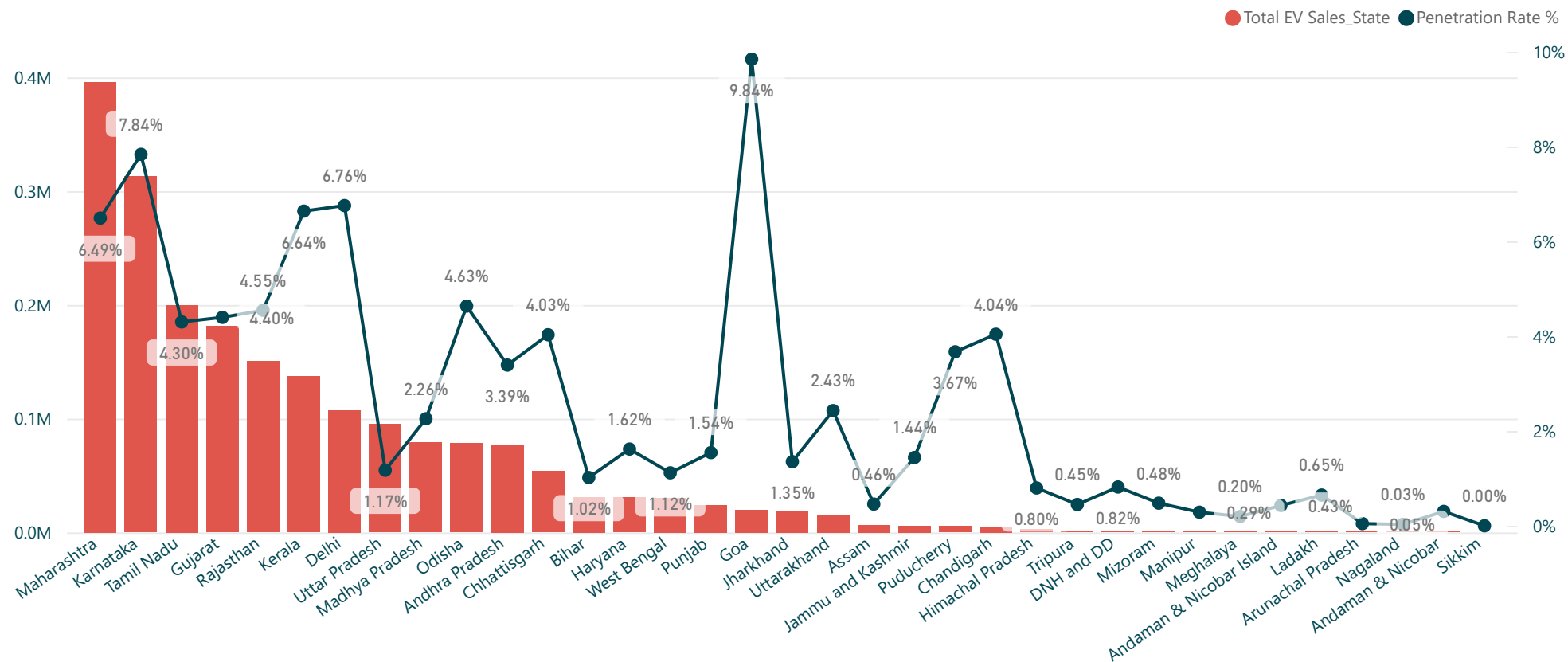
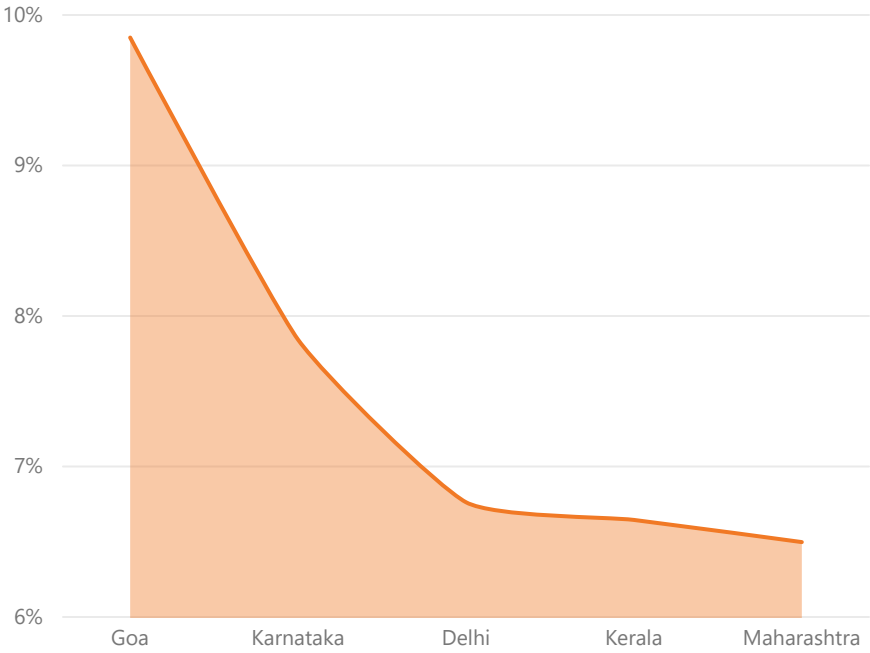


