ZOOM SCOOTER SALES ANALYIS

PREPARED BY ANANTH PERI

Title: Zoom Scooter Sales Analysis

Domain: Electric Vehicles Sales

Tool stack used: Python

Problem:

Zoom Electric (ZE) is an electric vehicle (EV) venture owned by a renowned automotive manufacturer called Zoom Motors India Private Limited. Recently, ZE launched a new two-wheeler model called **Sprint**. Initially, the sales numbers were excellent but after the 1st 2 weeks of the launch, but there was a sudden decline thereafter.

Implications

The sudden decline in sales after the launch may continue further thereby impacting the revenues of the company

Objectives

- Analyze if there is a relationship between the launch date and the sales growth experienced in the 3 weeks by comparing the growth rate of the **Sprint** scooter with the growth rate of **Sprint Limited** scooter which was launched on a different date
- Assess the effectiveness of the email campaign in influencing customer's purchasing decisions and comparing **KPIs** like **email opening rate**, **click rate** with industry benchmarks to see whether the email marketing campaign was a success or failure

Approach

Steps	Finding and Impact	Deliverables
Sprint and Sprint Limited data was extracted from the main dataset and 7 day cumulative sales was calculated respectively and compared to each other	The assumption of relationship between launch date and sales growth is True	Python (Jupyter Workbook)
Email campaign which started 2 months ago before the launch date of Sprint scooter is extracted from main dataset and KPIs are calculated	The click rate is way below industry standards while e-mail opening rate is slightly above industry standards	Python (Jupyter Workbook)

Growth Experienced

1. **Understood Data Analysis:** I've gotten a better understanding of how to perform data analysis on a given dataset, where I had to not perform any missing data values and instead perform analysis on the dataset the way it is given

2. **Increased Proficiency of Excel/Python/Tableau:** Got a good workout and proficiency over Python, which will help me to further boost my analytical and technical skills

3. **Deduce Problem Statement:** This project helped me to scrutinize and read the problem statement more closely, as initially I could not comprehend and chart my way to solve the problem.