

CONCLUSION

- 1) Based on the analysis, married customers in their Twenties buy more of Hatchback, customers in their Thirties prefer the sedan while the SUV was the preferred make of the Fifties age group.
- 2) Considering customers without House loan, 60% prefer the Hatchback, 61% prefer the Sedan while a larger percentage go for the SUV.
- 3) On the age grouping, those in their Twenties buy more of Hatchback and Sedan while the age grouping in their Thirties have preference for SUV.
- 4) Going by educational background, 90% of those in their Twenties buy Hatchback. 59% in their Thirties go for Sedan and 37% in their Fifties prefer the SUV.
- 5) Customers with highest number of dependents in their Twenties buy Hatchback those in their Thirties buy Sedan while those in their Fifties buy SUV.
- 6) Average of 50% customers whose partners work and are in their Twenties prefer the Hatchback and Sedan while 21% of those in their Thirties prefer the SUV model.
- 7) On the average price of the vehicle, those age group in their Thirties buy more of all car models compared to other age groups.
- 8) 59% of customers in their Thirties that are on personal loan buy Hatchback and Sedan while 37% of those on personal loan and in their Fifties buy SUV.

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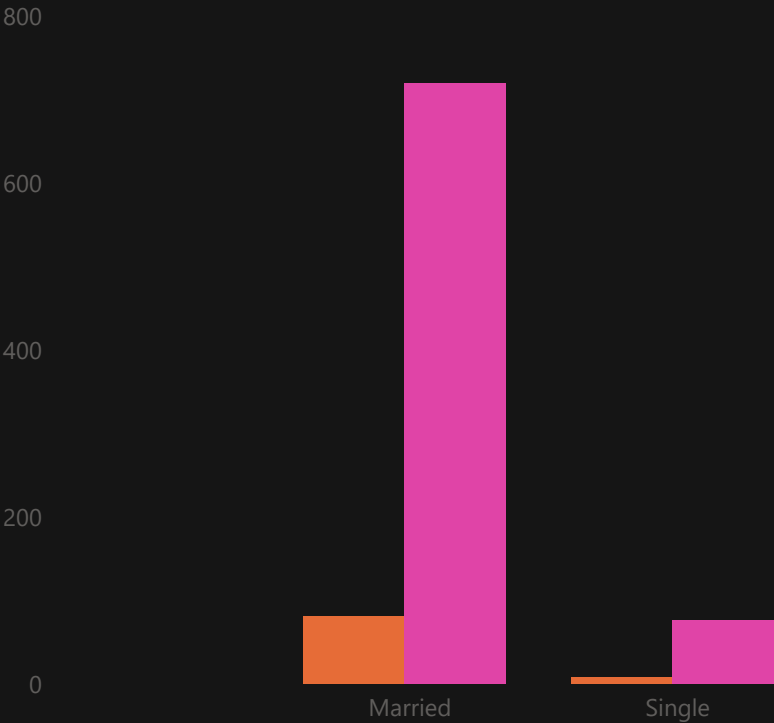
Hatchback

