
Electric Vehicle Sales Drop Analysis

- **Problem Statement**

Zoom Electric (ZE) has introduced a new scooter variant, Sprint in the 2-wheeler EV scooter segment. Initially, Sprint Scooters' sales numbers were quite impressive in the first two weeks of launch but suddenly it started decreasing unexpectedly.

validate the sales drop for Sprint scooters and figure out the reasons for this decline.

A. Sales Analysis

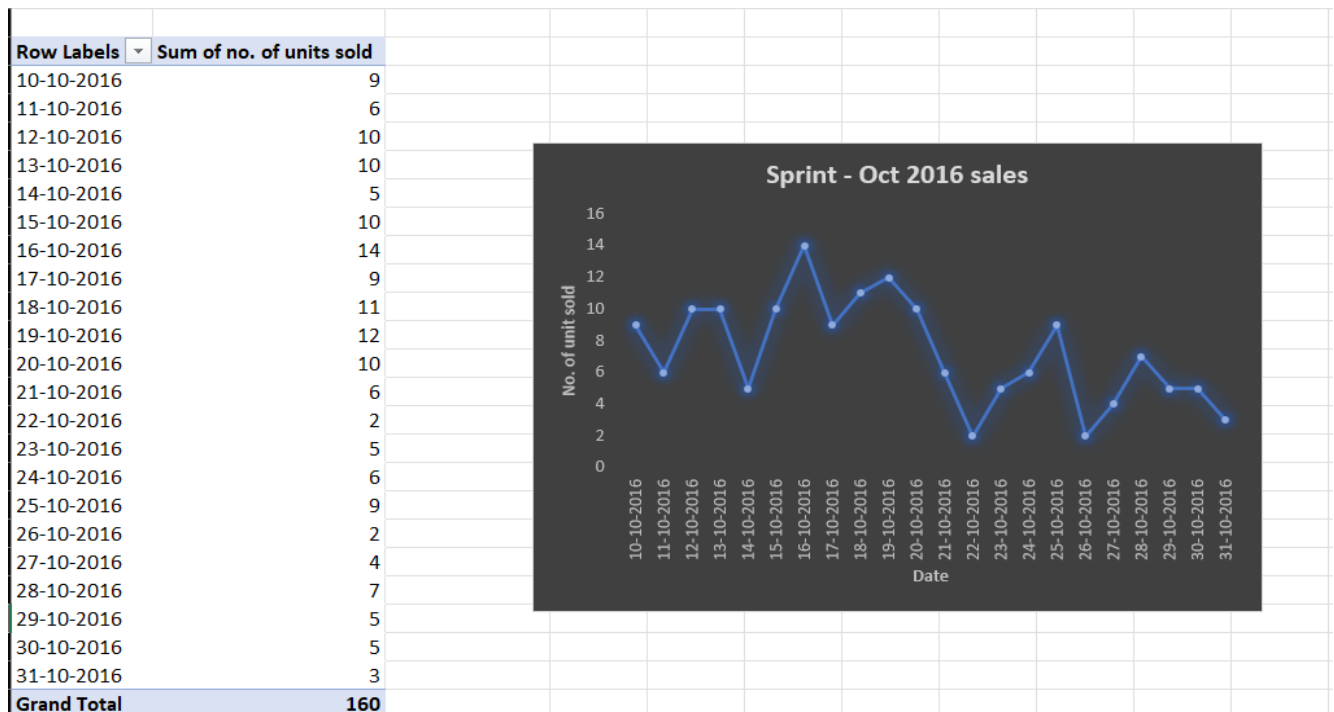
- **Summary of sales growth percentage for Sprint Scooter**

product_id	sales_transaction_date	no. of units sold	current_period_sales (cumulative_quantity_last_7 days)	prior_period_sales (cumulative_quantity_last_7_da ys_prev_day)	%growth
7	10-10-2016	9			
7	11-10-2016	6			
7	12-10-2016	10			
7	13-10-2016	10			
7	14-10-2016	5			
7	15-10-2016	10			
7	16-10-2016	14	64	0	
7	17-10-2016	9	64	64	0%
7	18-10-2016	11	69	64	8%
7	19-10-2016	12	71	69	3%
7	20-10-2016	10	71	71	0%
7	21-10-2016	6	72	71	1%
7	22-10-2016	2	64	72	-11%
7	23-10-2016	5	55	64	-14%
7	24-10-2016	6	52	55	-5%
7	25-10-2016	9	50	52	-4%
7	26-10-2016	2	40	50	-20%
7	27-10-2016	4	34	40	-15%
7	28-10-2016	7	35	34	3%
7	29-10-2016	5	38	35	9%
7	30-10-2016	5	38	38	0%
7	31-10-2016	3	35	38	-8%

