regression equation is **Revenue = 449.71* Qty Sold + 438917**.

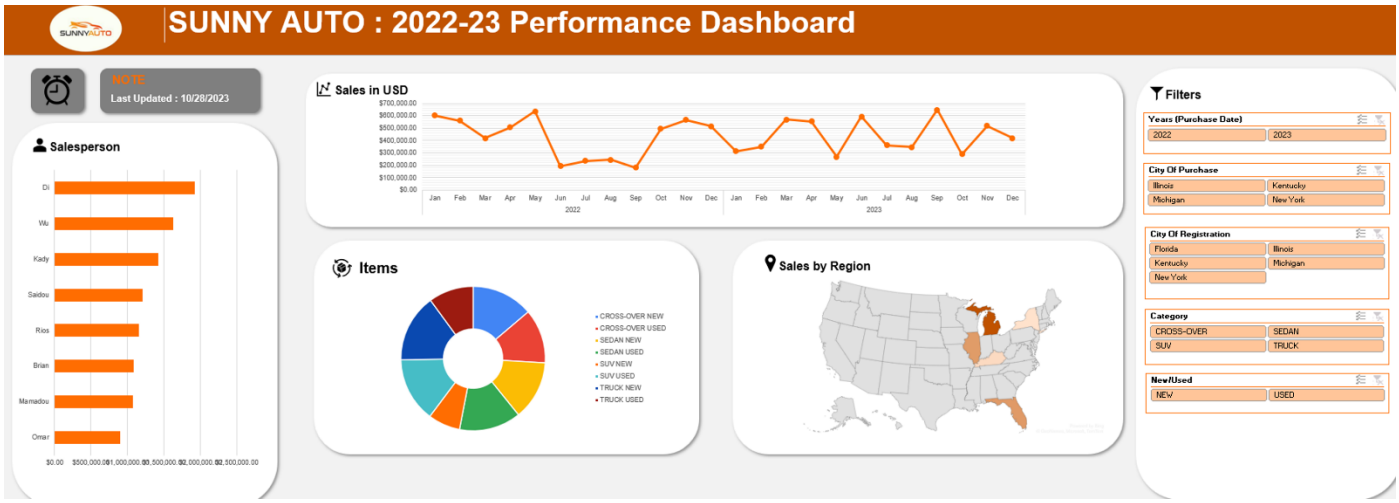
We interpret this as follows:

Each additional unit sold is associated with an increase in revenue of 450.

The intercept represents the predicted revenue when the quantity sold is zero. However, in this context, a quantity sold of zero might not be meaningful or practical. Nevertheless, if we were to interpret it, it suggests that, theoretically, if no units were sold, the company could still expect revenue of approximately $438,917. This value might include fixed costs or other factors not accounted for in the model.

For the **SunnyAuto 2022-2023 Dashboard,** we just gathered all the graphs we have created on one sheet connected all of them, and added **filters** so we can be able to take anything we need out of the data.

The result of the dashboard:



Investment Opportunity

Sunny Auto invites potential investors to join us on this data-driven journey to expand into the Florida market. Our strategy prioritizes quality, data-backed decision-making, and a strong commitment to customer satisfaction, making this an attractive investment opportunity for those who share our vision.

Conclusion

This project proposal outlines our vision for expanding Sunny Auto into the state of Florida, with a clear emphasis on data-driven strategy and quality assurance. We look forward to partnering with investors who recognize the potential of this well-informed approach to establishing Sunny Auto in the dynamic and diverse Florida market.

For further details or to discuss investment opportunities, please contact our team. Thank you for considering this proposal, and we eagerly anticipate your potential involvement in our data-driven journey to automotive excellence.