Sedan

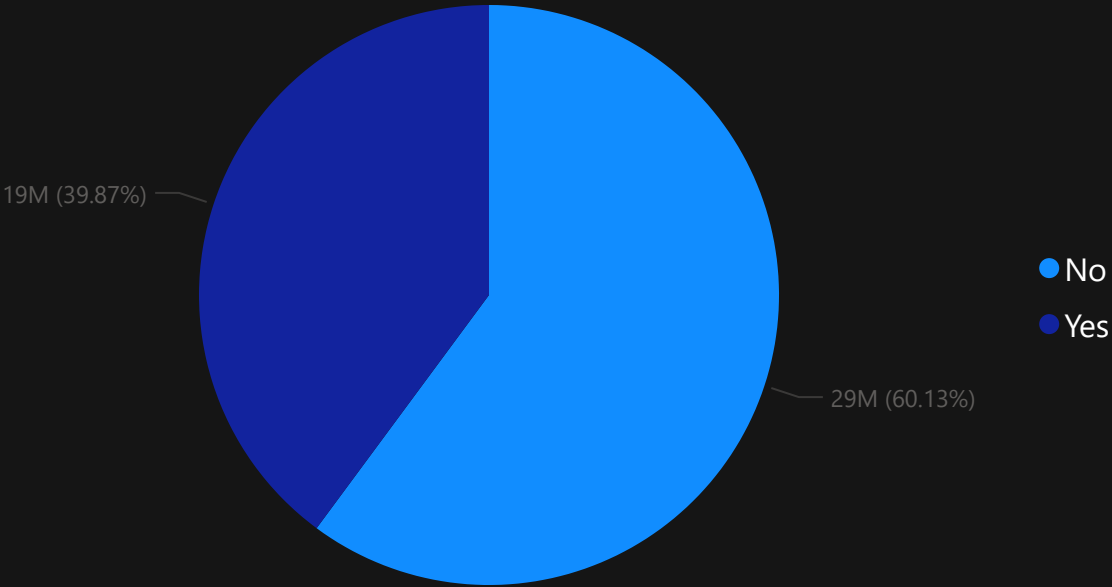
SUV

Gender by Marital_status and Age Grouping

Age Grouping Thirties Twenties



Salary by House_loan



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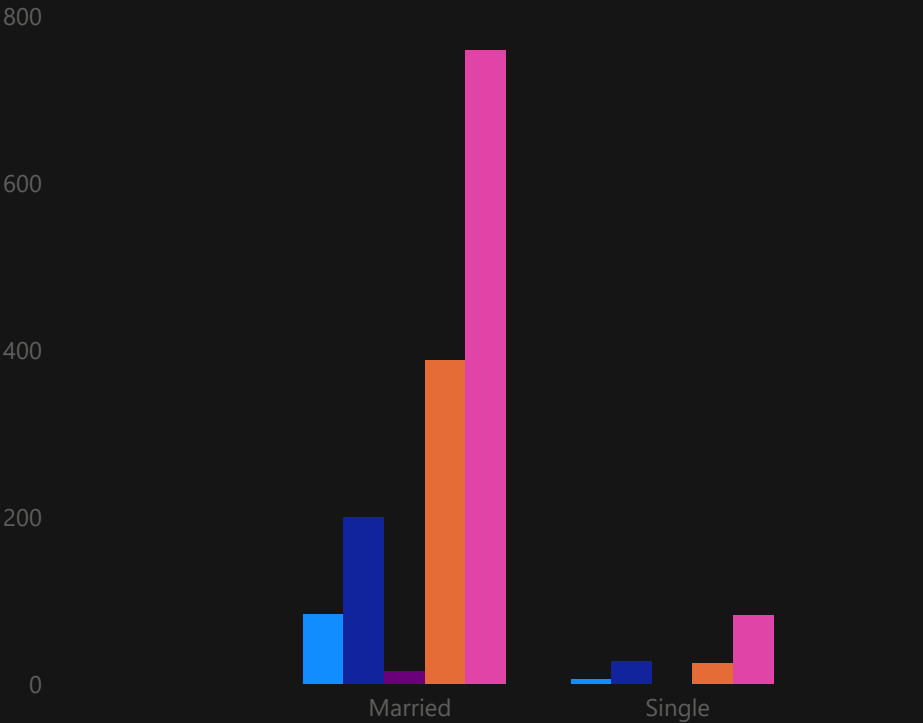
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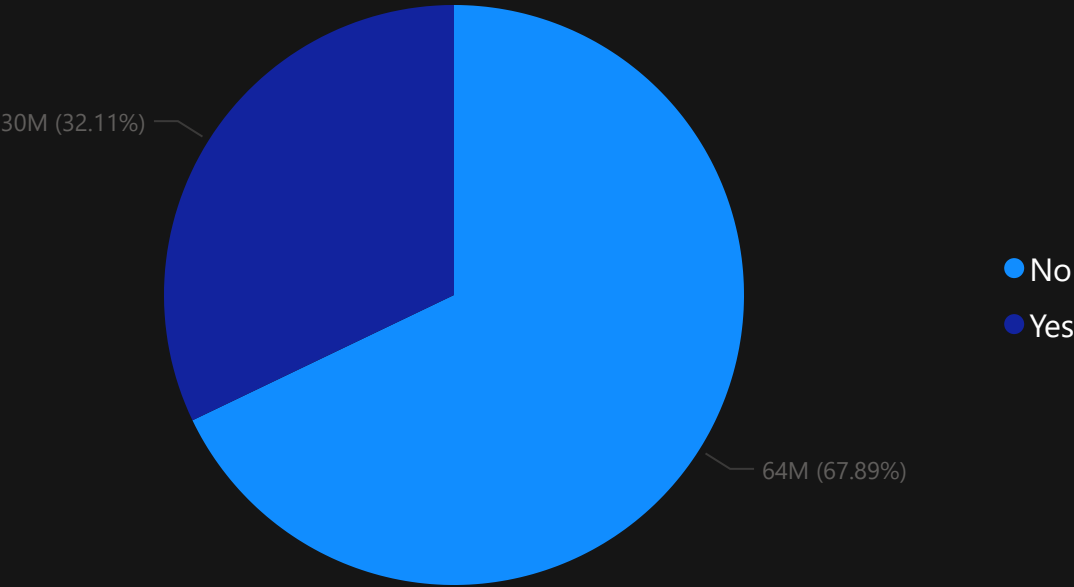
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Gender by Marital_status and Age Grouping