- Summary of sales growth percentage for Sprint Limited Scooter

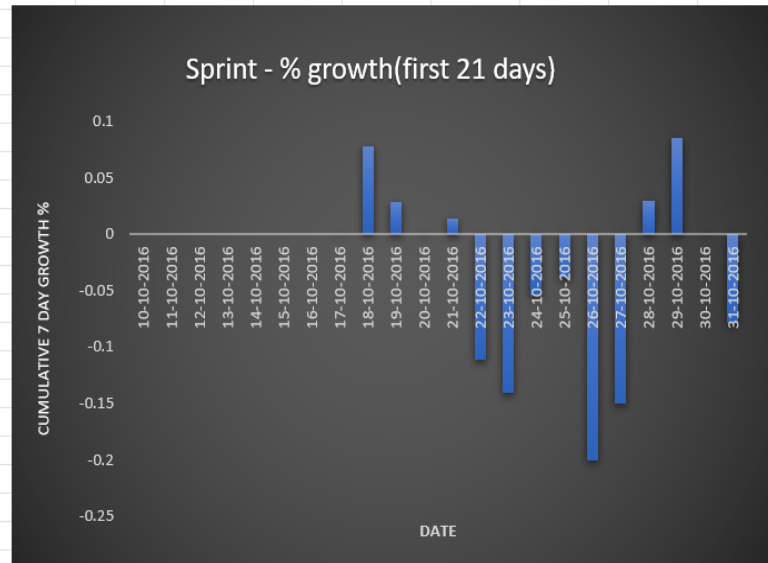
product_id	sales_transaction_date	no. of unit sold	current_period_sales (cumulative_quantity_last_7_days)	prior_period_sales (cumulative_quantity_last_7_days_prev_day)	%growth
8	15-02-2017	6			
8	16-02-2017	2			
8	17-02-2017	1			
8	18-02-2017	4			
8	19-02-2017	5			
8	20-02-2017	6			
8	21-02-2017	5	29	0	
8	22-02-2017	4	27	29	-7%
8	23-02-2017	6	31	27	15%
8	24-02-2017	2	32	31	3%
8	25-02-2017	2	30	32	-6%
8	26-02-2017	2	27	30	-10%
8	27-02-2017	4	25	27	-7%
8	28-02-2017	4	24	25	-4%
8	01-03-2017	5	25	24	4%
8	02-03-2017	1	20	25	-20%
8	03-03-2017	3	21	20	5%
8	04-03-2017	8	27	21	29%
8	05-03-2017	4	29	27	7%
8	06-03-2017	7	32	29	10%
8	07-03-2017	7	35	32	9%
8	08-03-2017	8	38	35	9%

- Initial 3 weeks Sales of Sprint Scooters



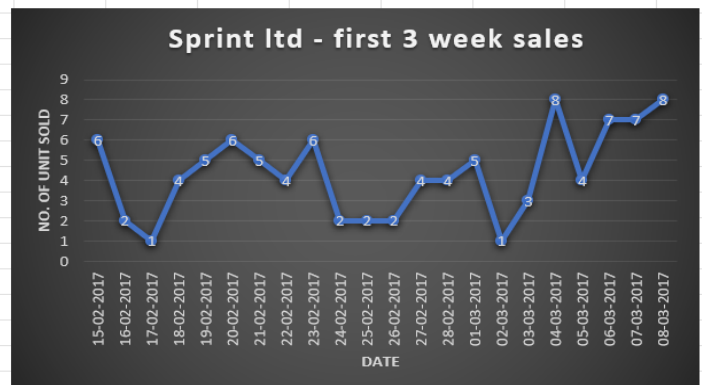
- Initial 3 Weeks % Growth of Sales for Sprint Scooter

Row Labels	Sum of %growth
10-10-2016	
11-10-2016	
12-10-2016	
13-10-2016	
14-10-2016	
15-10-2016	
16-10-2016	
17-10-2016	0
18-10-2016	0.078125
19-10-2016	0.028985507
20-10-2016	0
21-10-2016	0.014084507
22-10-2016	-0.111111111
23-10-2016	-0.140625
24-10-2016	-0.054545455
25-10-2016	-0.038461538
26-10-2016	-0.2
27-10-2016	-0.15
28-10-2016	0.029411765
29-10-2016	0.085714286
30-10-2016	0
31-10-2016	-0.078947368
Grand Total	-0.537369408



- Initial 3 weeks Sales of Sprint Limited Scooters

Row Labels	Sum of no. of unit sold
15-02-2017	6
16-02-2017	2
17-02-2017	1
18-02-2017	4
19-02-2017	5
20-02-2017	6
21-02-2017	5
22-02-2017	4
23-02-2017	6
24-02-2017	2
25-02-2017	2
26-02-2017	2
27-02-2017	4
28-02-2017	4
01-03-2017	5
02-03-2017	1
03-03-2017	3
04-03-2017	8
05-03-2017	4
06-03-2017	7
07-03-2017	7
08-03-2017	8
Grand Total	96



- Initial 3 Weeks % Growth of Sales for Sprint Limited Scooter



B. Email Analysis

total sent emails	total opened emails	total bounced emails	total clicked emails	opening rate	Click rate
35067	6995	125	848	20%	2.43%

Achieved rates		Benchmark rates	
opening rate	click rate	opening rate	click rate
20%	2.43%	21.33%	2.62%

C. Results

1. The initial two weeks of the launch showed promising sales volume, but thereafter, there was a decline of nearby 20%.
2. % Sales Growth of sprint scooter is very low compare to sprint limited edition in initial 3 weeks of the launch.
3. Sprint is the only variant that is launched in second half of the year. All other variants are launched in first half of the year, so that may be the effect of decline in sales of the sprint.
4. Opening rate and click rate of emails are somehow lower than the benchmark opening and click rate of the manufacturing industry, so this affected the sales of the sprint scooters.