TATA Cars – Sales Analytics Dashboard Report

Subject: Comprehensive Analysis of Tata Cars Sales Performance (2025)


Links & Resources

Dashboard Access & Data Sources

Resource	URL
LinkedIn Post	https://www.linkedin.com/feed/update/urn:li:activity:740314764102 4372737/
Data Source	https://www.kaggle.com/datasets/vengateshvengat/tata-motors-datas
Google Drive (Dashboard – Viewer Access)	https://drive.google.com/file/d/1dj4y_KaOnanfF0ZPqWOtxobS7BCT n4_G/view?usp=sharing
Dataset	https://drive.google.com/file/d/1lJbludK0mN7w6_5mD5keaOX2pB NbAoFu/view?usp=sharing

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Dashboard Screenshots

Screenshot 1: Landing Page – TATA Car Analytics

Proceed to TATA Car Analytics
→
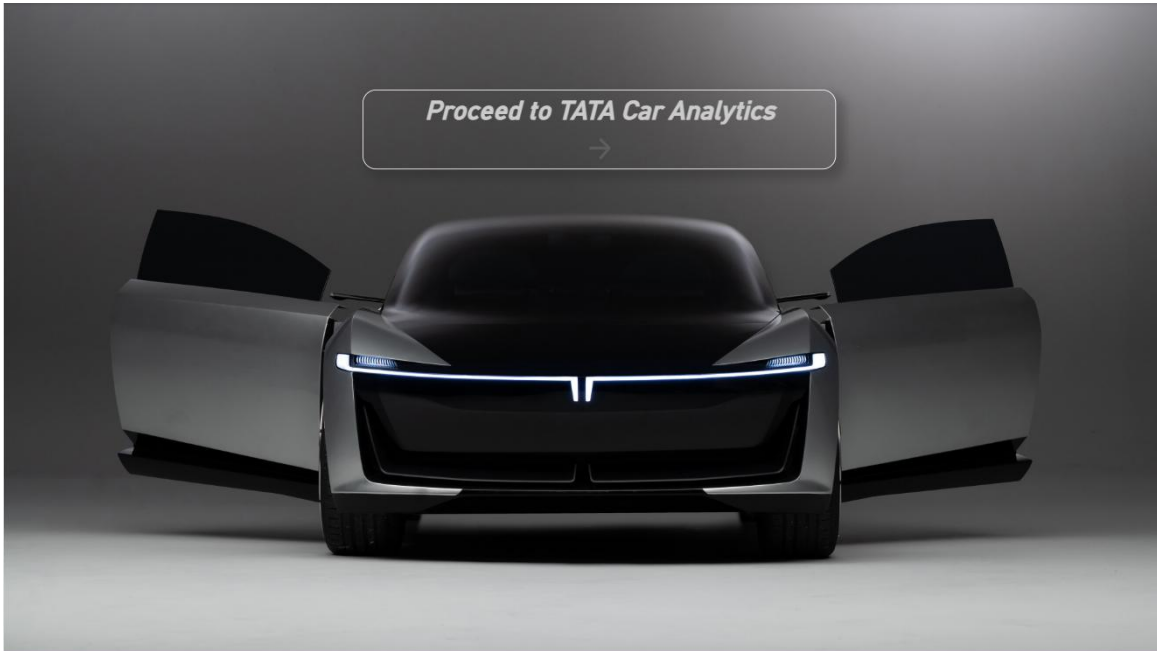
Screenshot 2: Main Dashboard – Tata Cars - Sales Analytics (2025)

Key Performance Indicators:

- Total Cars: **74K**
- Total Sales: **1.40M**
- Average Mileage: **16.07 km/l**
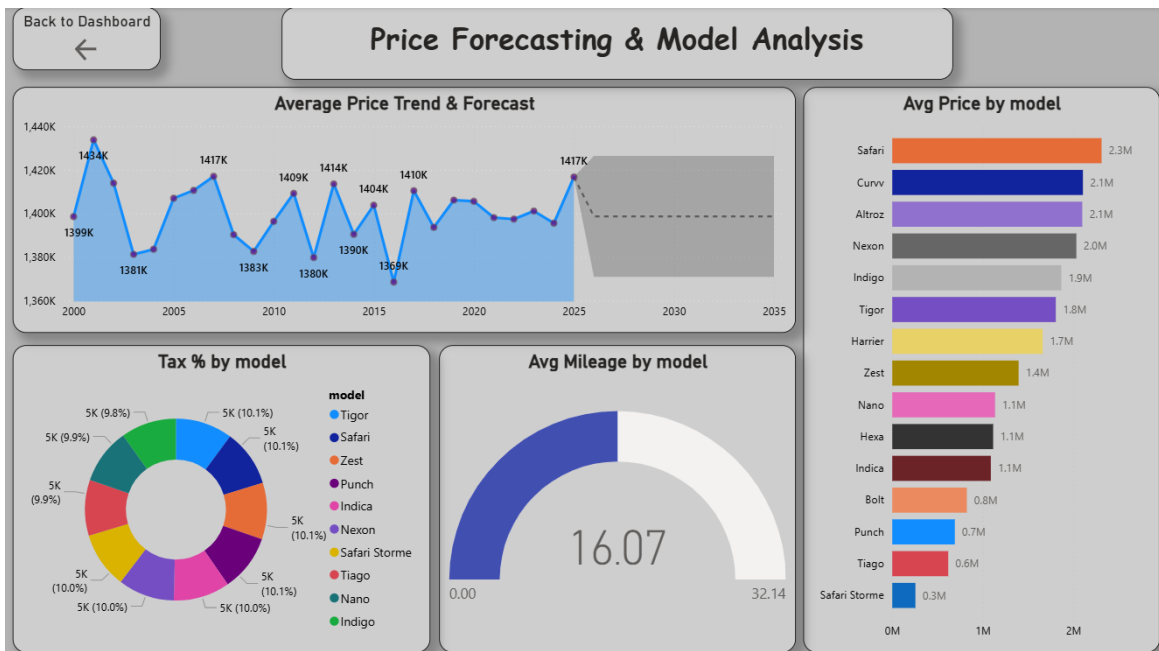- Average Loan Amount: **1.20M**

Dashboard Components:

- Top-selling models' comparison (Tigor, Safari, Zest, Safari Storme, Tiago)
- Average loan amount by model
- Sales distribution by fuel type (Petrol, Diesel, Hybrid, CNG)
- Sales by transmission type (Manual, Automatic, AMT, CVT)
- Regional sales map showing performance across India
- Average price trend by sales date with confidence interval
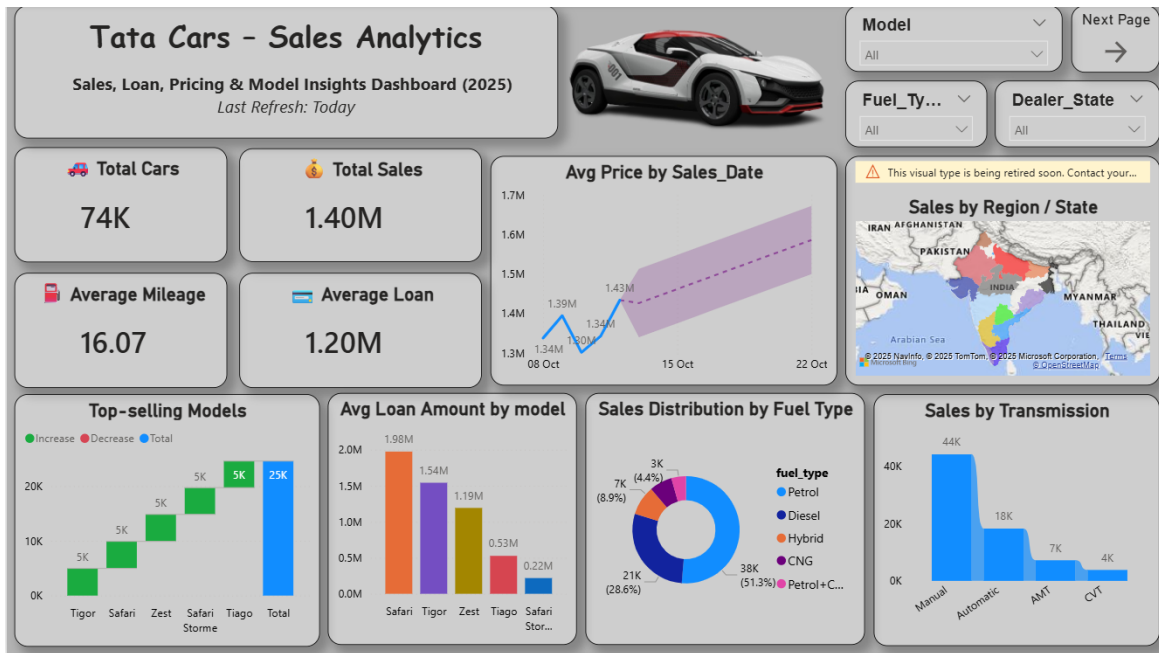
Screenshot 3: Price Forecasting & Model Analysis

