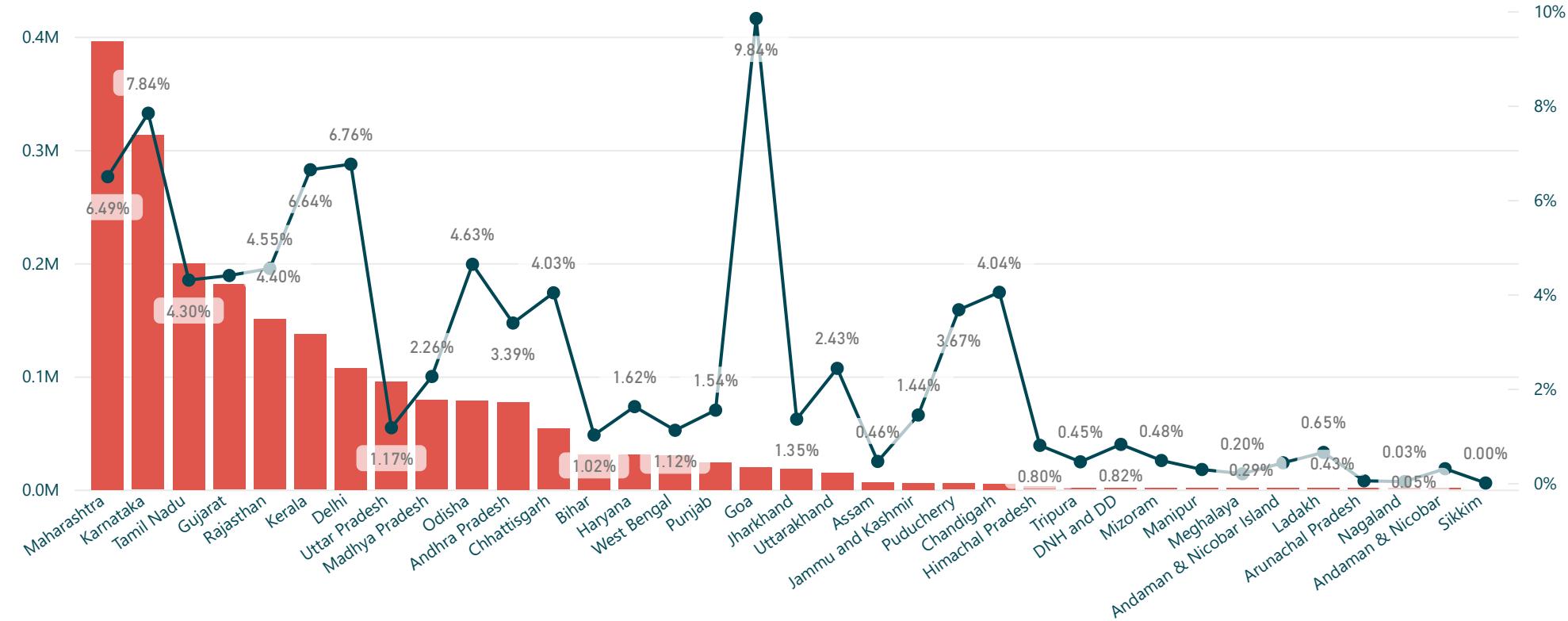


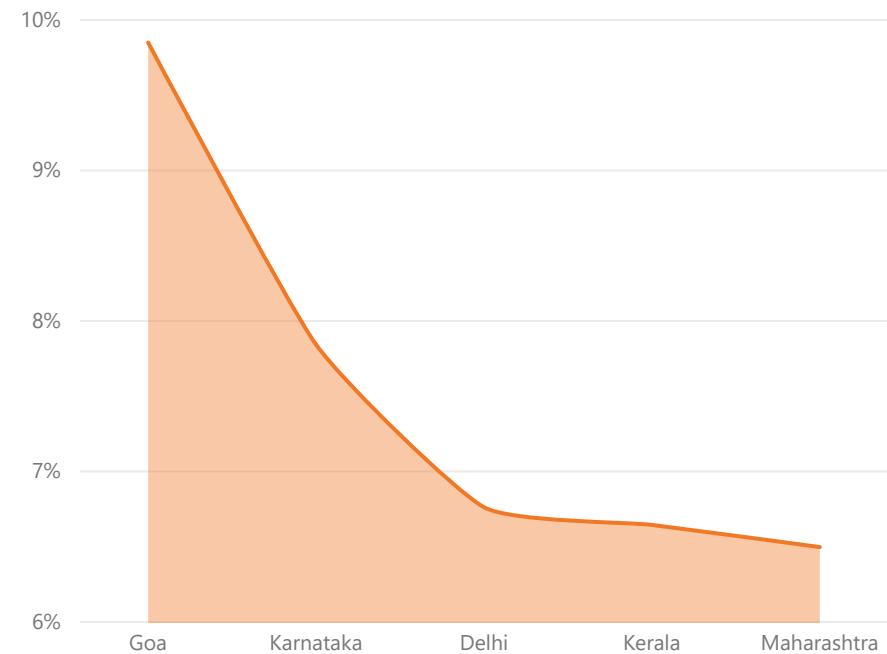
Sum of electric\_vehicles\_sold by state and their Penetration Rate %

