

EV/HYBRID MARKET OF INDIA FOR ATLIQ MOTORS

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C O D E B A S I C S R E S U M E
P R O J E C T



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CASE STUDY

AtliQ Motors is an automotive giant from the USA specializing in electric vehicles (EV). In the last 5 years, their market share rose to 25% in electric and hybrid vehicles segment in North America. As a part of their expansion plans, they wanted to launch their bestselling models in India where their market share is less than 2%. Bruce Haryali, the chief of AtliQ Motors India wanted to do a detailed market study of existing EV/Hybrid market in India before proceeding further. Bruce gave this task to the data analytics team of AtliQ motors and Peter Pandey is the data analyst working in this team.

PROJECT WORKFLOW

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DATA SOURCE

- 1.PROVIDED DATASET
- 2.VAHAN SEWA DASHBOARD (real time data)

TOOLS USED

- 1.**MS EXCEL** - Data Extraction and Data Modelling
- 2.**Power BI** - Data Modelling, Data Transformation, and Data visualization



INSIGHTS

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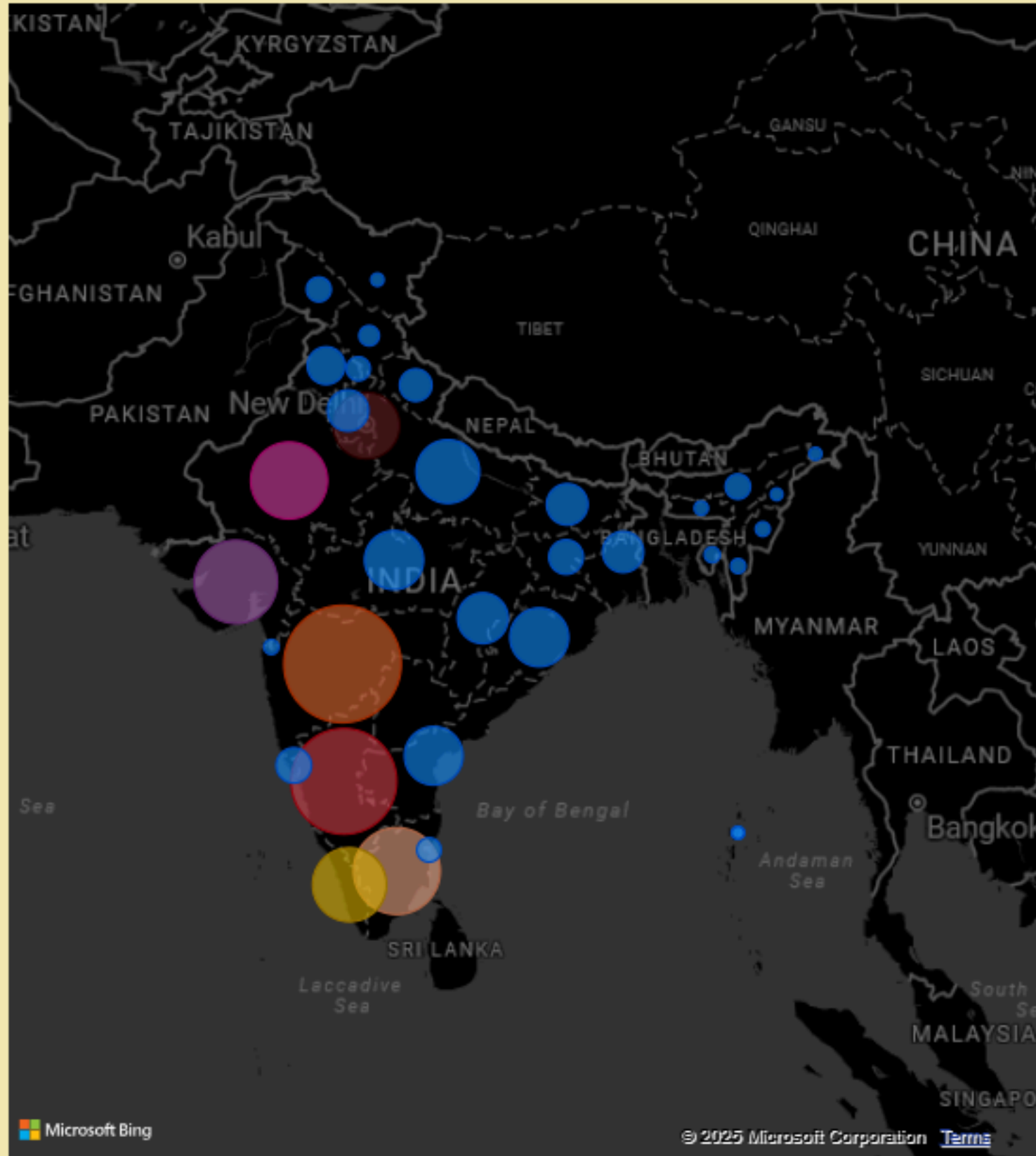
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1. **Data representation** of EV sales in Indian market statewise as well as prominent makers
2. Analysis of EVs vs Non EVs in the market.
3. Vehicle Categories sold statewise and year wise.
4. Quarterly and yearly EV sales.
5. Future of EV in the Indian market.
6. Considering probable alternative approaches in the Indian vehicle market.
7. Exploring hybrid EV market, three wheeler market as well as public service vehicles in the vehicle market.

