PROJECT SUMMARY

Project Title
Indian Car Market in 2024: Sales Volume Analysis and Best Combination Identification

Project Done By

Muhammad Junaid Iqbal

(B.E. Textile Engineering, NEDUET 2014)
Email: **junaid19tex@gmail.com**

Problem Statement
Which Car combination performed the best in Sales volume with respect to car manufacturer model, body type and segment wise FY 2024?

Methodology

Data Source: **Kaggle Data Set**
https://www.kaggle.com/datasets/sourd810/car-sales-india-2024

Data Cleaning and Preprocessing
Data contains few spelling errors, repeatitive names which has been corrected

Data Analysis Techniques
Monthly Sales Volume of all Car Manufacturers was analyzed , top 3 were compared
Monthly Sales Volume of all Car Models was analyzed , top 3 were compared
Monthly Sales Volume of all Cars Body type wise was analyzed , top 2 were compared
Monthly Sales Volume of all Car Segments was analyzed , top 2 were compared

Data Visualization
Column charts were used to compare sales volume across different categories (manufacturer, model, body type, segment) and also for comparison between top performers

Project Findings

Maruti Brezza C1 SUV was identified as the top-performing combination due to its consistently high sales volume across all categories. Maruti was the top-selling manufacturer, Brezza was among the top-selling models within Maruti's lineup, the C1 body type showed strong overall sales, and the SUV segment was a dominant segment. The combination of these factors resulted in the highest overall sales volume.

Brand	Model	Body Type	Segement
Maruti	Brezza	C1	SUV

Yearly Revenue	3 Billion USD
Average Monthly Revenue	266 Million USD
Max Monthly Revenue	325 Million USD
Min Monthly Revenue	223 Million USD

Limitations

This analysis is based on sales volume data and does not consider other factors such as customer satisfaction, profitability, or brand reputation.

Project Excel File

Click Below Icon to View Project Details

Car Sales India 2024.xlsx