Total EV Sales\_State Penetration Rate %

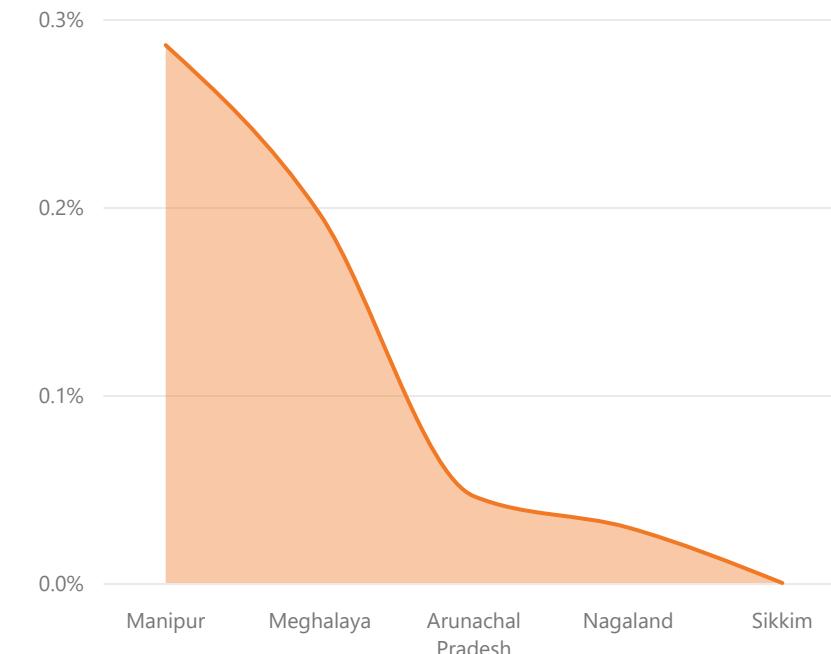


## Penetration Rate %

Top 5 States

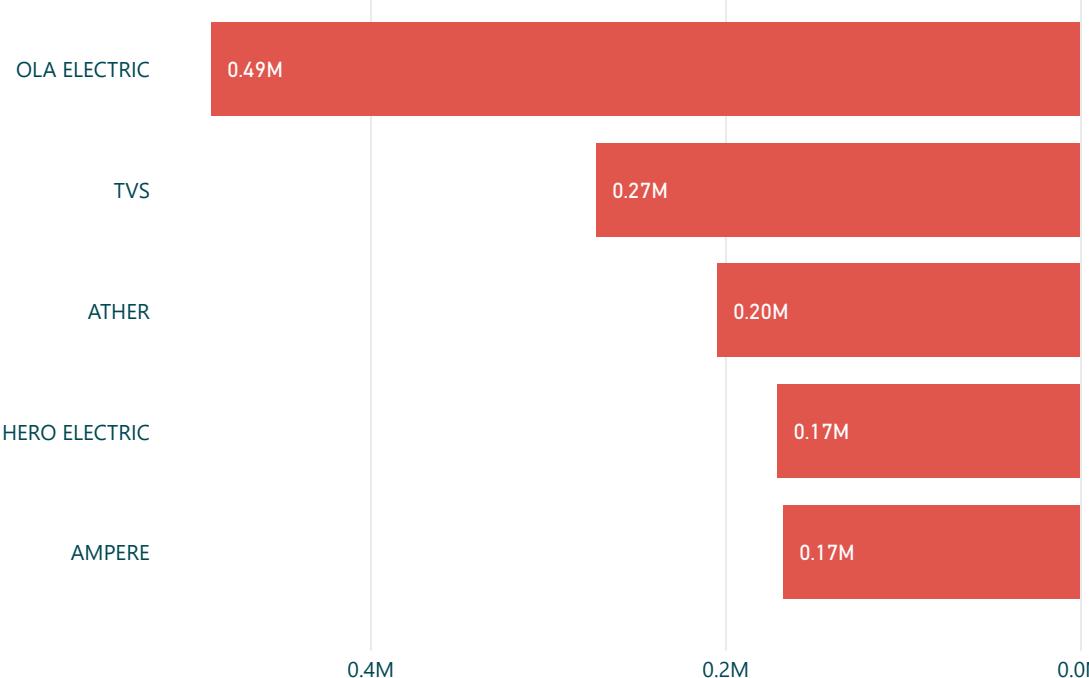


Bottom 5 States

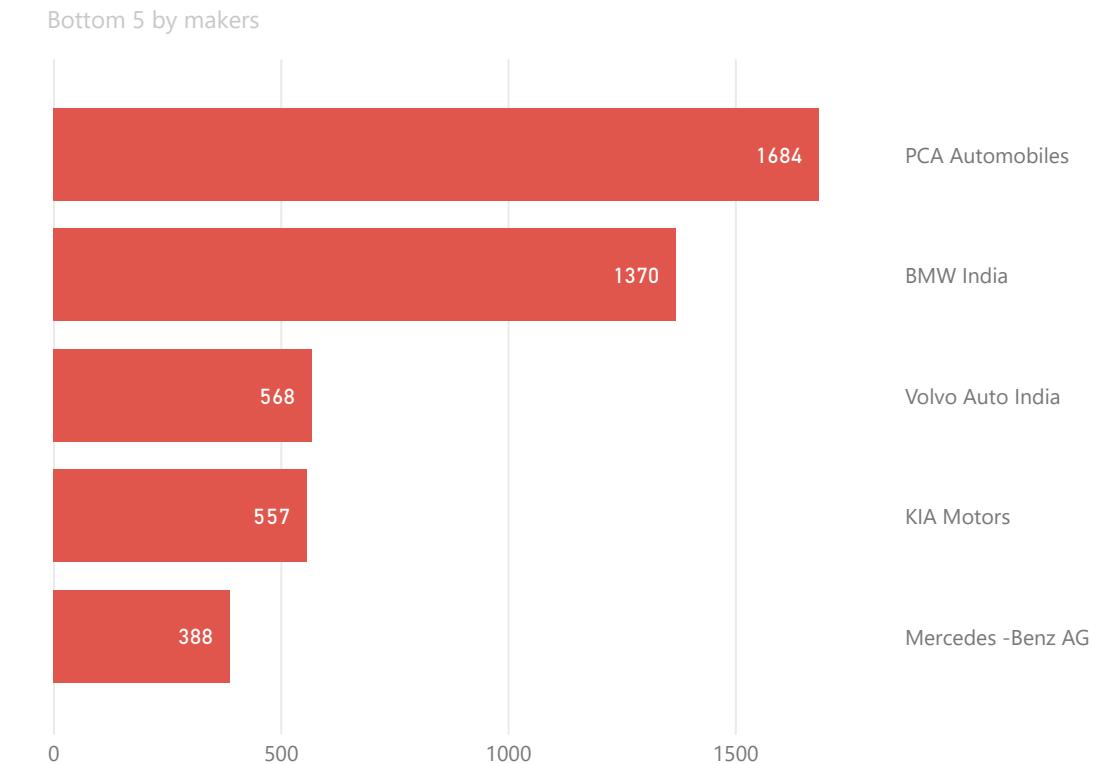


## EV Sold

Top 5 Makers



Bottom 5 by makers



2-Wheelers

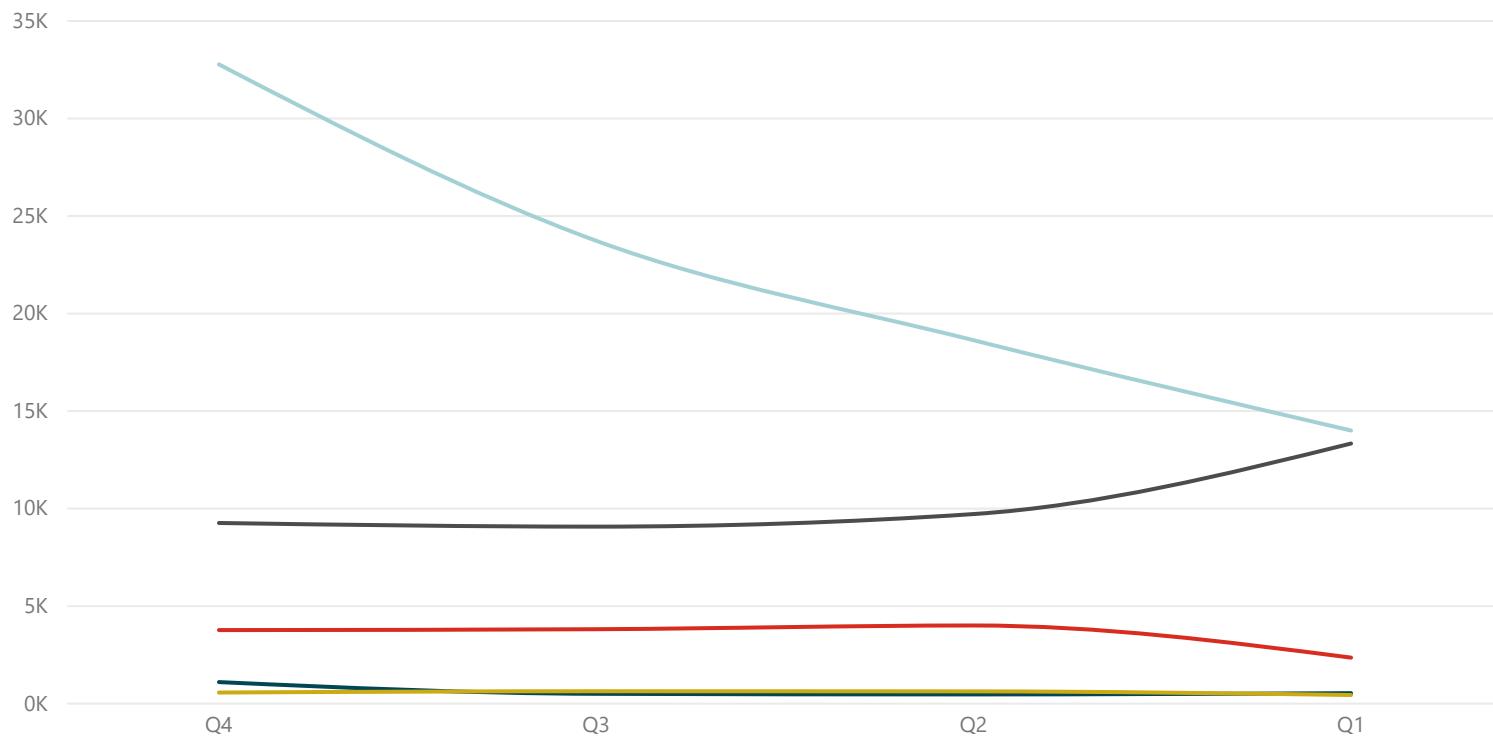
4-Wheelers

## Top 5 EV 4-Wheelers Makers

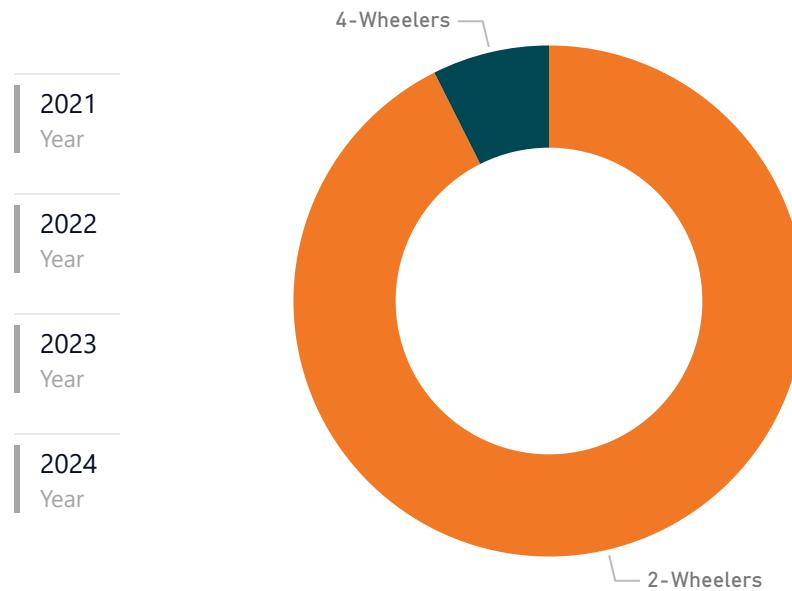
