

EMPLOYEE DATA ANALYSIS USING EXCEL

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PROJECT TITLE

EMPLOYEE PERFORMANCE ANALYSIS USING EXCEL

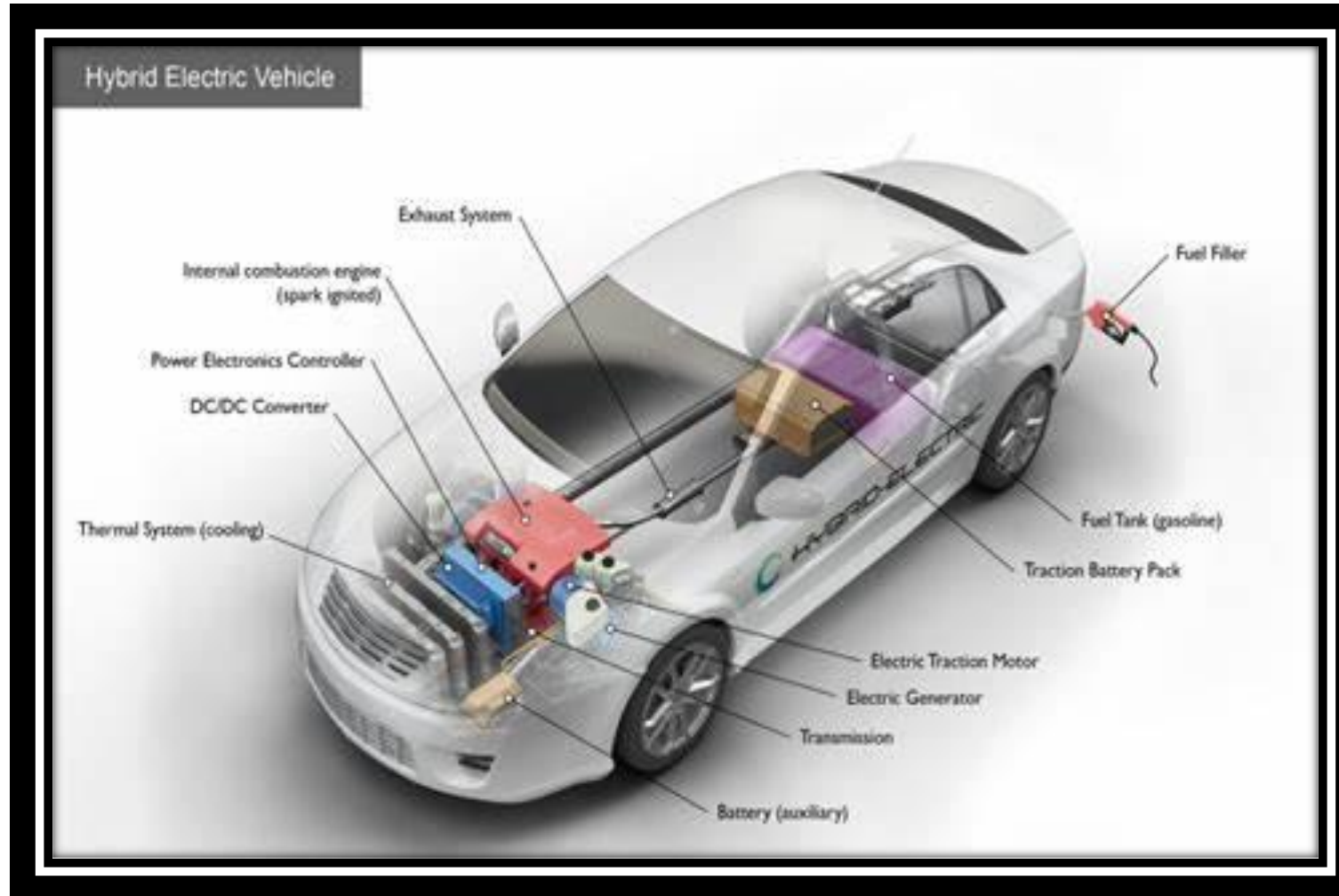
ORIGIN OF CARS



ORIGIN OF CARS

- The origins of cars trace back to the late 19th century, and they represent a fascinating evolution of technology and transportation. Here's a brief overview of their development.
- **19th Century:** Various inventors experimented with steam-powered vehicles. Although promising, steam engines were bulky and required considerable time to operate.
- **Electric Vehicles (EVs):** The 21st century has seen a surge in electric vehicles, driven by environmental concerns and advancements in battery technology. Companies like Tesla have popularized EVs, while traditional automakers are increasingly investing in electric and hybrid technologies.