Sum of electric\_vehicles\_sold by state and their Penetration Rate %

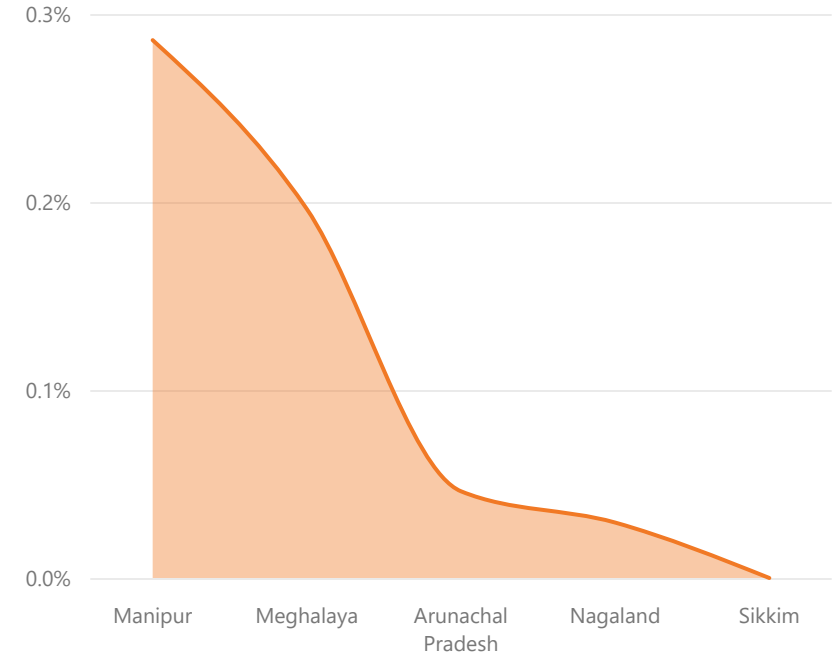


Penetration Rate %

Top 5 States



Bottom 5 States

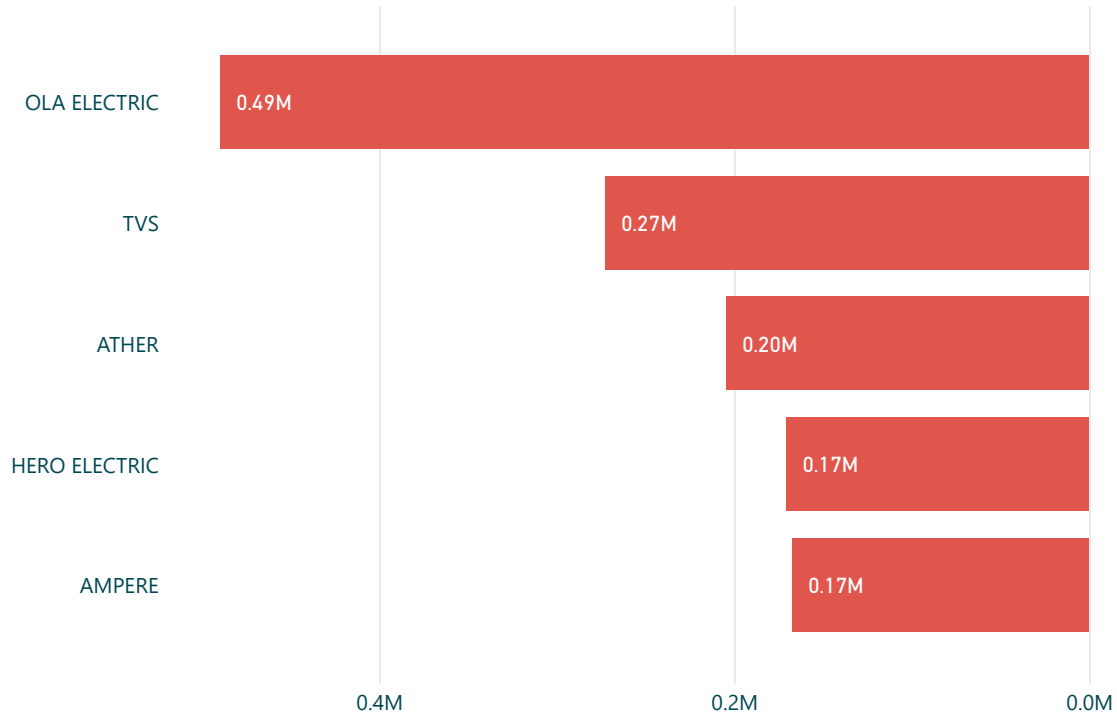


EV Sold

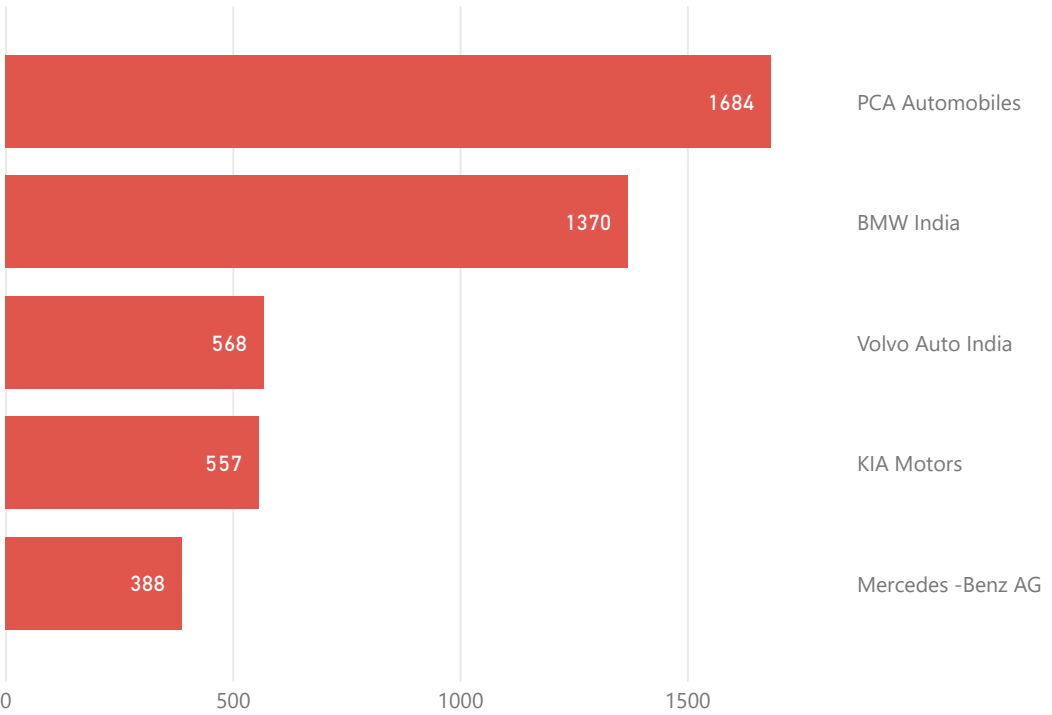
2-Wheelers

4-Wheelers

Top 5 Makers



