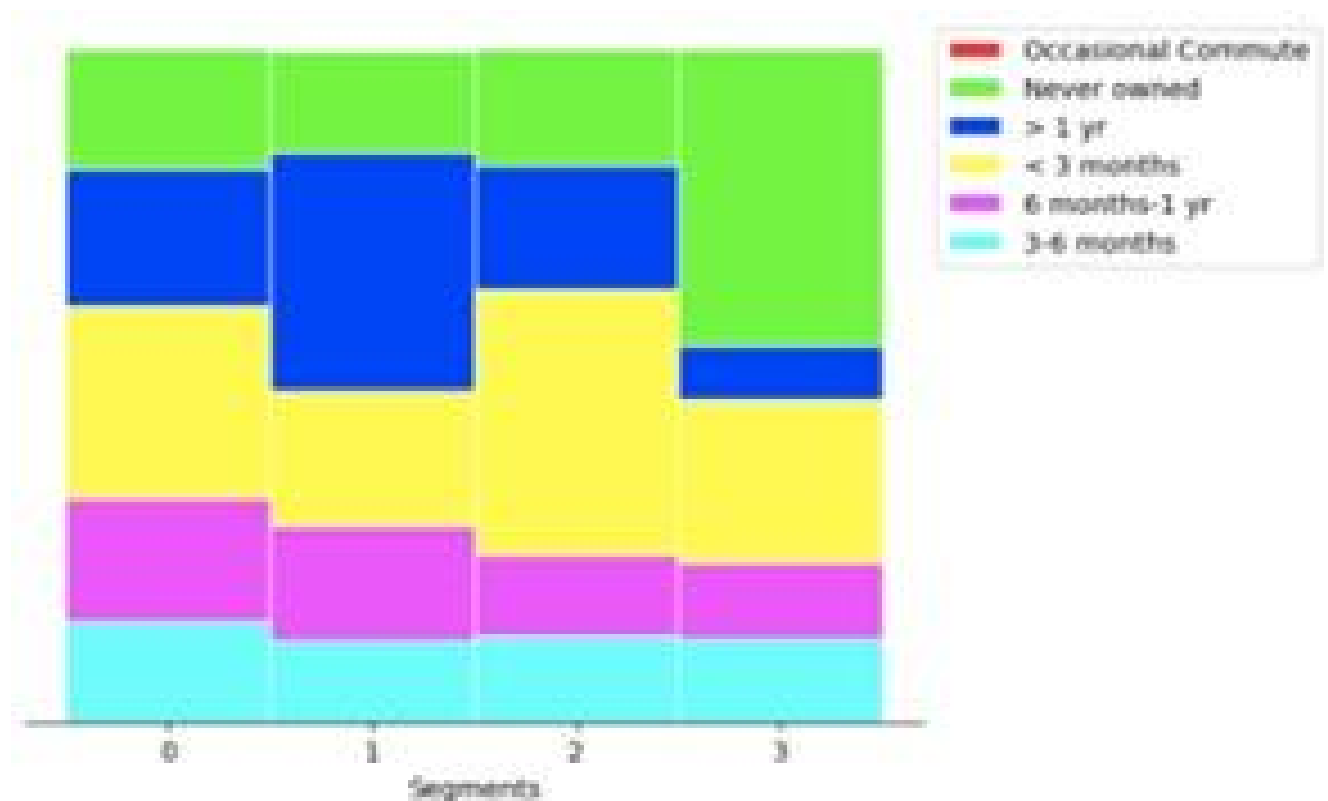


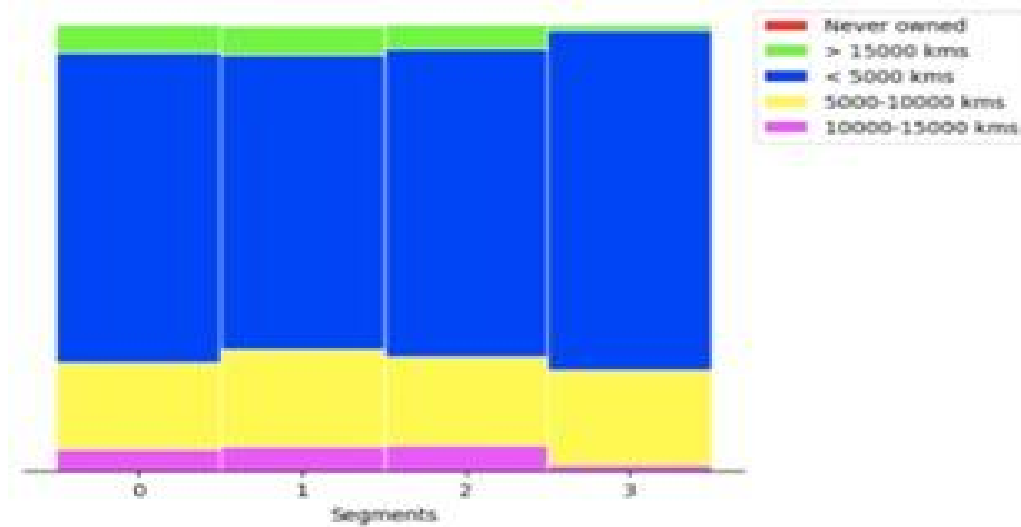
7.0 Describing potential segments

7.1 Behavioral and Psychographic Segment Profiling

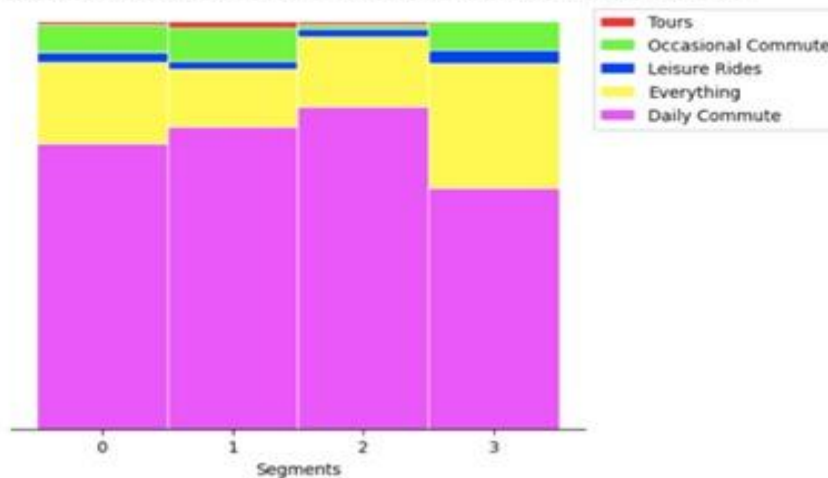
From the below mosaic plots looking at the segment 1 which is dominating gives the inference that it has customers using EVs for more than 1year, and within a range of <5000kms who use vehicles for daily commute.

From this we can say that the start-up has to concentrate on these types of customers for 2-wheelers





Mosaic plot for cross-tabulation of clusters and used it for for the EV 2-Wheelers data set



7.2 Geographic Segment Profiling

From the geographic segmentation it is known that the market is favoring for the start-up to launch in the states of Uttarakhand, Maharashtra and Karnataka with highest sales and charging points for the vehicles.