Detailed Insights:

- Average price trend & forecast (2000–2035 projection)
- Average price by model ranking
- Tax percentage distribution across models
- Average mileage performance gauge (16.07 km/l)

Key Findings & Insights

1. Overall Performance

- The dashboard tracks approximately **74,000 cars** with **1.40 million in total sales**, indicating strong market volume during the period analyzed.

- The average **loan amount of 1.20M** closely matches total sales figures, demonstrating a highly finance-driven customer base where most purchases are loan-supported.

- Last data refresh: **Today** (December 11, 2025)

2. Model Performance & Segmentation

Top-Selling Models:

- **Tiago** emerges as the dominant model, contributing approximately 25K units to total sales.

- Supporting models include **Tigor, Safari, Zest, and Safari Storme**, each adding significant but smaller volume contributions.

Premium vs. Budget Segmentation:

- **Premium segment** models: Safari, Curvv, Altroz, Nexon, and Indigo show average prices in the 2.0M–2.3M range.

- **Mid-segment** models: Tiger, Punch, Nano, and Hexa maintain pricing between 0.7M–1.8M.

- **Budget segment** models: Tiago and Safari Storme remain the most affordable, supporting mass-market penetration.

3. Pricing & Forecasting Trends

- Historical average price data spans from 2000 to 2025, fluctuating between **1.36M and 1.44M**[3].

- The **forecast model projects a gradual upward price trend through 2035**, suggesting anticipated price inflation driven by new features, technology upgrades, or shift toward premium segments.

- Price stability correlates with consistent **mileage performance (~16.07 km/l)**, indicating that price increases reflect feature additions and positioning rather than efficiency gains.

4. Fuel Type & Powertrain Mix

Fuel Type Distribution:

- **Petrol dominates** the fuel-type market share with 38 vehicles (51.3%), aligning with current Indian automotive trends.

- **Diesel follows** with 21 vehicles (28.6%), historically strong but facing declining preference.
- **Hybrid & CNG** together account for ~8.9% and 4.4%, representing emerging segments with growth potential.

Transmission Technology Adoption:

- **Manual transmission leads** with 44K units sold, reflecting price-conscious consumer base.
- **Automatic transmission** shows 18K units, growing adoption in premium segments.
- **AMT & CVT** collectively account for 11K units, highlighting early-stage adoption of advanced gearbox technologies.

5. Geographic & Regional Insights

- The **sales-by-region map** highlights strong concentration in **specific Indian states**, particularly visible in Western and Southern regions.
- Regional performance data enables targeted:
  - **Inventory planning** aligned with regional demand
  - **Marketing campaigns** tailored to regional preferences
  - **Financing offers** customized for regional customer profiles

6. Tax & Loan Dynamics

- **Tax percentage** across models is evenly distributed (~10% per model), suggesting standardized tax policy across the Tata Motors lineup.
- **Average loan amounts by model** range from **0.22M to 1.98M**, with premium models attracting higher financing volumes.
- Loan distribution directly correlates with model price positioning, confirming customer finance behavior aligns with affordability.