CARS AND ITS NEED



PRODUCTION OF TOP 10 COUNTRIES

Country	Total 2022 ✓
China	27M
United States	10.1M
Japan	7.8M
India	5.5M
South Korea	3.8M
Germany	3.7M
Morocco	3.5M
Brazil	2.4M
Spain	2.2M
Thailand	1.9M

FACTORS INFLUENCING INDIA MARKET

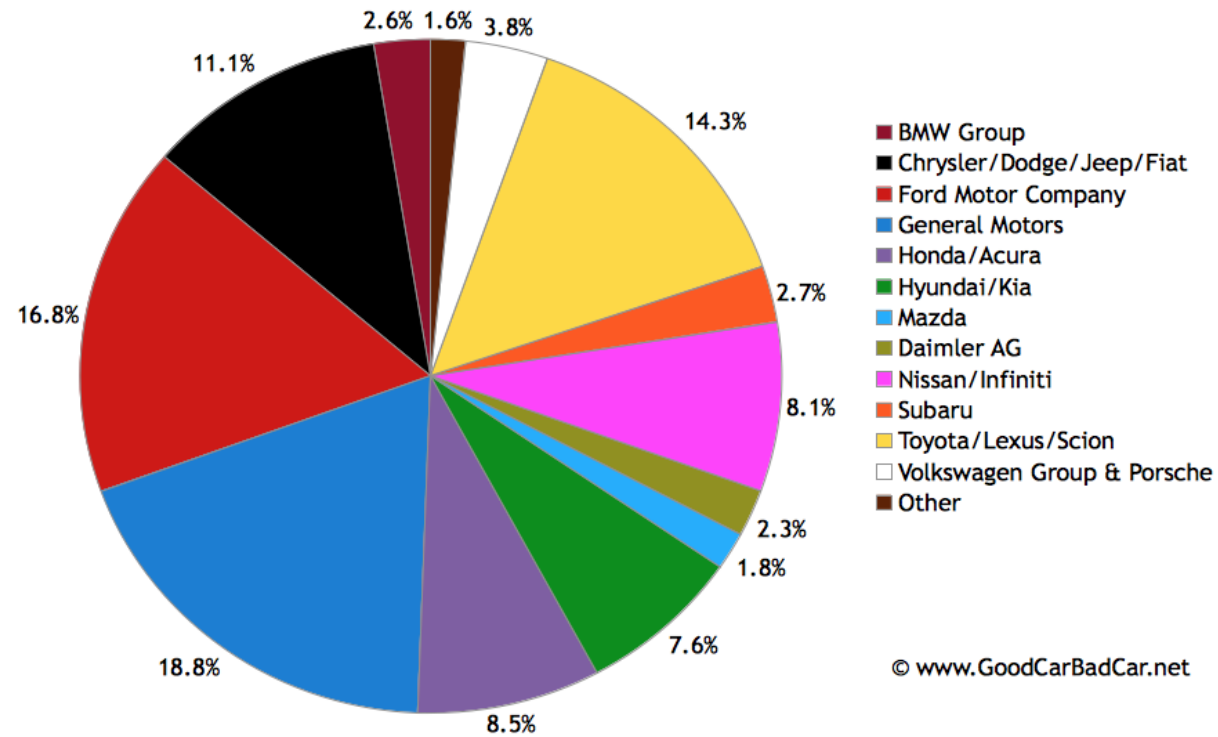
- **Income Levels:** Rising disposable incomes and economic growth have increased the demand for vehicles among the middle class.
- **Urbanization:** Rapid urbanization drives demand for personal transportation and commercial vehicles in cities.
- **Regulations and Incentives:** Government policies on emissions, safety standards, and fuel efficiency directly affect the automotive industry. For example, the introduction of stricter BS-VI emission norms has influenced vehicle designs and technology.
- **Incentives for EVs:** The Indian government offers subsidies and incentives for electric vehicles (EVs) through schemes like FAME (Faster Adoption and Manufacturing of Hybrid and Electric Vehicles).

MAJOR PLAYERS



MARKET SHARES

Auto Manufacturer Market Share In USA
December 2011



INTRODUCE IN INDIA

The first automobile was the Benz Patent Motor Car, invented by Carl Benz and patented in 1886. The three-wheeled vehicle was first seen in public in July 1886.

Peugeot was founded in 1803 by Jean-Pierre and Jean-Frédéric Peugeot and is therefore the world's oldest car brand. Originally a family-run grain mill, Peugeot manufactured saws, steel strips and springs for watchmaking before turning to bikes in 1830 and eventually cars in 1882.