Bottom 5 by makers

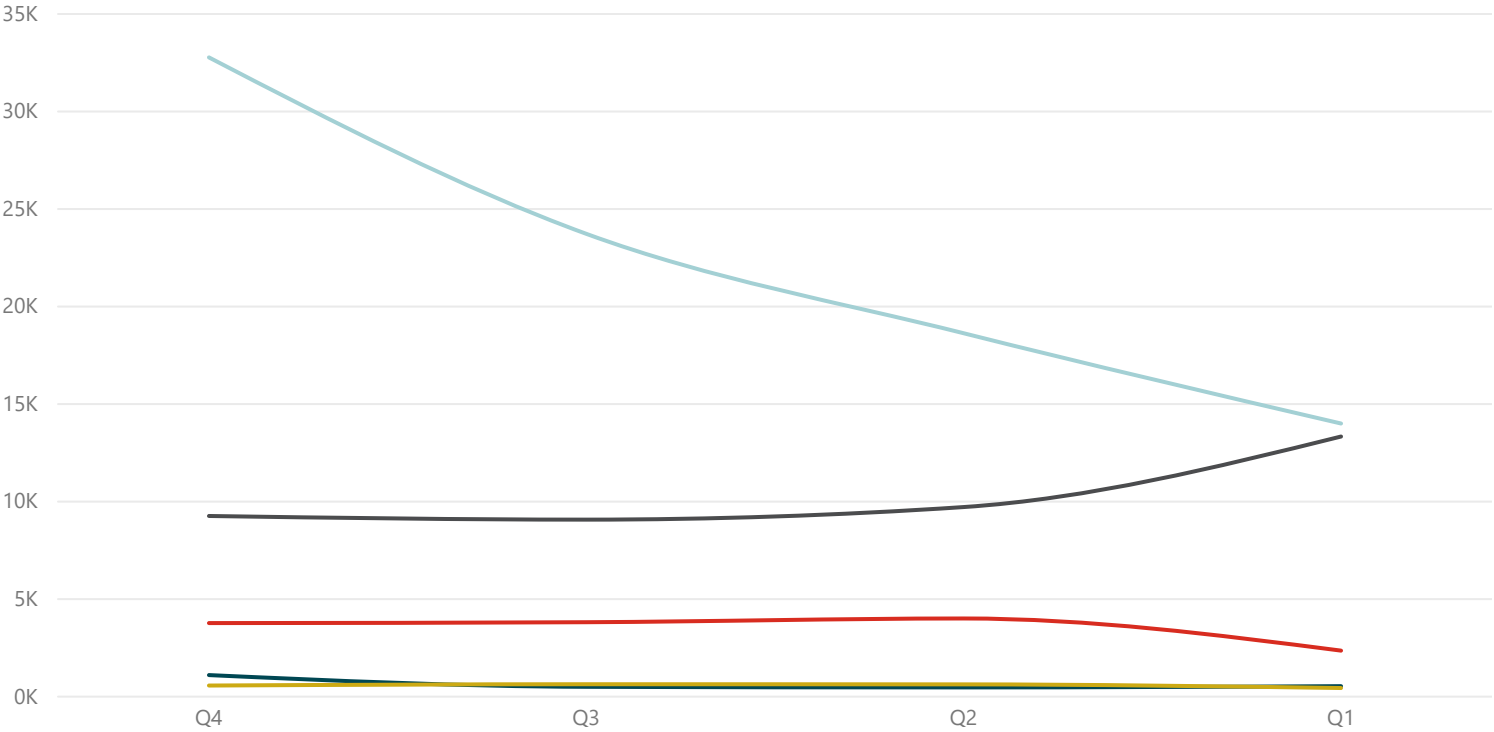


Top 5 EV 4-Wheelers Makers

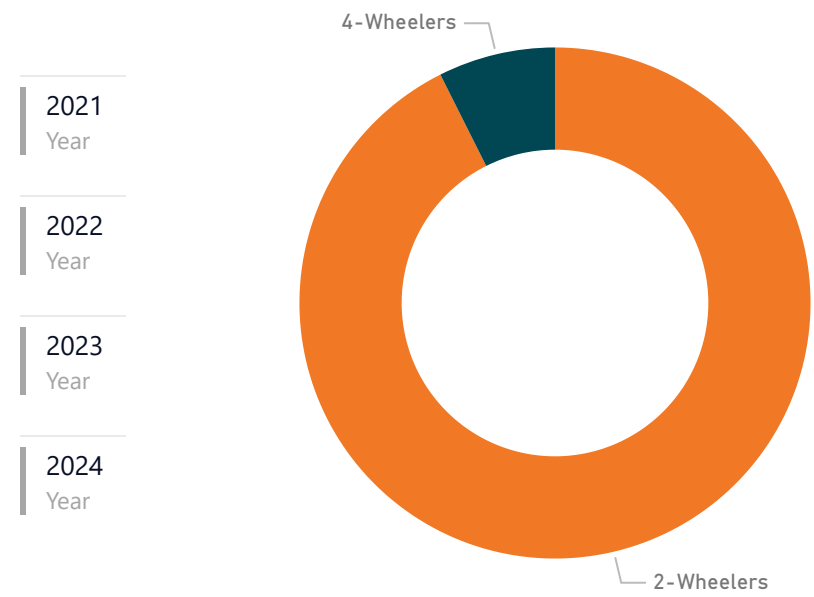
2-Wheelers

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**

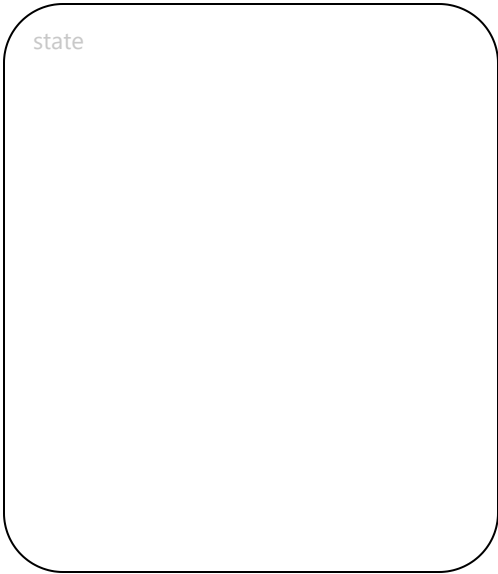
Penetration Rate %  
**3.61%**

state

state



