

Cars24 Market Performance Dashboard



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Vehicle Age (Year)

7.53

Avg Discount

₹ 22,247

Total Cars

6,061

Average Price

₹ 6,57,966

Registered state

All

City

All

Fuel Type

Diesel

Petrol

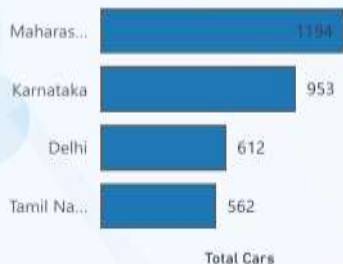
Petrol + Cng

Transmission

Automatic

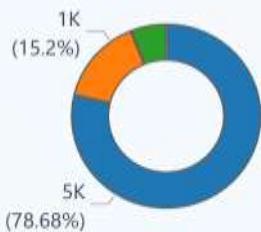
Manual

Top States by Car Listings



Total Cars by Fueltype

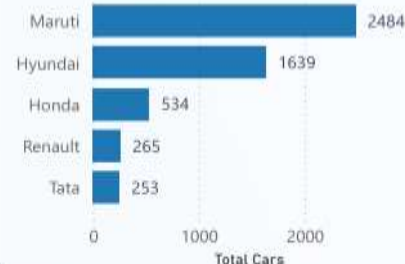
Petrol Diesel Petrol + Cng



Price By Vehicle Age



No. of Cars by Company



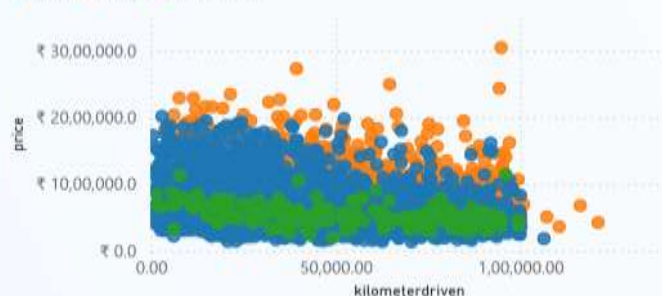
Average Car Price Trend by Year and Fuel Type

Diesel Petrol Petrol + Cng



Price vs Kilometers Driven by Fuel Type

Diesel Petrol Petrol + Cng



Dashboard Objective and Purpose



Analyze used car market trends comprehensively

Examine various market factors including sales volume, seasonal fluctuations, and regional demand to understand overall market behavior and dynamics.



Identify pricing patterns and demand insights

Detect pricing fluctuations and consumer demand trends to optimize pricing strategies and inventory management.



Evaluate company-wise performance metrics

Assess performance indicators across different companies to benchmark success and identify areas for improvement.



Support data-driven decision making for strategic planning

Provide actionable insights and metrics that facilitate informed decisions for long-term business growth and competitive advantage.

Key Performance Indicators (KPIs)

Drive Market Success with Geographic and Fuel Data

Leverage regional demand and fuel type trends to optimize marketing and inventory decisions



Identify top states driving car listings

Focus on Maharashtra, Karnataka, and Delhi as key regional hotspots with the highest volume of used car listings, indicating strong market activity in these areas.



Capitalize on petrol fuel dominance

Petrol holds a commanding 78.6% market share, underscoring customer preference and guiding fuel-specific inventory and promotional strategies.



Use insights for targeted strategies

Understanding regional demand and fuel preferences enables precise marketing efforts and inventory management to maximize sales performance.

Analyze Market Share by Leading Car Companies

Explore how Maruti and Hyundai dominate listings and influence market dynamics

1

Maruti and Hyundai lead car listings

Maruti and Hyundai have the highest number of car listings, demonstrating strong market presence and consumer demand in the used car sector.

2

Dominance signals strong brand preference

Their market leadership reflects robust brand loyalty and consumer confidence, which can drive pricing power and sales volume.

3

Supports competitive and partnership strategies

Understanding company-wise market share aids in benchmarking competitors and identifying partnership opportunities for business growth.

Analyze How Age and Mileage Impact Used Car Prices

Understand the critical influence of vehicle age and kilometers driven on market valuation models



Newer cars retain higher value

Vehicles with less age maintain premium prices, reflecting slower depreciation rates in early years. For example, a 1-year-old car can cost up to 80% of its original price.



Depreciation accelerates with age

As cars age, their prices drop more rapidly due to wear and market perception, significantly affecting resale value beyond the initial years.

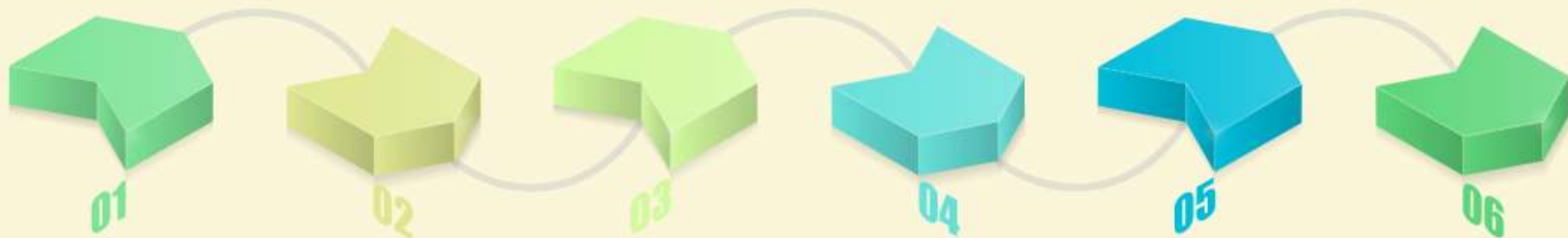


Higher kilometers reduce valuation

Increased usage, measured by kilometers driven, directly lowers vehicle worth, as higher mileage indicates more wear and potential maintenance costs.

Tools and Analytical Techniques Employed

Analytical framework and outcomes driving used car market insights



Power BI Tool Utilized

Power BI was the primary tool used for data visualization and analysis in the project.

Data Cleaning Technique

Ensured data accuracy and consistency by removing errors and irrelevant information before analysis.

DAX Application

Used Data Analysis Expressions (DAX) for advanced calculations and dynamic data manipulation within Power BI.

Data Modeling

Structured data relationships to optimize performance and enable comprehensive analytical insights.

Visual Storytelling

Created compelling visual narratives to communicate market trends effectively to stakeholders.

Outcome Achieved

Delivered a clear, actionable view of used car market trends for strategic and informed decision-making.

Strategic Insights and Recommendations

Data-driven tactics to enhance market positioning and profitability

1



Focus inventory and marketing in Maharashtra, Karnataka, and Delhi

Concentrate efforts in these key states to maximize reach and capitalize on high-demand regions in the used car market.

2



Prioritize petrol vehicles in listings

Align product offerings with dominant consumer preferences by emphasizing petrol vehicles to increase sales potential.

3



Leverage Maruti and Hyundai market leadership for alliances

Form strategic partnerships with leading brands Maruti and Hyundai to strengthen market presence and drive business growth.

4



Use depreciation and usage data to optimize pricing

Incorporate vehicle depreciation and usage statistics into pricing models to improve accuracy and build customer trust.



Leverage real-time insights to drive strategic decisions in the used car market

Executive summary of used car market trends, brand dominance, pricing factors, and dashboard insights for data-driven decisions