Age Grouping Fifties Fourties Sixties Thirties Twenties



Salary by House_loan



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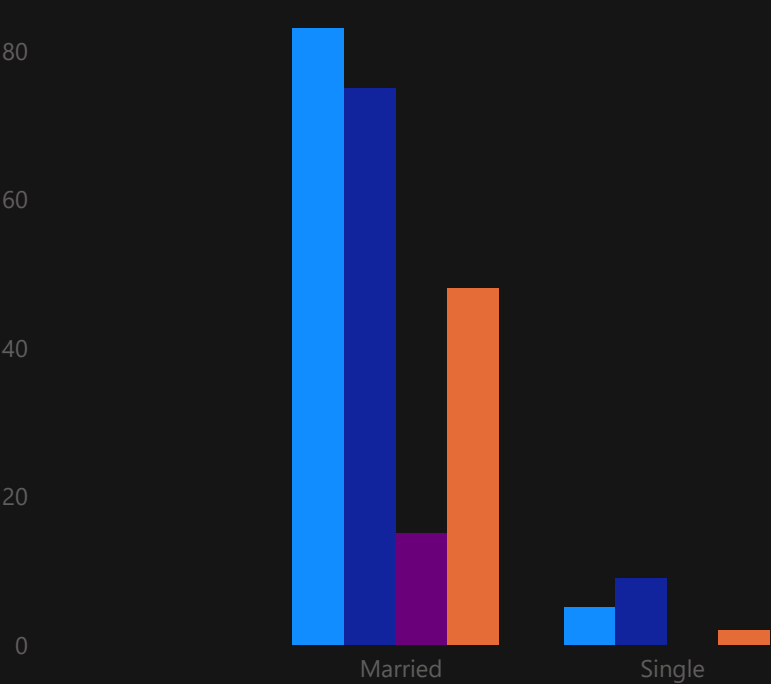
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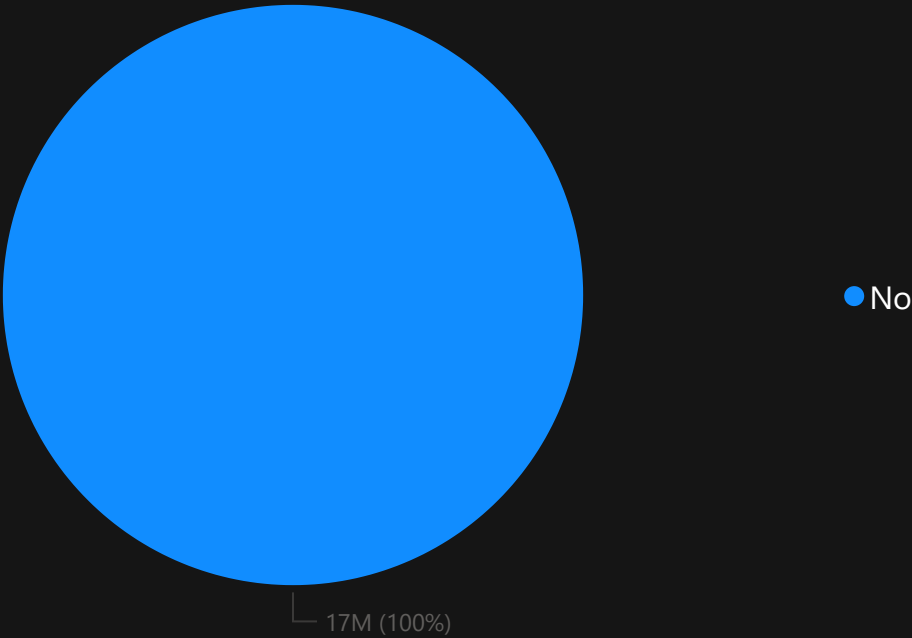
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Gender by Marital_status and Age Grouping