Sum of total\_vehicles\_sold by state



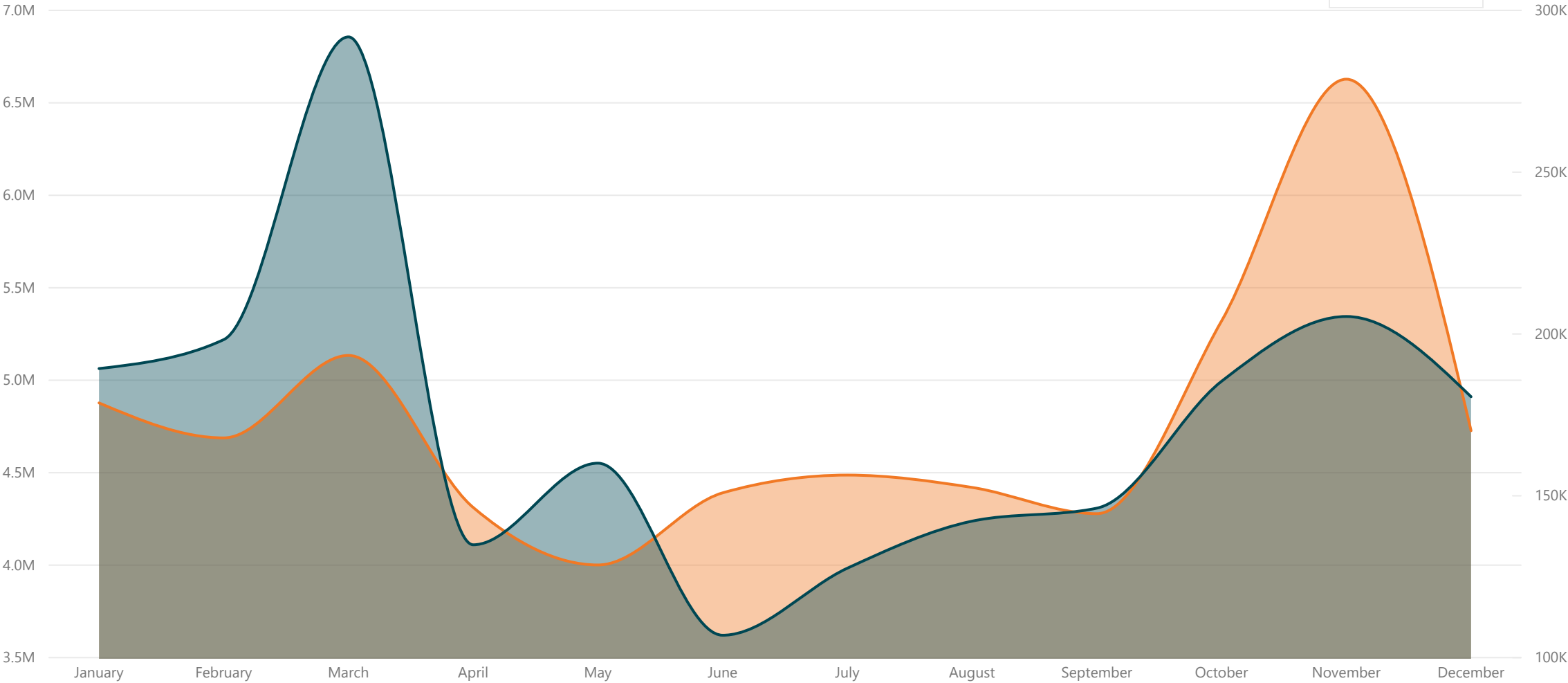


Seasonal Sales Peak

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

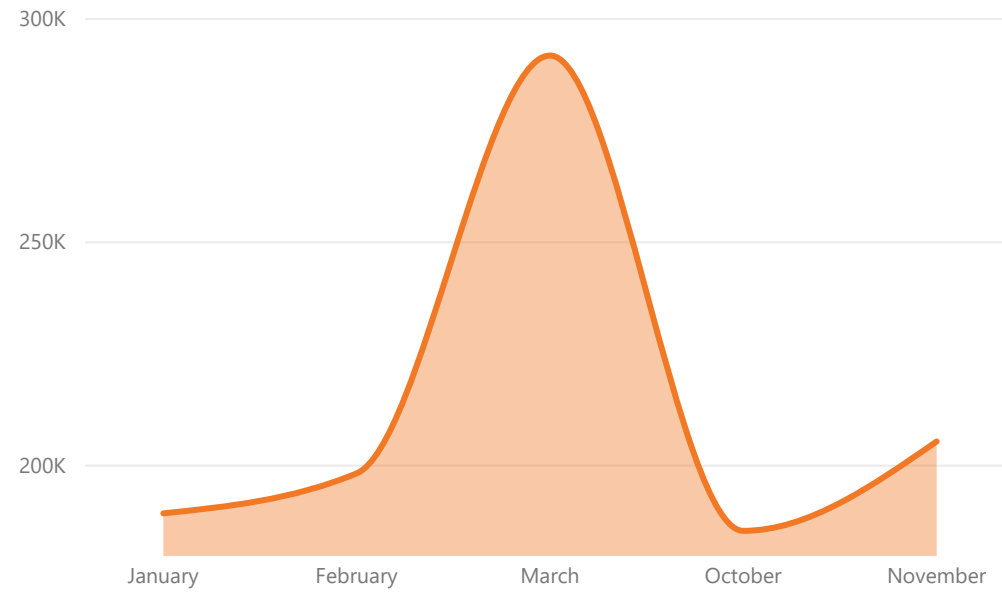
Time

Month

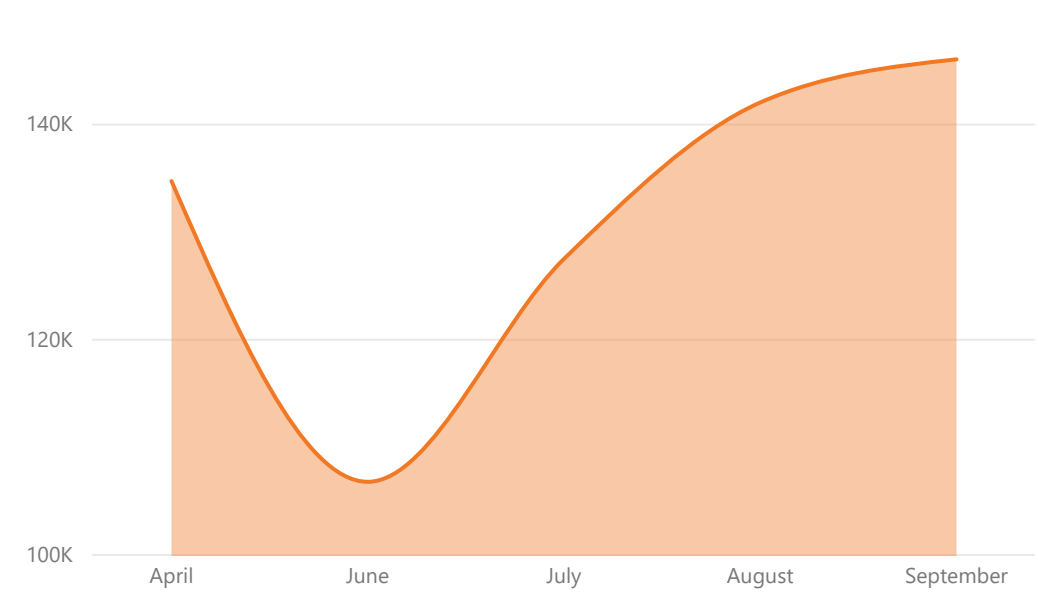




Top 5 Season Peak by Month

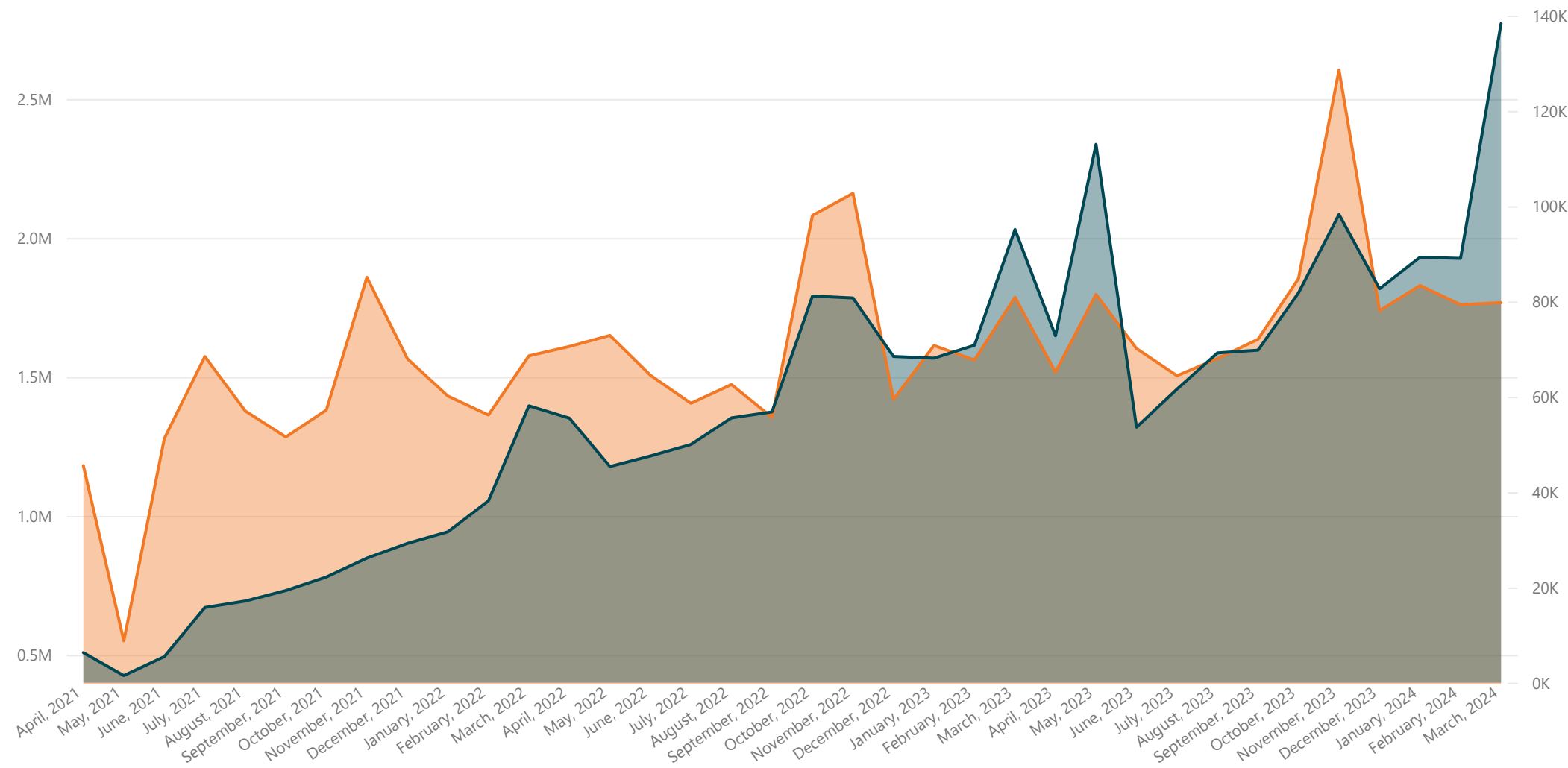