2-Wheelers

4-Wheelers

maker ● BYD India ● Hyundai Motor ● Mahindra & Mahindra ● MG Motor ● Tata Motors



Vehicle Category by Sales



57220252

Sum of total\_vehicles\_sold

2066111

Sum of electric\_vehicles\_sold

3.61%

Penetration Rate %

Total Vehicles Sold

**57M**

Electric Vehicle Sold

**2M**

Penetration Rate %

**3.61%**

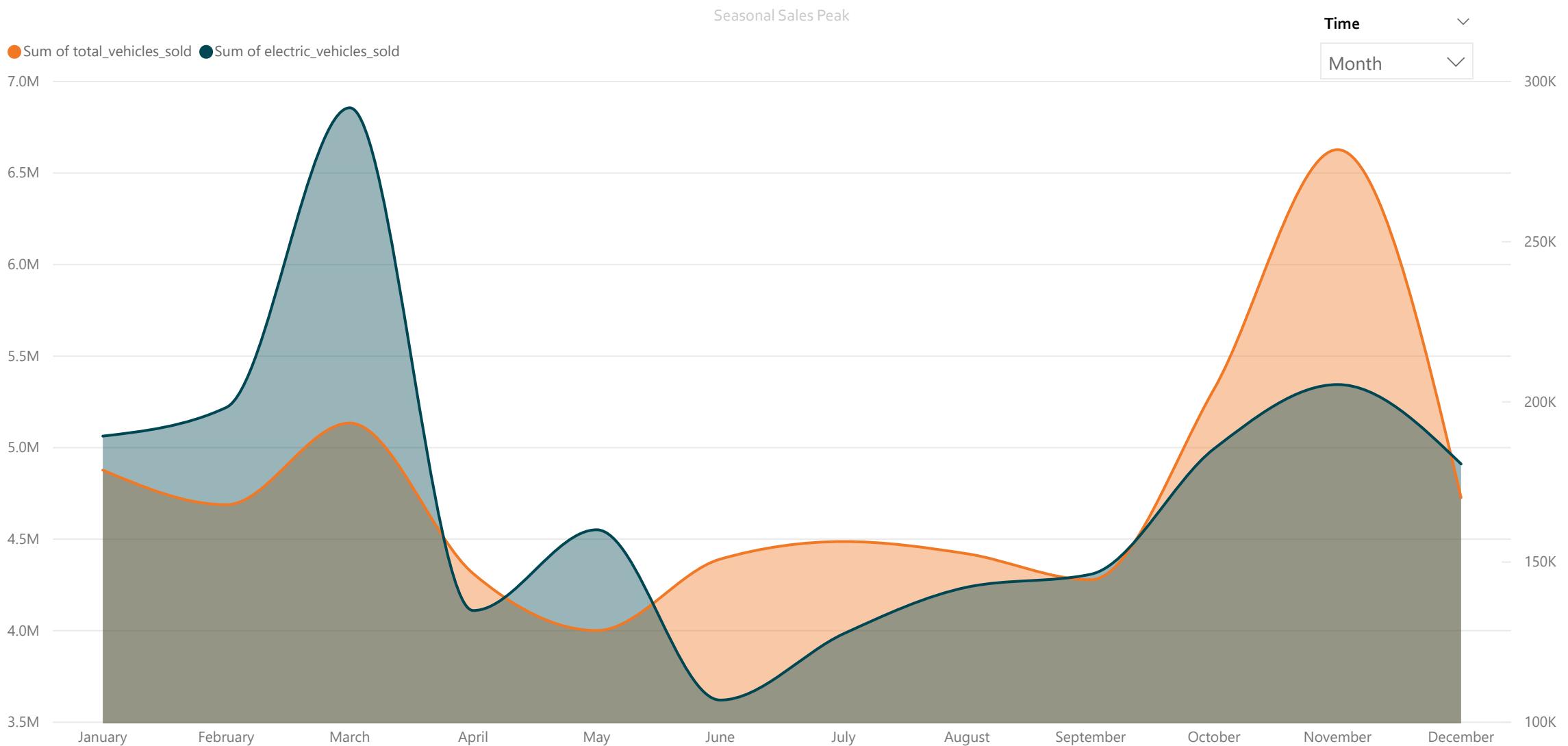
state

state

