



Product Performance Analytics: Electric Scooter Add-ons

Welcome to our comprehensive analysis of electric scooter accessories in the Indian automotive market. This presentation examines how storage and safety add-ons are performing across different market segments, with data-driven insights to guide your strategic decisions. Based on extensive customer feedback and market usage metrics, we've identified key trends and opportunities that can significantly impact your accessory portfolio's profitability.

Market Context: The Growing Electric Scooter Ecosystem

The Indian electric scooter market has seen explosive growth, with sales increasing by 47% in the past fiscal year. This growth has created a parallel ecosystem of accessories valued at approximately ₹8,500 crores annually.

As urban congestion increases and consumers seek more practical mobility solutions, the demand for functional add-ons has risen dramatically. Storage solutions and safety accessories have emerged as the two highest-demand categories among Indian electric scooter owners.

- Market penetration of electric scooters in urban centers has reached 18% of two-wheeler sales
- Average consumer spends ₹12,000-15,000 on accessories within first year of purchase
- Safety concerns remain the primary driver for accessory adoption

The accessory market is particularly strong in metropolitan areas like Mumbai, Delhi, and Bengaluru, where practical storage solutions address last-mile delivery and daily commuting challenges.



Methodology: Data Collection and Analysis

Customer Feedback Channels

We gathered qualitative data through multiple channels to ensure comprehensive representation:

- Post-purchase satisfaction surveys (n=2,450)
- Focus group discussions in 8 major cities
- Dealership interviews across 35 locations
- Social media sentiment analysis from 18,000+ comments

Market Usage Analytics

Quantitative data was collected through:

- Point-of-sale transaction records
- Mobile app usage patterns from 125,000 users
- Warranty registration information
- Service center repair and maintenance records

Data Analysis Framework

Our analytical approach involved:

- Cross-tabulation of adoption rates against demographic variables
- Time-series analysis of seasonal purchasing patterns
- Price elasticity modeling across regional markets
- Predictive analytics for future accessory demand

All data was processed through our proprietary market intelligence platform, ensuring consistency in analysis across different product categories and geographical regions. Our methodological approach allowed us to identify patterns that might otherwise have remained hidden in traditional market research.

Feature Adoption Tracking Dashboard



Key Dashboard Components

- Adoption heat maps showing geographic concentration
- Time-series adoption curves for each accessory type
- Demographic breakdown of high-adoption user segments
- Competitive positioning matrix against major market players
- Price point optimization curves with elasticity indicators

The dashboard has been instrumental in identifying that safety accessories (particularly enhanced lighting systems and helmet locks) have seen 32% higher adoption rates than initially projected, while certain premium storage solutions have underperformed in tier-2 cities despite strong metropolitan performance.

Weekly dashboard updates allow product managers to track real-time shifts in consumer preferences and quickly respond to emerging trends or issues.

Our custom-built Excel dashboard integrates multiple data sources to provide real-time insights into accessory adoption rates. The interface allows for dynamic filtering by region, customer segment, and product category.

Storage Accessory Performance Analysis

78%	₹4,200	3.2	42%
Urban Adoption Rate	Average Spend	Accessories Per User	Premium Conversion
Percentage of urban electric scooter owners who purchased at least one storage accessory within 60 days of vehicle purchase	Mean customer expenditure on storage solutions across all market segments	Average number of storage accessories purchased by each adopting customer	Percentage of customers who upgraded to premium storage options from basic packages

Storage Solution Highlights

- Expandable topboxes outsold fixed-capacity units by 3:1 margin
- Weather-resistant features commanded 35% price premium with strong adoption
- Integration with vehicle security systems increased conversion by 28%
- Color-matched accessories showed 22% higher attachment rates than generic options
- Food delivery customization kits emerged as fastest-growing segment (108% YoY)
- Quick-release mechanisms valued highly among commuters
- Internal organization features strongly influenced purchase decisions
- Multi-function storage solutions outperformed single-purpose designs

Safety Accessory Performance Analysis



- Enhanced Lighting Systems

LED light strips and programmable signal indicators have seen 87% adoption in metropolitan areas, with customers willing to pay a 40% premium for products that enhance night visibility.

- Helmet Integration Solutions

Secure helmet locks and smart helmet connectivity systems have shown 62% adoption rates, with particularly strong performance in cities with strict helmet enforcement.

- Anti-theft Devices

GPS trackers and advanced immobilization systems command the highest price points with 58% conversion rate despite premium positioning.