Age Grouping ● Fifties ● Fourties ● Sixties ● Thirties



Salary by House_loan





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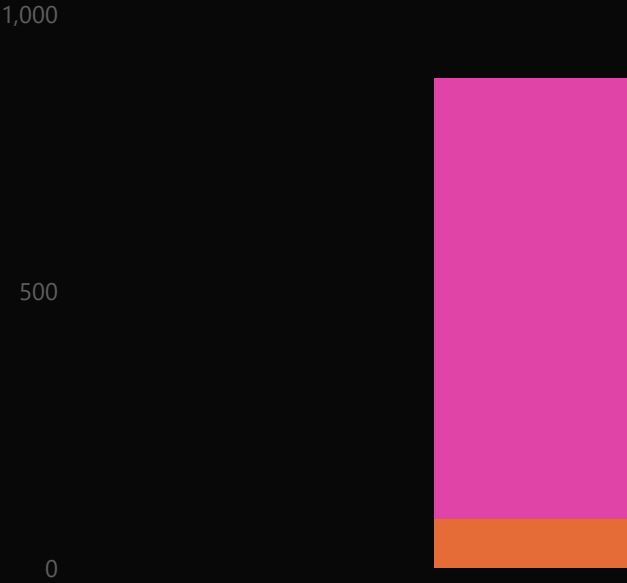
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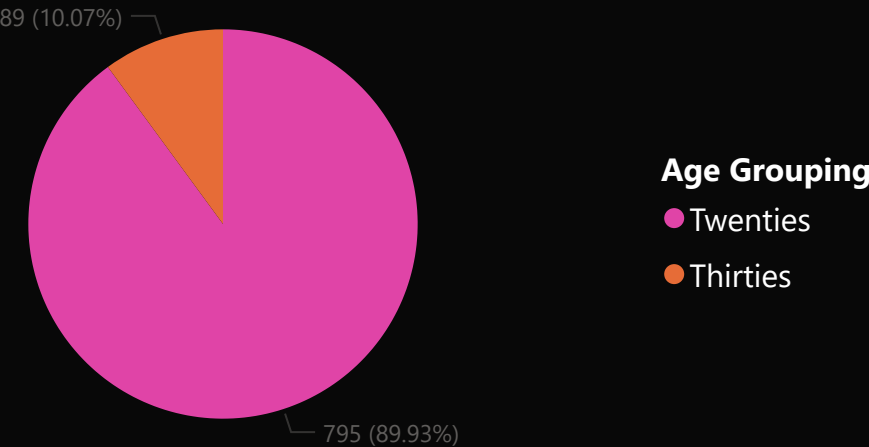
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Age Grouping

Age Grouping ● Thirties ● Twenties



Education by Age Grouping





Make

Hatchback

Sedan

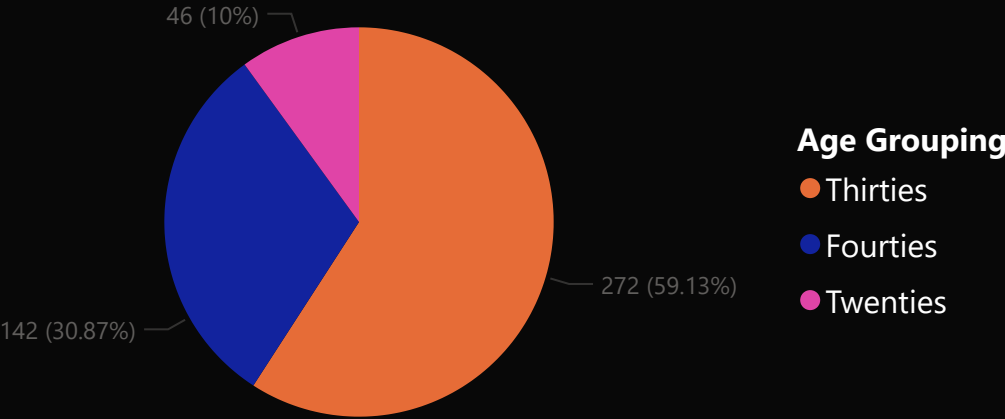
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Age Grouping