HISTORY OF mercedes-benz

- **1886 - Karl Benz** invents the first practical automobile, the Benz Patent-Motorwagen.
- **1886 - Gottlieb Daimler** and **Wilhelm Maybach** develop a high-speed gasoline engine and install it in a stagecoach, marking early automotive innovation.
- **1901 - Daimler-Motoren-Gesellschaft (DMG)** introduces the Mercedes 35 HP, named after Emil Jellinek's daughter, Mercedes.
- **1926 - Benz & Cie.** and **DMG** merge to form **Mercedes-Benz**, creating a unified brand name.
- **1952** - Introduction of the **300SL "Gullwing"**, known for its distinctive doors and advanced technology.
- **1960s-1970s** - Mercedes-Benz innovates with safety features like crumple zones and anti-lock braking systems (ABS).
- **1980s-1990s** - Expands globally, solidifies luxury reputation with models like the S-Class.
- **2000s** - Focus on technological advancements, including hybrid and electric vehicles.
- **2010s-Present** - Launches the **EQ** brand for electric vehicles, integrates advanced digital systems like MBUX for enhanced connectivity and AI-driven features.

MERCEDES BENZ FEATURES

- **MBUX (Mercedes-Benz User Experience):** Advanced infotainment system with voice control, touchpad, and AI capabilities.
- **Adaptive Cruise Control:** Maintains set speed and adjusts to traffic conditions.
- **Active Brake Assist:** Helps prevent collisions by detecting and reacting to potential hazards.
- **Blind Spot Assist:** Alerts drivers to vehicles in their blind spots.
- **Lane Keeping Assist:** Warns or assists if the vehicle drifts out of its lane.
- **Panoramic Sunroof:** Offers an expansive view and natural light.
- **Leather Upholstery:** High-quality, premium interior materials.
- **Dual-Zone Climate Control:** Separate temperature settings for driver and passenger sides.