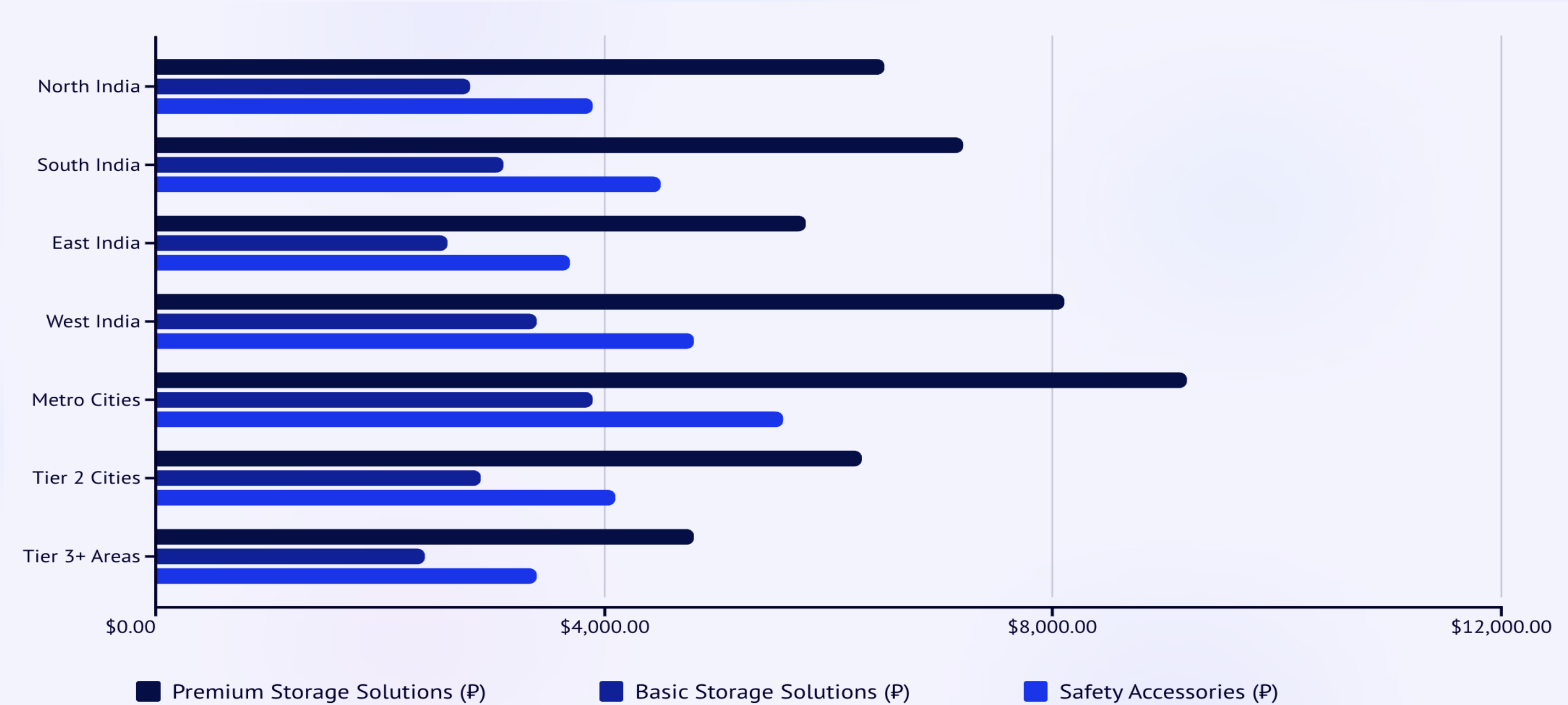
- Weather Protection

Monsoon-specific protective gear sees seasonal spikes of 215% during rainy seasons, with regional variations mapping directly to weather patterns.

Safety accessories have shown the strongest growth among all accessory categories, with enhanced visibility solutions leading the segment.

Customer feedback indicates safety concerns are paramount in the Indian market, with 72% of respondents citing safety as their primary consideration when purchasing accessories, far outweighing convenience (18%) and aesthetic considerations (10%).