Age Grouping ● Fourties ● Thirties ● Twenties



Education by Age Grouping



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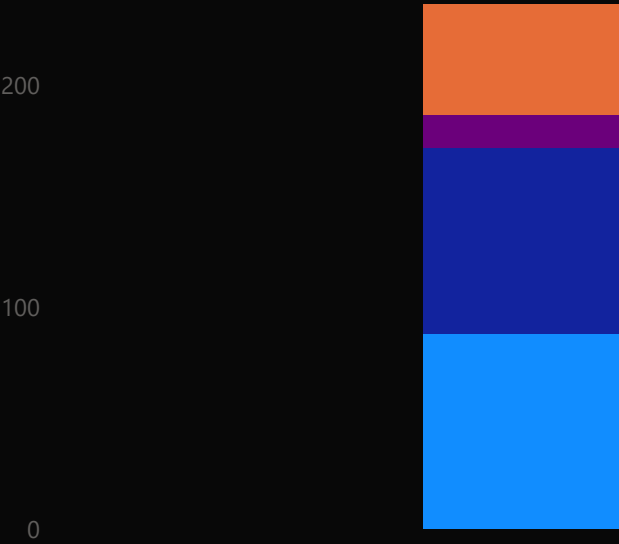
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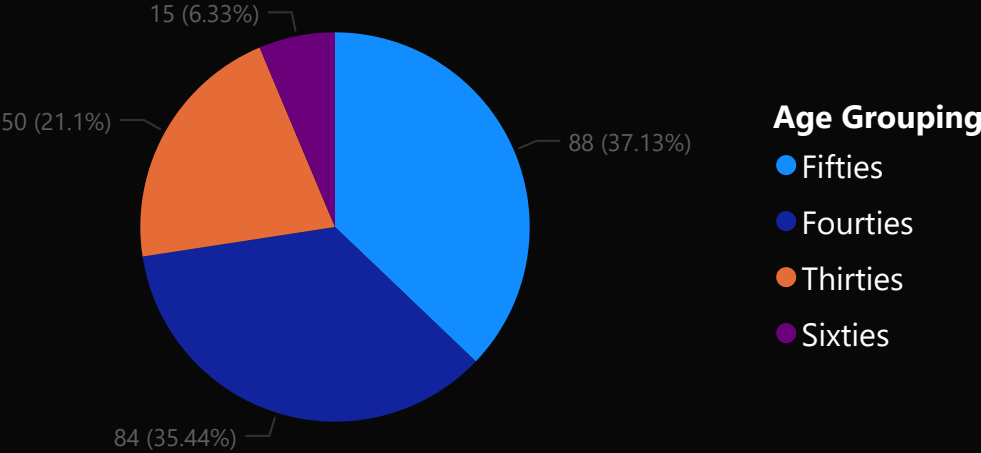
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Age Grouping

Age Grouping ● Fifties ● Fourties ● Sixties ● Thirties



Education by Age Grouping



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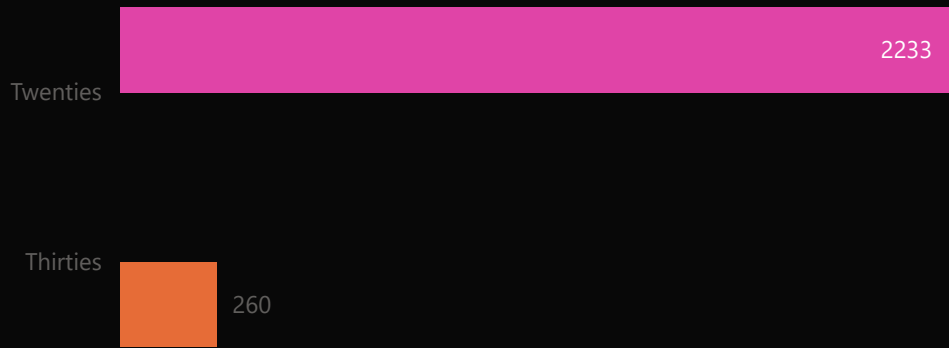
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Sedan

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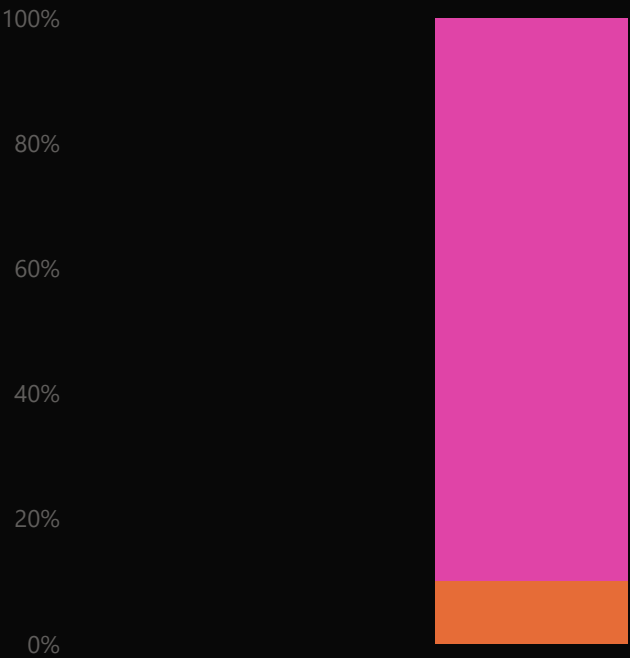
No_of_Dependents by Age Grouping