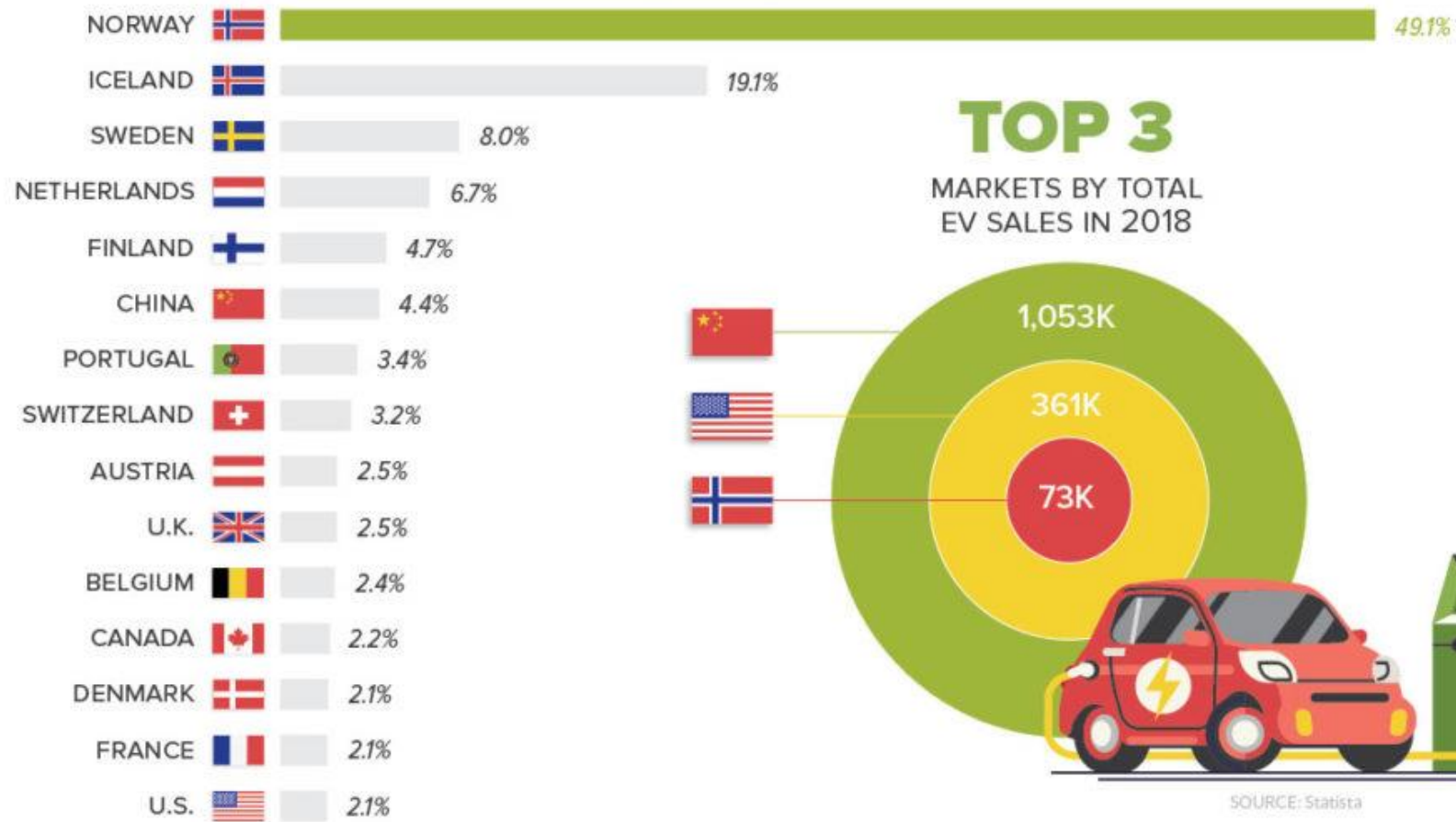
CAR SALES IN INDIA

- **1994:** Re-entered the Indian market with the E-Class, through Tata-Fiat.
- **2000s:** Established Mercedes-Benz India Ltd., began local manufacturing in Pune.
- **2015:** Became the best-selling luxury car brand in India.
- **2020:** Navigated pandemic challenges but maintained strong market presence.
- **2021-2022:** Continued growth with new model launches, including electric vehicles.
- **2023:** Reported record sales, focusing on luxury, innovation, and expanding EV lineup.

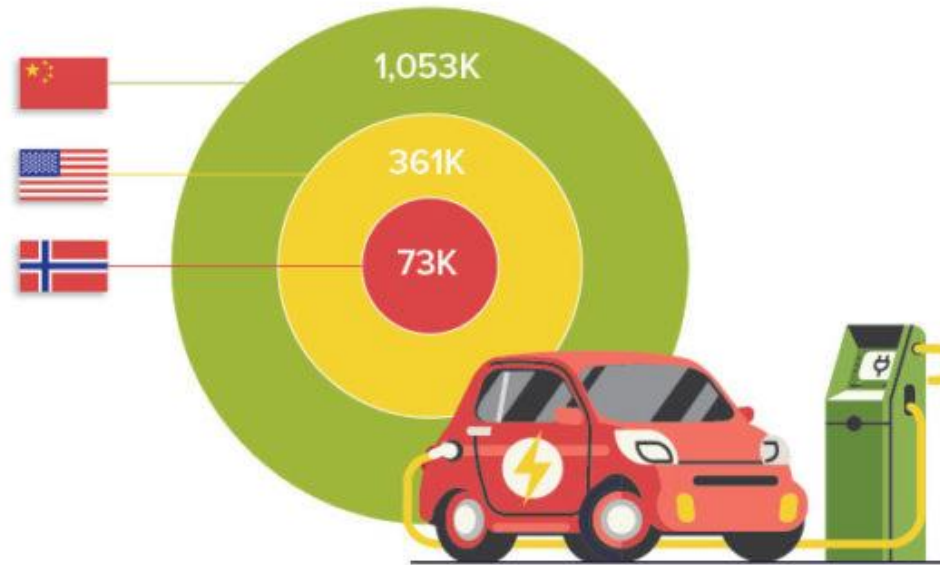
Mercedes India Jan- Sep Sales	Sales	Diff YoY	%
2022	11,469	2,511	28.03
2021	8,958	3,951	78.91
2020	5,007	-4,908	-49.50
2019	9,915	-1,874	-15.90
2018	11,789	-80	-0.67
2017	11,869	1,945	19.60
2016	9,924	-155	-1.54
2015	10,079	NA	-

CARS DISTRIBUTION ACROSS GLOBAL

EVs as a percentage of total vehicle sales, by country



TOP 3
MARKETS BY TOTAL
EV SALES IN 2018



SOURCE: Statista

CONCLUSION

- In summary, the automotive industry has undergone remarkable evolution, driven by innovation, technology, and shifting consumer preferences. Key points to remember include:
- **Historical Development:** From early steam-powered vehicles to the sophisticated cars of today, the journey reflects continuous advancement in engineering and design.
- **Market Dynamics:** Factors such as economic conditions, government policies, and consumer preferences significantly influence car sales and market trends.
- **Technological Innovations:** Modern vehicles incorporate cutting-edge technologies, including advanced safety systems, infotainment, and electric propulsion.
- **Brand Leadership:** Iconic brands like Mercedes-Benz exemplify excellence in luxury, performance, and innovation, continually setting benchmarks in the automotive world.

THANK YOU