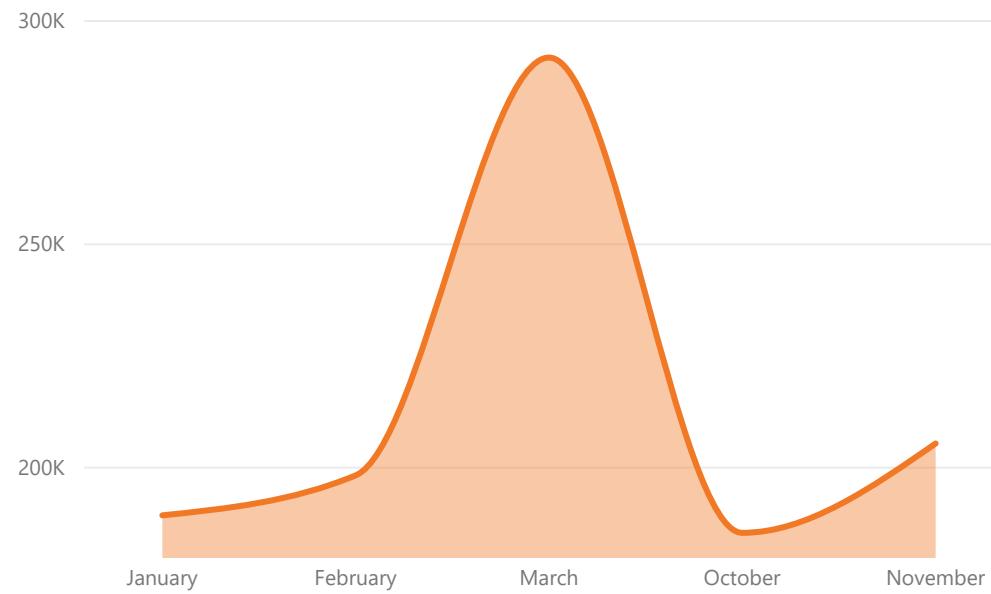
state and electric\_vehicles\_sold

Sum of total\_vehicles\_sold by state

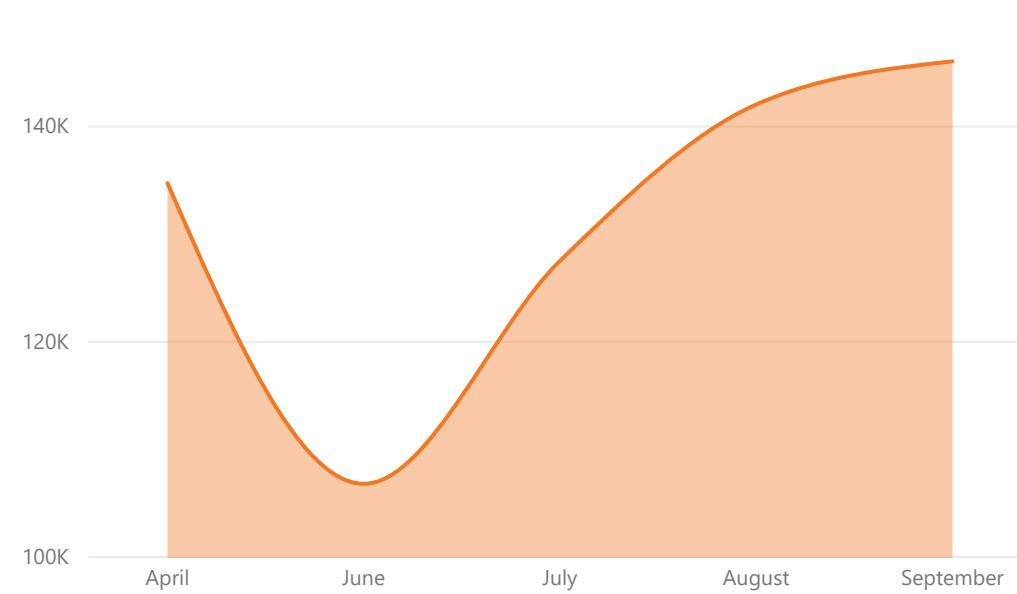
state



Top 5 Season Peak by Month

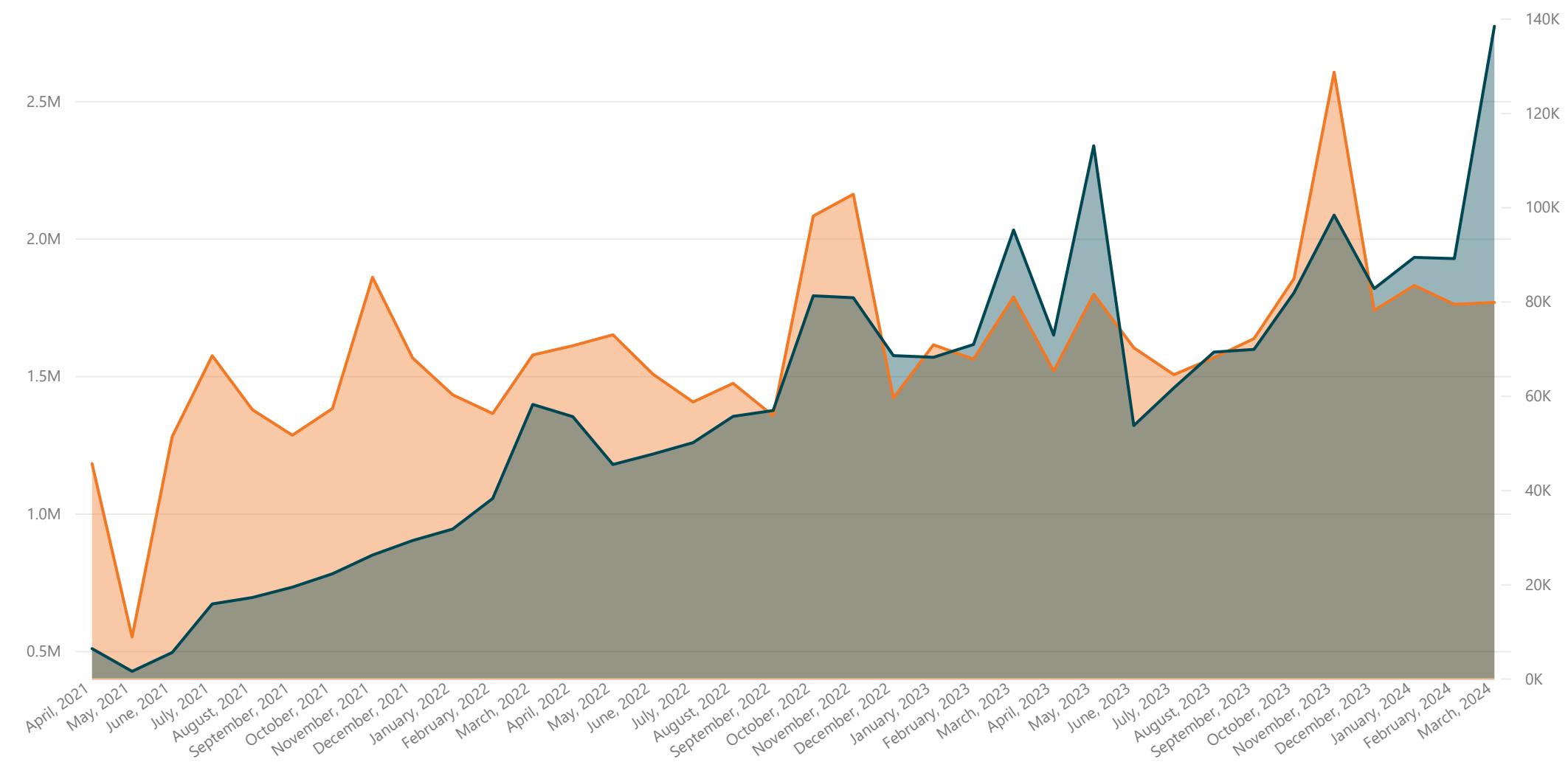


Bottom 5 Season Peak by Month



### Total Sales VS Electric Vehicle Sales

● Sum of total\_vehicles\_sold ● Sum of electric\_vehicles\_sold

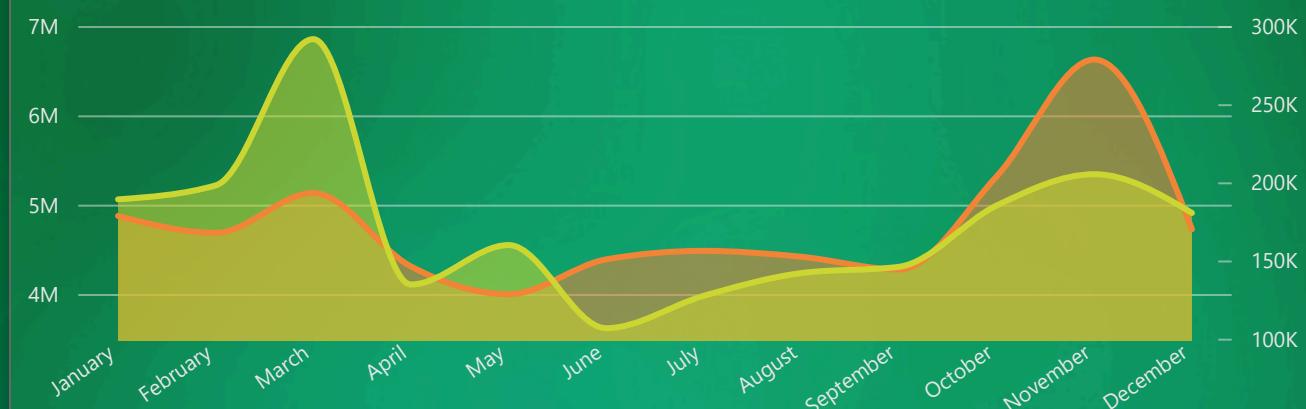