Age Grouping Twenties Thirties



Partner_working by Age Grouping

Age Grouping Thirties Twenties



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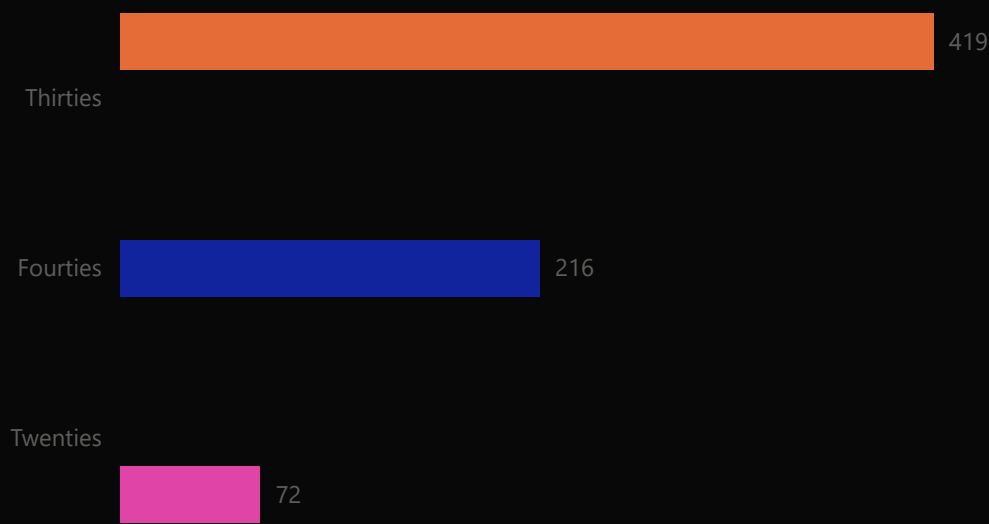
Hatchback

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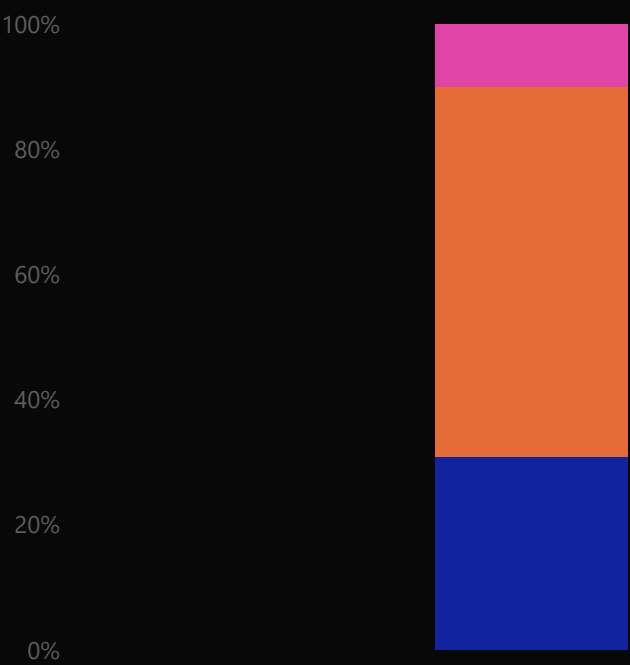
No_of_Dependents by Age Grouping

Age Grouping ● Thirties ● Fourties ● Twenties



Partner_working by Age Grouping

Age Grouping ● Fourties ● Thirties ● Twenties



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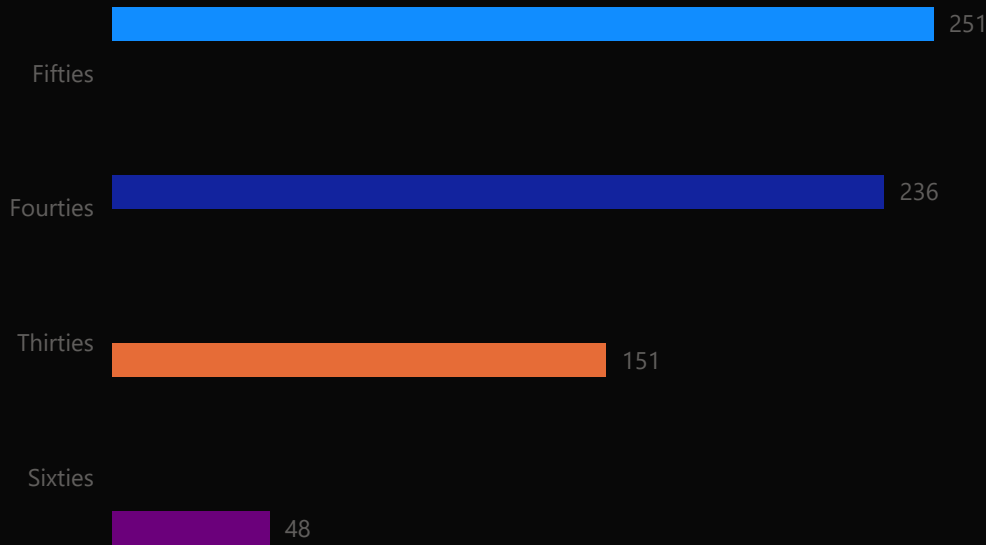
Hatchback

