

# AUSTO AUTOMOBILE: MARKET SURVEY AND ANALYSIS

Profession

All

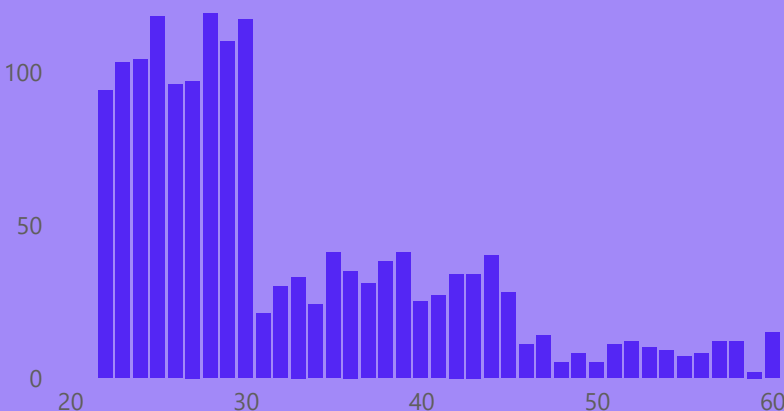
Education

All

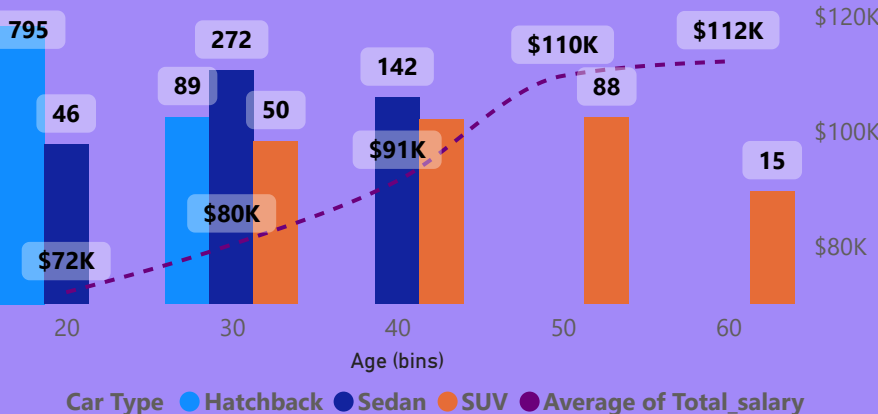
1581

Sample Size

Age Distribution

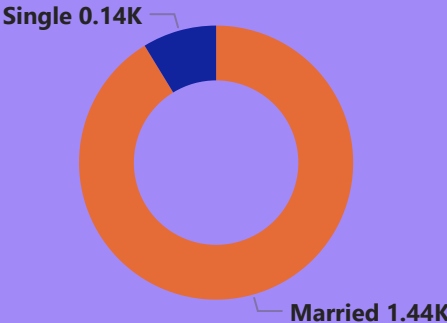


Age distribution by Car Type and Average Household income

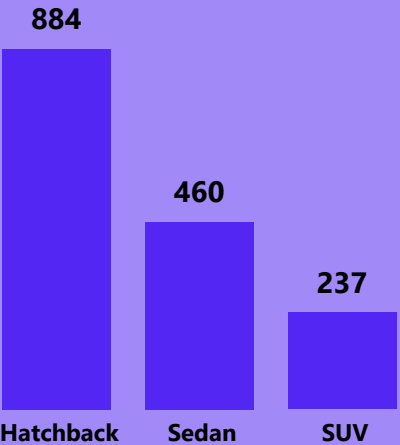


| Make      | Max Price | Min Price | Average Price |
|-----------|-----------|-----------|---------------|
| Hatchback | 33000     | 18000     | 25,561.09     |
| Sedan     | 55000     | 31000     | 42,671.74     |
| SUV       | 70000     | 49000     | 59,303.80     |

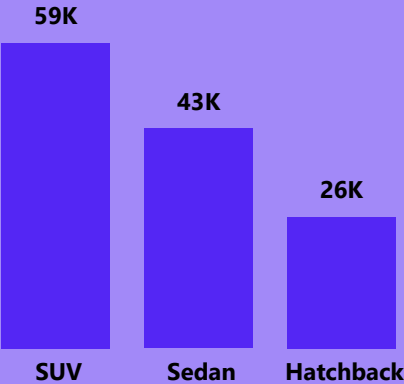
Marital Status



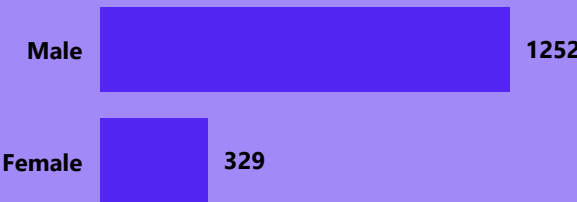
Distribution of Car types



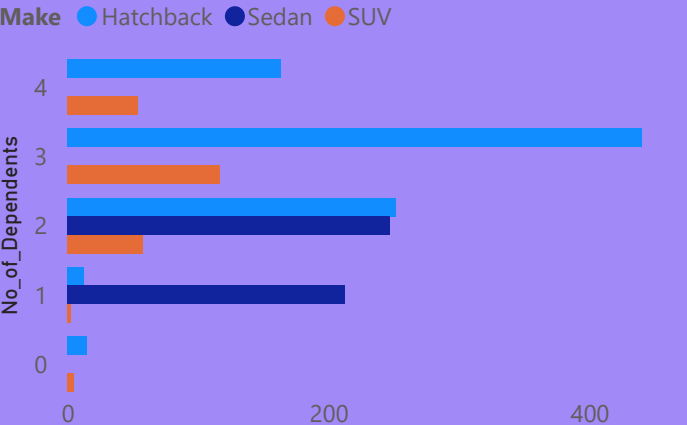
Average Price by Make



Gender Distribution



Relationship between No of dependants and Car type



# RECOMMENDATIONS TO AUSTO AUTOMOBILE

**Targeting Younger Demographics:** The sample size for this survey is 1581 and the age distribution shows a higher concentration in the younger population, majorly between 20 and 30 years old. Austo Automobile can focus on this consumer profile by developing cars that appeal to this age group. Focusing on features such as affordability, technology and style.

**Engaging Female Customers:** The data primarily consist of 1252 male and 329 female. Austo Automobile may wish to probe whether this survey is a representative of the US market or there is an untapped female consumer segment and develop a targeted campaign to attract more female buyers. This may include creating a more inclusive showroom or create product offerings meet the preferences and needs of female buyers.

**Household Income Level:** The average household income level shows a wide range across different age groups. However, there is a noticeable peak around the mid level income bracket with a few sample earning above the \$100k mark. This could suggest that Austo should maintain a range of car models within the mid to low level price bracket to appeal to largest customer segment, prioritising affordability and family orientated features in car models while marketing the high end luxurious brands to the high income earners.

**Pricing Strategy:** The average prices for the Hatchback, Sedan and SUV cars are \$26K, \$43K and \$59K respectively with the maximum price for each make standing at \$33K, \$55K and \$70K respectively. The company should ensure to maintain a competitive price so as to attract potential buyers.

**Promote the Sedan and SUV:** Whilst it is evident that the Hatchback is the most common choice which is largely due to its affordability. The company can look to promote the Sedan and SUV brands amongst the middle aged and top professionals, highlighting advantages such as comfort, versatility, performance and luxury while offering competitive pricing.