Bottom 5 Season Peak by Month



Total Sales VS Electric Vehicle Sales

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



# Electric Vehicle Analysis Dashboard

Total Vehicles Sold

57M



Electric Vehicle Sold

2M



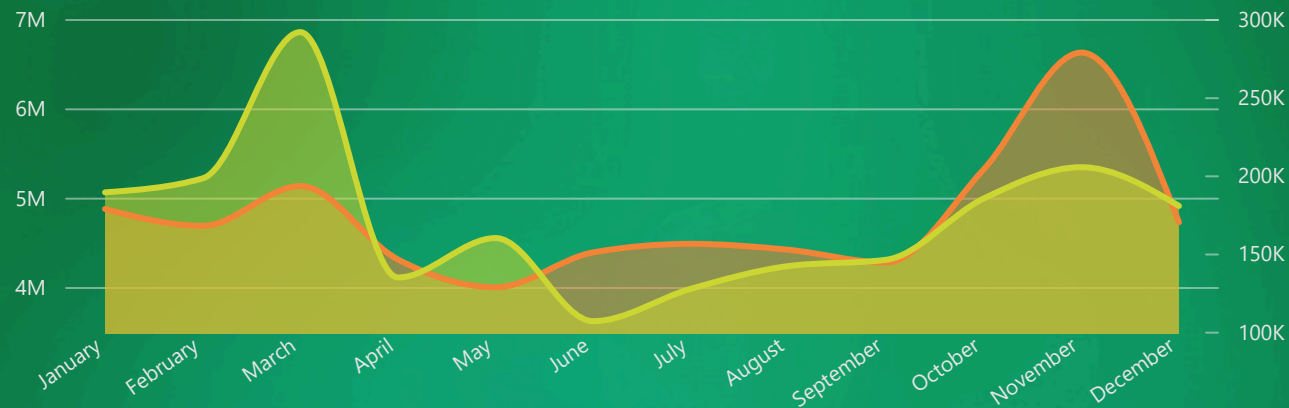
Penetration Rate %

3.61%