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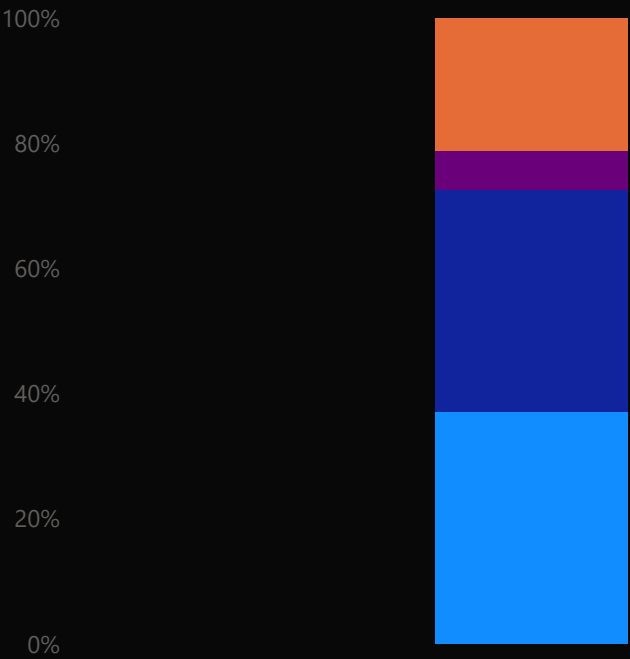
No_of_Dependents by Age Grouping

Age Grouping ● Fifties ● Fourties ● Thirties ● Sixties



Partner_working by Age Grouping

Age Grouping ● Fifties ● Fourties ● Sixties ● Thirties



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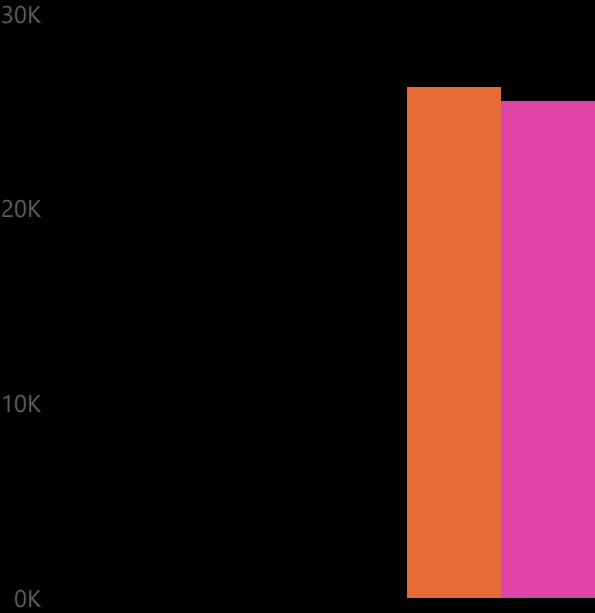
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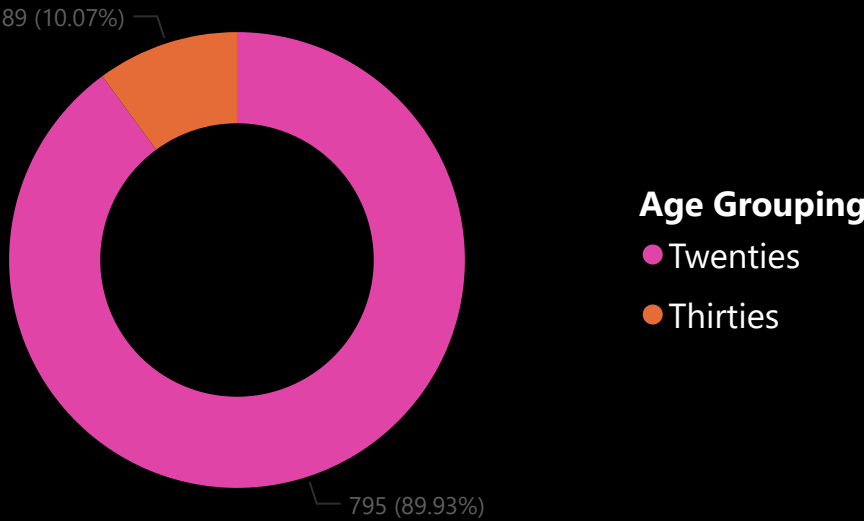
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Average vehicle Price by Age Grouping