# Electric Vehicle Analysis Dashboard



Seasonal Sales Peak

● Sum of total\_vehicles\_sold ● Sum of electric\_vehicles\_sold



States by Sales

Year

2021

2022

2023

2024

Next

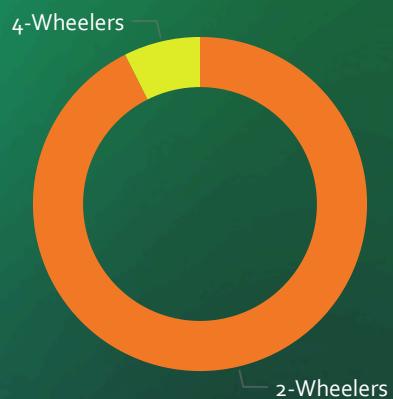
State

- Andaman & Ni...
- Andaman & Ni...
- Andhra Pradesh
- Arunachal Prad...
- Assam
- Bihar
- Chandigarh
- Chhattisgarh
- Delhi
- DNH and DD
- Goa
- Gujarat
- Haryana
- Himachal Prade...

● Total EV Sales\_State ● Penetration Rate %



Vehicle Category by Sales



vehicle\_category

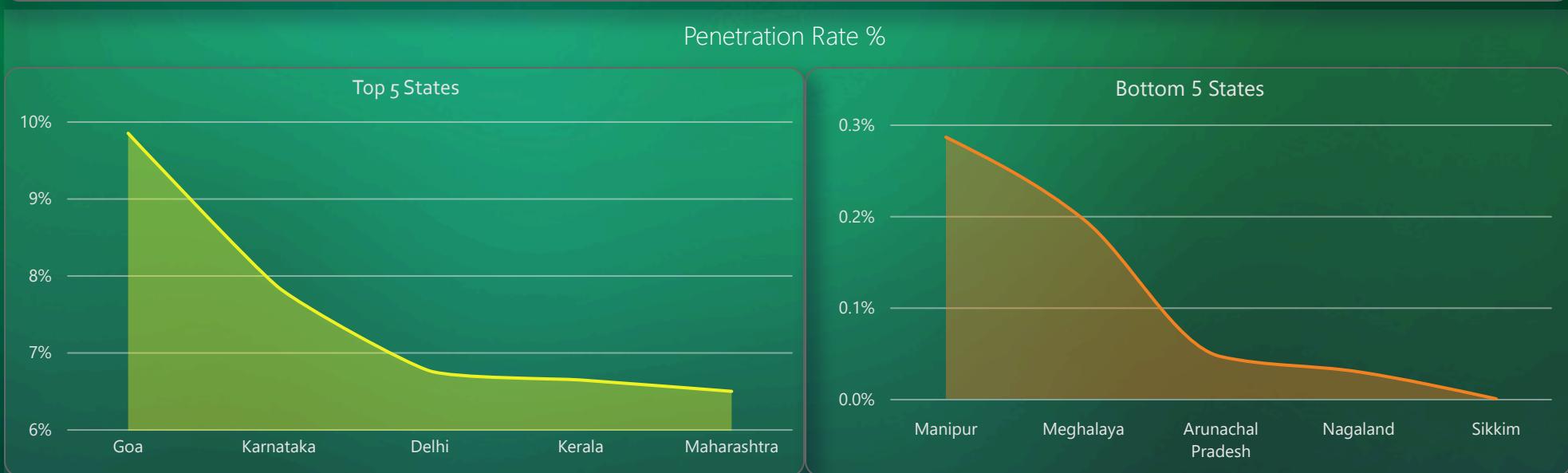
● 2-Wheelers

● 4-Wheelers

# Electric Vehicle Analysis Dashboard



Year	State
2021	<input type="checkbox"/> Andaman & Ni...
2021	<input type="checkbox"/> Andaman & Ni...
2021	<input type="checkbox"/> Andhra Pradesh
2021	<input type="checkbox"/> Arunachal Prad...
2021	<input type="checkbox"/> Assam
2021	<input type="checkbox"/> Bihar
2021	<input type="checkbox"/> Chandigarh
2021	<input type="checkbox"/> Chhattisgarh
2021	<input type="checkbox"/> Delhi
2021	<input type="checkbox"/> DNH and DD
2021	<input type="checkbox"/> Goa
2021	<input type="checkbox"/> Gujarat
2021	<input type="checkbox"/> Haryana
2021	<input type="checkbox"/> Himachal Prade...
2022	
2023	
2024	