Seasonal Sales Peak

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



States by Sales

Year

2021

2022

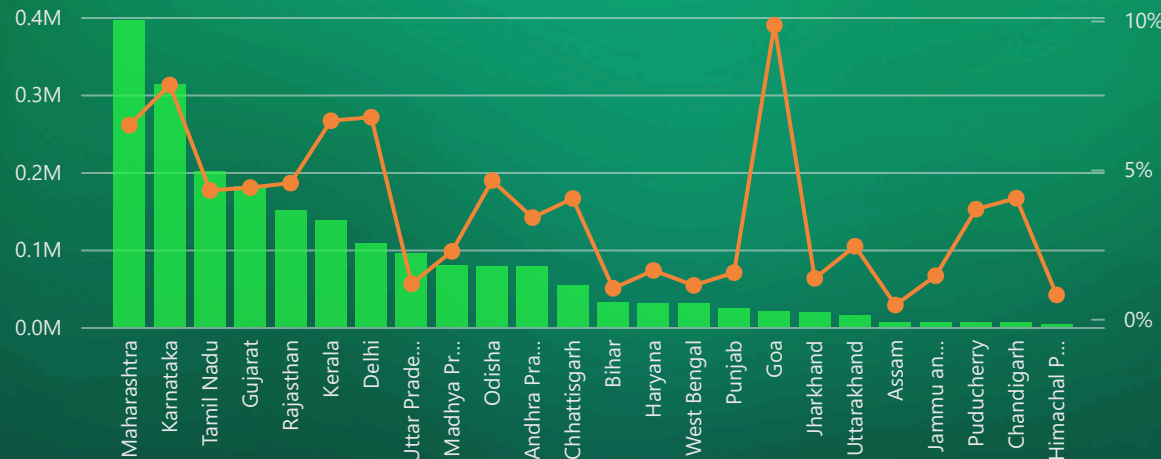
2023

2024

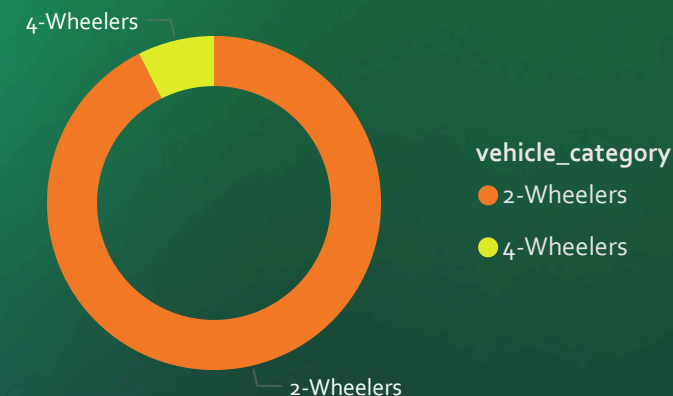
State

- ☐ 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



←