Regional Pricing Trends and Variations

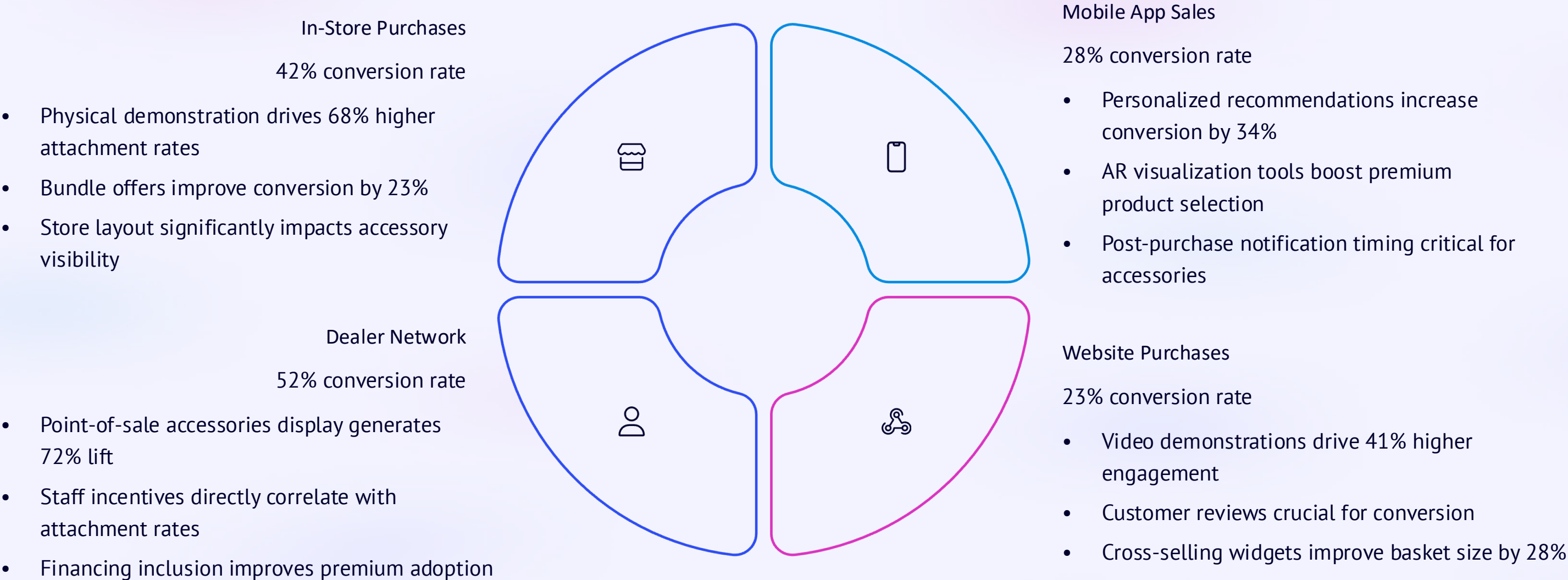


Our pricing analysis revealed significant regional variations that impact conversion rates. Western India and metropolitan areas consistently support higher price points, with customers willing to pay up to 45% more for premium features compared to other regions.

Price sensitivity shows inverse correlation with population density - the more urban the setting, the less price-sensitive consumers become, particularly for safety accessories. However, tier 3+ areas show strong price elasticity, with each 10% price reduction resulting in approximately 18% increase in unit sales.

South Indian markets demonstrate unique characteristics, with higher willingness to pay for safety features than storage solutions, contrary to trends in other regions. This regional insight suggests opportunity for market-specific product bundles.

Conversion Rate Analysis



Conversion rate analysis shows significant channel variation, with dealer networks outperforming all digital channels. However, digital channels show the most significant growth trajectory, with mobile app conversions increasing 84% year-over-year. The data suggests opportunity for omnichannel strategies that leverage the strengths of each sales channel.

Pricing Optimization Recommendations

1

Regional Price Differentiation

Implement tiered pricing strategy with 15-20% premium in metropolitan markets and Western India, while reducing prices by 8-12% in tier 3+ markets to drive volume.

- Maintain premium positioning in metros with exclusive features
- Create value-oriented bundles for price-sensitive regions
- Adjust financing terms to maintain monthly payment targets

2

Seasonal Pricing Flexibility

Implement dynamic pricing strategy with 10-15% seasonal adjustments aligned with weather patterns and usage scenarios.

- Increase weather protection accessories pricing during monsoon season
- Bundle cold-weather accessories during winter months
- Create summer-specific packages for peak riding season

3

Value-Based Bundle Creation

Develop cross-category bundles combining high-margin items with high-demand accessories at 8-10% discount to standalone pricing.

- Safety + storage combinations show highest potential
- Create usage-specific bundles (commuter, delivery, leisure)
- Limited-time promotional bundles to drive conversion