Age Grouping ● Thirties ● Twenties



Customers with Personal_loan by Age Grouping



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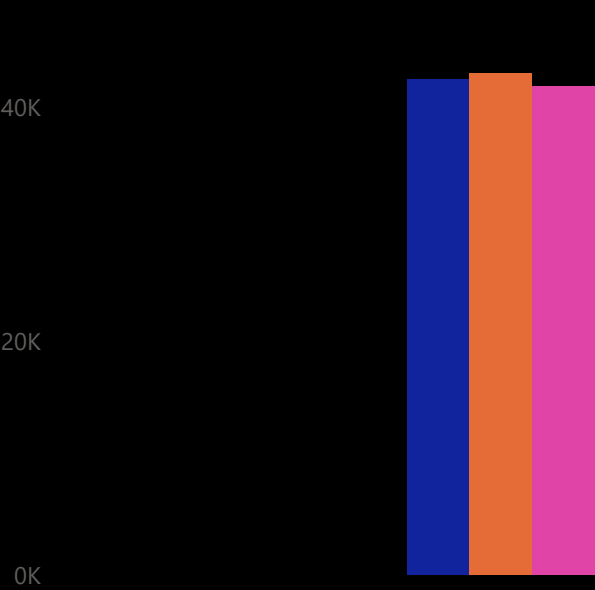
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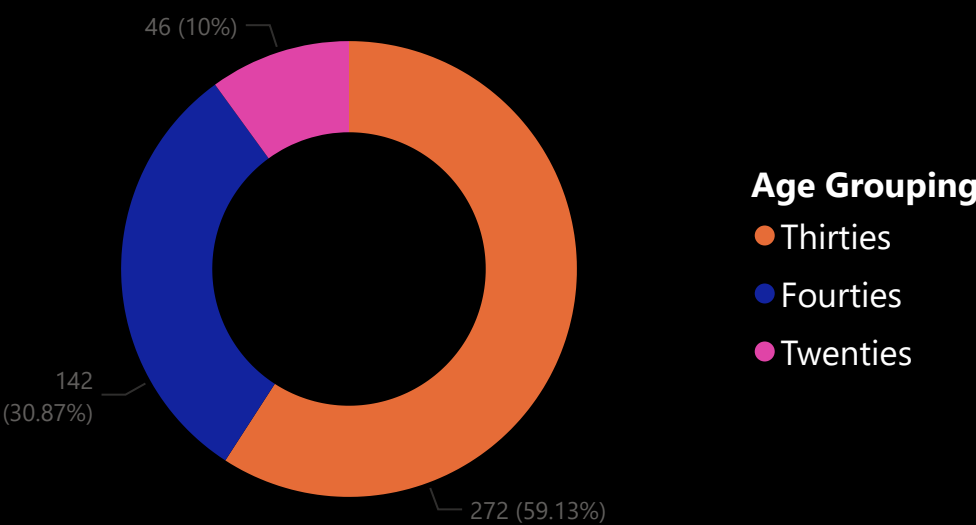
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Average vehicle Price by Age Grouping

Age Grouping ● Fourties ● Thirties ● Twenties



Customers with Personal_loan by Age Grouping



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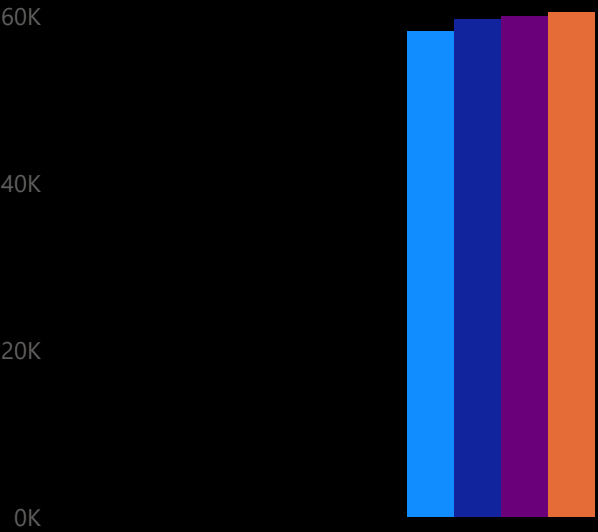
Hatchback

Sedan

SUV

Average vehicle Price by Age Grouping

Age Grouping ● Fifties ● Fourties ● Sixties ● Thirties



Customers with Personal_loan by Age Grouping