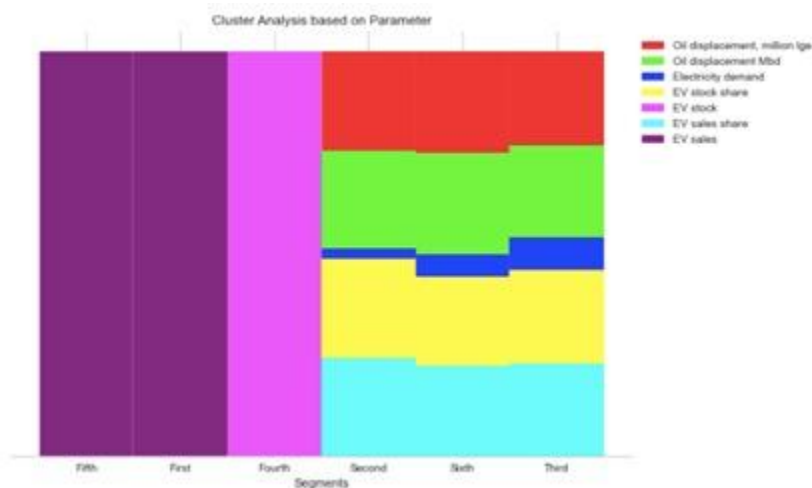
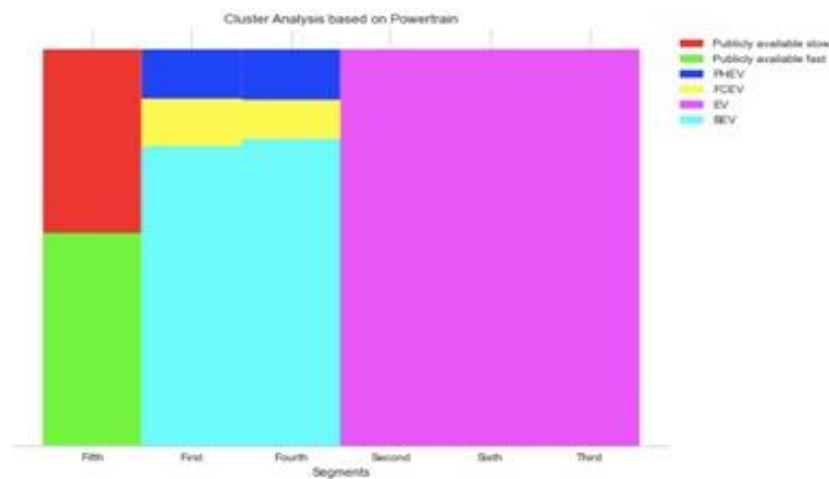
7.7 Time-based Segment Profiling

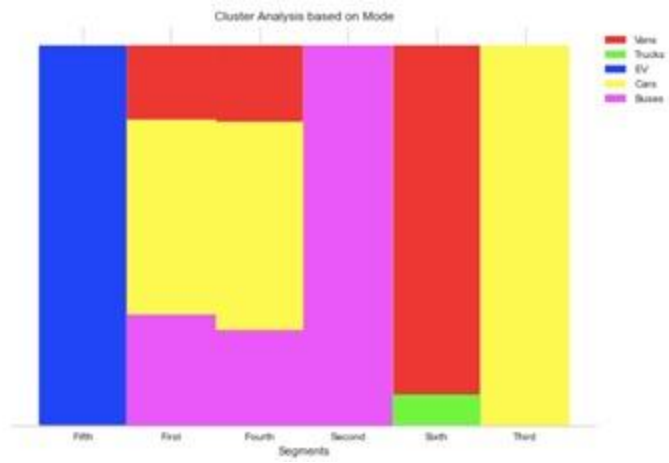
From the time-based segmentation it is known that from the year 2018 the market for EVs has been growing continuously and is much open for the start-up to go for 2,3 and 4 wheelers.

7.8 Product-Based segment Profiling

From the below mosaic plots and the segment 2 as the target segment from the segmentation, the following are the inferences:

- Out of all EV Vehicles BEV cars has the highest preference on the important segment for the start-up to launch in 4-wheelers.
- Next to cars comes EV Buses.





https://github.com/PittaRishitha/EV_Data_Analysis_India.ipynb