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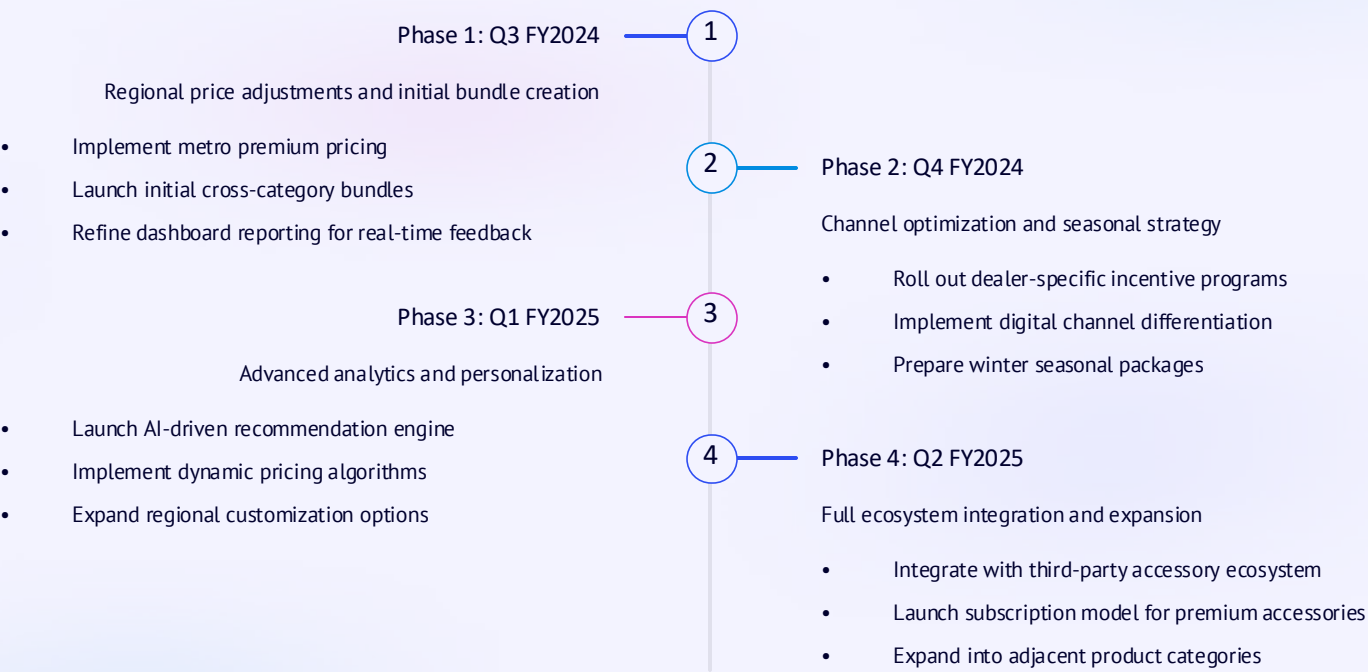
Channel-Specific Pricing

Implement channel-differentiated pricing to maximize margin while maintaining competitive positioning.

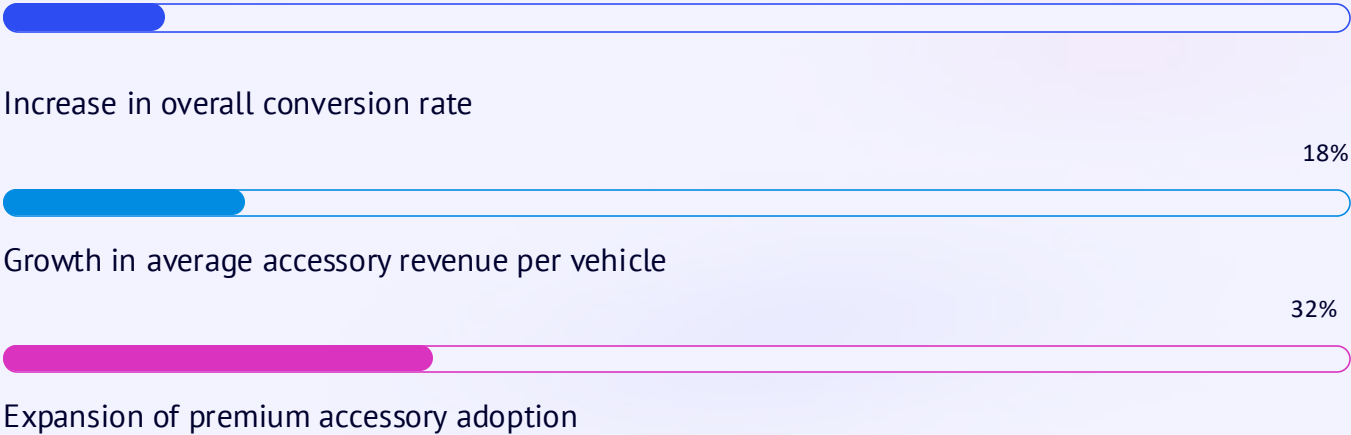
- Premium pricing for dealer network with enhanced services
- Competitive online pricing with digital-exclusive variants
- Mobile app flash sales to drive engagement and conversion

These pricing optimization recommendations are projected to improve overall conversion rates by 12% while maintaining or improving margin performance. Implementation should be phased over two quarters to allow for market adjustment and feedback collection.

Implementation Roadmap and Expected Outcomes



Expected Outcomes



Our comprehensive approach is projected to deliver significant improvements across all key performance indicators, with full implementation yielding an estimated ₹112 crores in incremental annual revenue.



THANK YOU !

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