# Electric Vehicle Analysis Dashboard

Total Vehicles Sold

57M

\$

Electric Vehicle Sold

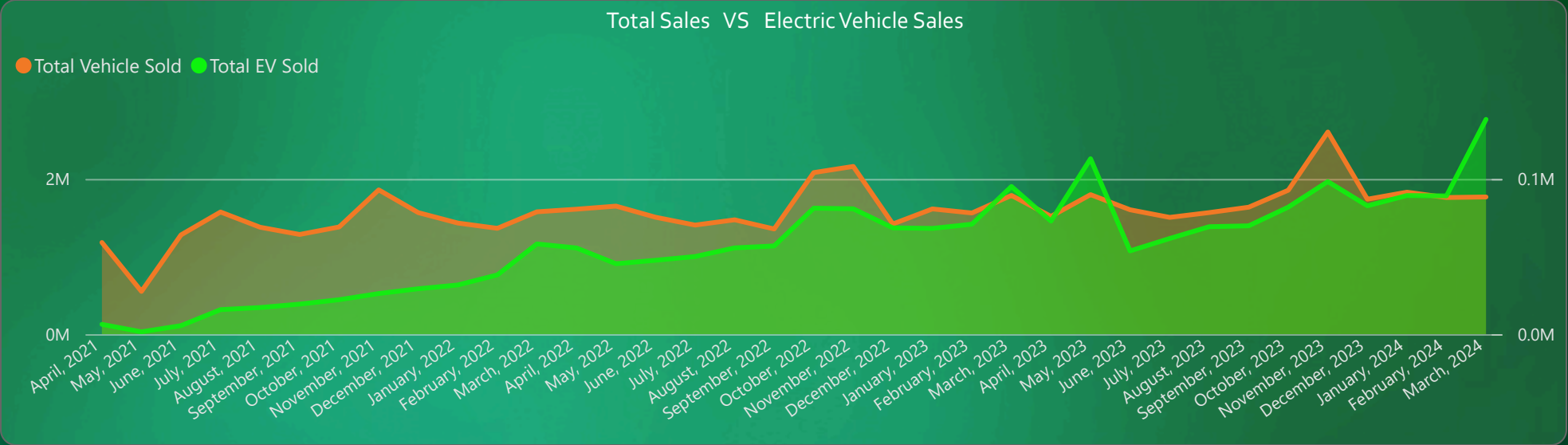
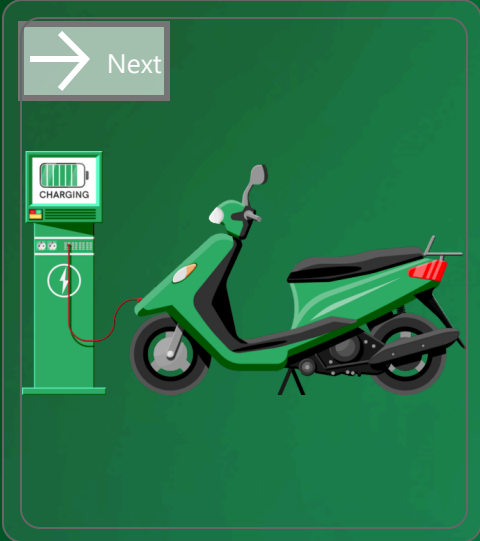
2M



Penetration Rate %

3.61%

%



Year

2021

2022

2023

2024

←

State

☐ Andaman & Ni...

☐ Andaman & Ni...

☐ Andhra Pradesh

☐ Arunachal Prad..