Total Vehicles Sold  
57M

Electric Vehicle Sold  
2M

Penetration Rate %  
3.61%

# Electric Vehicle Analysis Dashboard

Total Vehicles Sold

57M



Electric Vehicle Sold

2M



Penetration Rate %

3.61%



→ Next

## EV Sold by Makers



Year

2021

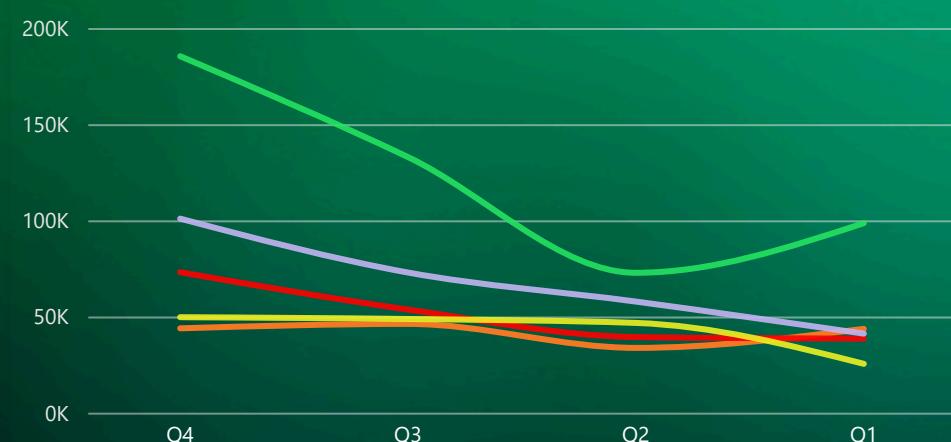
2022

2023

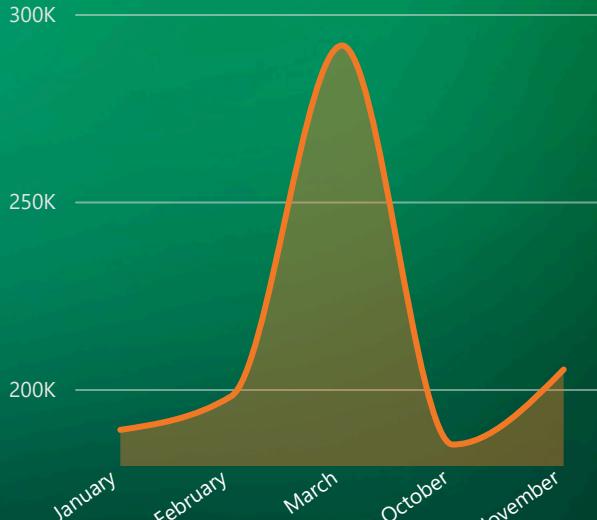
2024

## Top 5 EV Makers

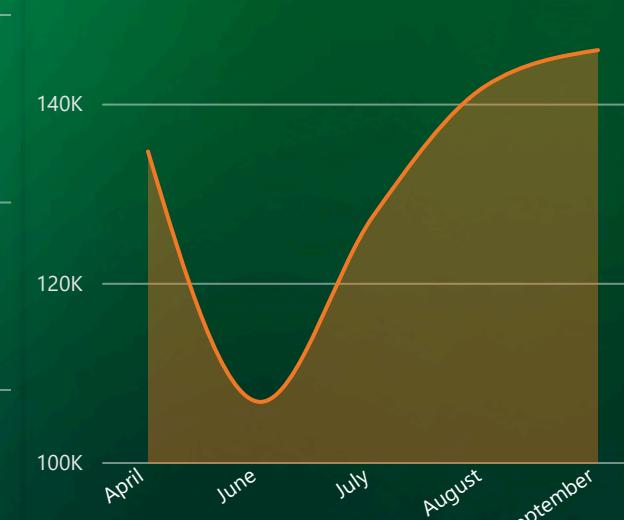
maker ● AMPERE ● AETHER ● HERO ELECTRIC ● OLA ELECTRIC ● TVS



## Top 5 Season Peak by Month



## Bottom 5 Season Peak by Month



# Electric Vehicle Analysis Dashboard

## Insights and Findings of This Project



### Overall EV Market Growth Findings and Insights

#### Findings:

- \* Total EV vehicles sold  $\approx$  20+ lakh units
- \* Continuous year-on-year growth observed
- \* Highest sales recorded was in the financial year 2023

#### Insights:

- \* EV adoption in India is increasing rapidly
- \* Market is currently in expansion stage
- \* Government policies and fuel prices are supporting adoption

### 2. Vehicle Category Analysis

#### Findings:

- \* 2-Wheelers dominate EV market sales by 92.6%
- \* 4-Wheeler EV sales comparatively low i.e. 7.4% of total EV sales.

#### Insights:

Majority EV demand comes from:

- \* Daily commuters
- \* Delivery and last-mile services
- \* 4-Wheeler EV market still developing but has future growth potential.

### 3. Top EV Manufacturers Performance

#### Findings:

- \* Few manufacturers dominate majority EV sales such as OLA Electric, TVS, Ather, Hero Electric and Ampere.
- \* New EV-focused companies competing with traditional automobile brands

### Sales Summary:

#### Data

1. The total sales is more than 57M amongst which 2M is the total EV sales.
2. The penetration rate comes to be 3.61%.
3. This shows that although EV sales are comparatively low but is showing a growth and future scope.

### Sales by Vehicle Category:

1. Talking about the vehicle category for electric vehicle sales, 2-wheelers showed the maximum sales as 92.6% of EV sales were 2-wheelers while the rest 7.4% sales were of 4-wheeler EV.
2. This shows that maximum audience prefer 2-wheelers EV and should be target category.
3. The top EV 4-wheelers sold were by TATA Motors, Mahindra and Mahinda, MG Motor, BYD India and Hyundai Motor.
4. Whereas Top 2- wheelers EV makers are the overall top makers of electric vehicles pointed in point 1 i.e. OLA Electric, TVS, Ather, Hero Electric and Ampere.

### EV Sales by Makers:

1. Top 5 Electric Vehicle sold included makers as OLA Electric, TVS, Ather, Hero Electric and Ampere.
2. Hence, this shows the public interest and preferences for EV brand and company.
3. Bottom 5 Electric Vehicle makers included PCA Automobiles, BMW India, Volvo Auto India, KIA Motors and Mercedes- Benz.

### Seasonal Peak for Sales:

1. The seasonal peak soon for the peak sales were January, February, March