





BUSINESS INSIGHTS

Customer Demography: The total number of customers is 1581, minimum age of customer is 22 and maximum age is 60. The minimum price of car is 18K while the maximum price of car is 70K. The analysis show that most of the cars are bought by male customers given a total of 1252 and 359 female customers. The married customers represent 91% while the singles represent 9% of the customers. The number of dependant also determines the choice of cars by the customers. The age group for hatchback buyers is 21-30 years, sedan buyers is 26-45 years while SUV is 31-60 years.

Financial Analysis: The analysis shows that salaried profession customers buy more cars with a total of 896 (57%), while business profession customers gives a total of 685 (43%). The analysis shows that household salary does not determine the choice of cars bought by customers based on the results from min price of car by make and min household salary by make which confirms that some customers purchased their cars through personal loan.

Car Preferences: The analysis shows that Hatchback cars are mostly preferred by customers giving a total amount of 884 (56%) for hatchback, 460 (29%) for Sedan and 237 (15%) for SUV.

RECOMMENDATIONS

1. The customer demography trends indicates that Austo Automobile should direct its marketing strategy towards male customers as well as married customers. They should formulate marketing strategies to attract more female customers.
2. Hatchback and SUV marketing strategy should be focused on customers with 3 or more dependants while sedan should be directed towards customers with 2 or less dependants and singles. Furthermore, SUV marketing strategy should be directed towards older customers who may buy it for status purpose based on the analysis result of the age groups by make of car..
3. Austo Automobile should direct high priced cars towards the salaried professionals and the low priced cars towards the business owners. The organization should also focus on producing more hatchback cars, followed by sedan and SUV cars.
4. Austo Automobile can offer flexible payment plans to its customers or partner with financial institution for car loan facilities.