☐ Assam

☐ Bihar

☐ Chandigarh

☐ Chhattisgarh

☐ Delhi

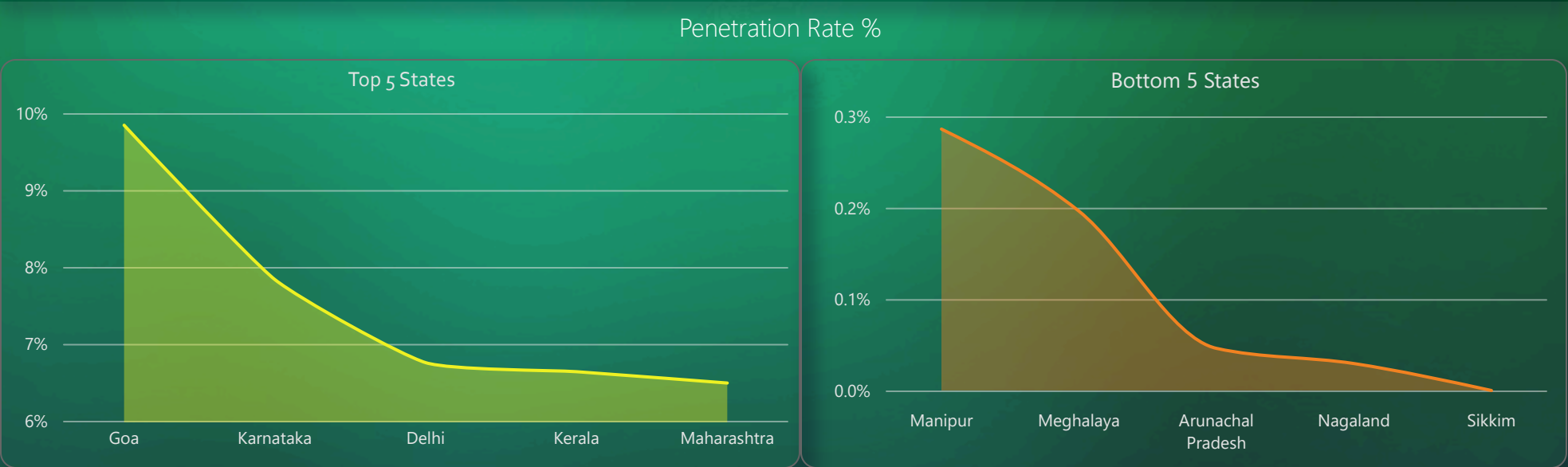
☐ DNH and DD

☐ Goa

☐ Gujarat

☐ Haryana

☐ Himachal Prade...



# Electric Vehicle Analysis Dashboard

Total Vehicles Sold

57M



Electric Vehicle Sold

2M



Penetration Rate %

3.61%



Next



## EV Sold by Makers

2-Wheelers

4-Wheelers

Top 5 Makers

Bottom 5 by makers

OLA ELECTRIC

0.49M

TVS

0.27M

ATHER

0.20M

HERO ELECTRIC

0.17M

AMPERE

0.17M

PCA Automobiles

1684

BMW India

1370

Volvo Auto India

568

KIA Motors

557

Mercedes -Benz AG

388

Year

2021

2022

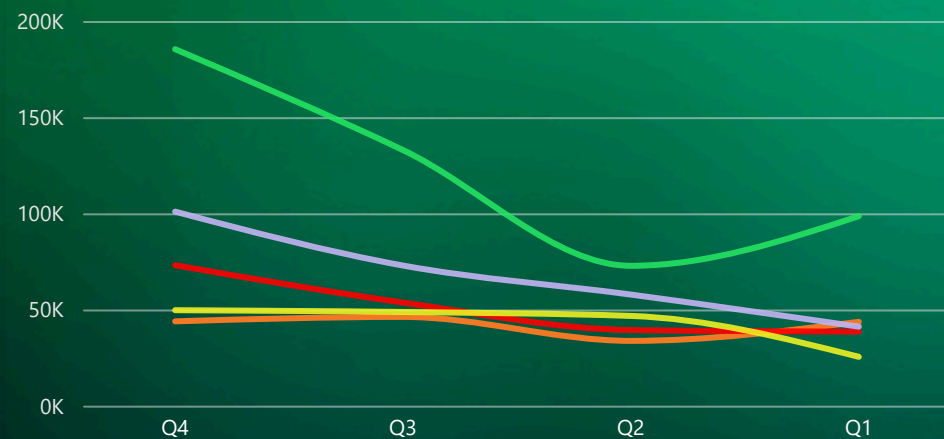
2023

2024

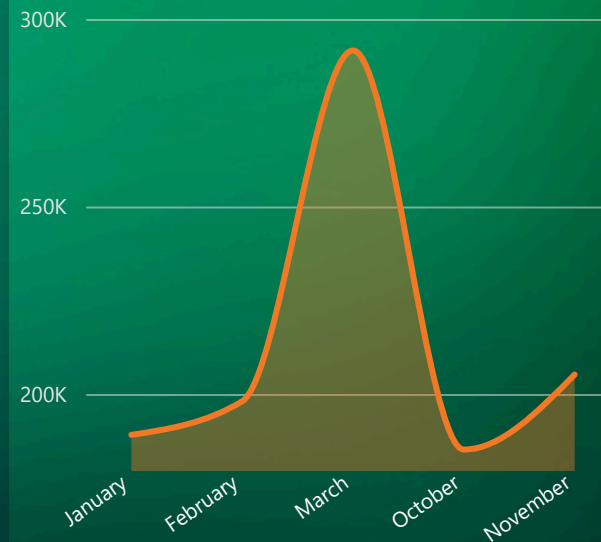


## Top 5 EV Makers

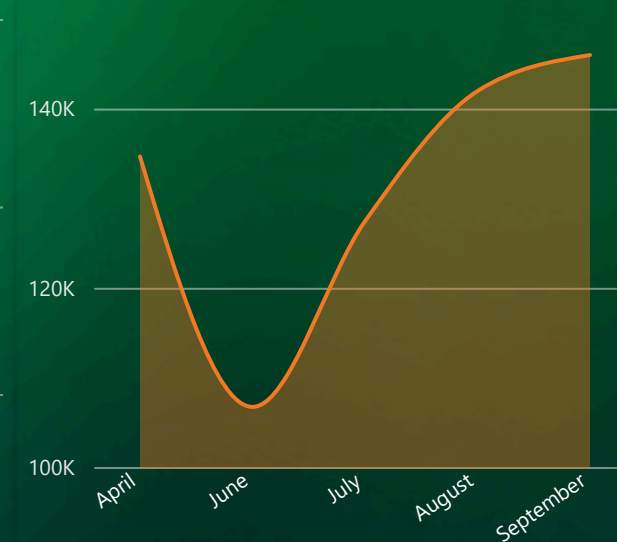
maker ● AMPERE ● ATHER ● HERO ELECTRIC ● OLA ELECTRIC ● TVS



## 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 is 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 seen for the peak sales were January, February, March