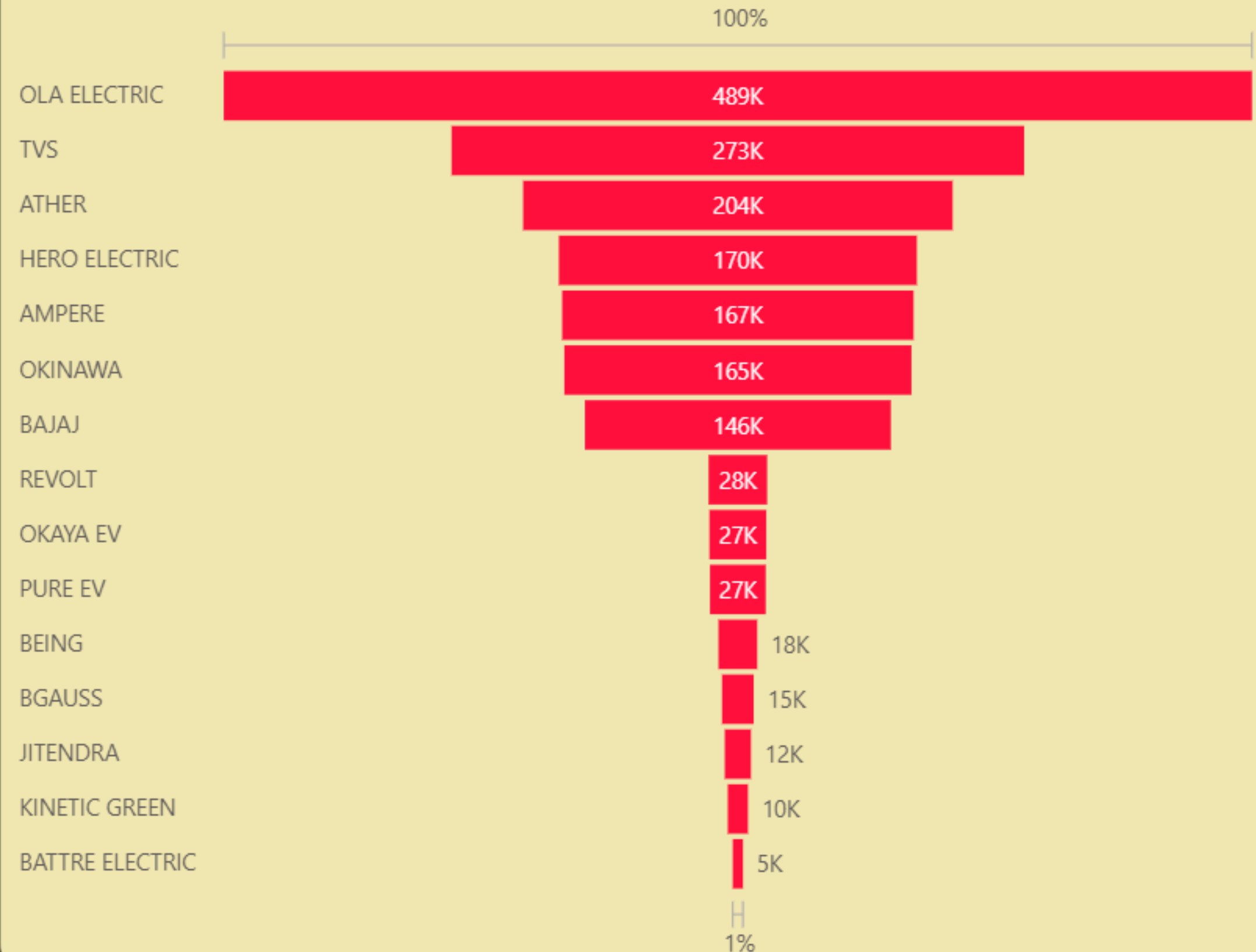


Glimpse of Indian EV market

Electric vehicle sale per state

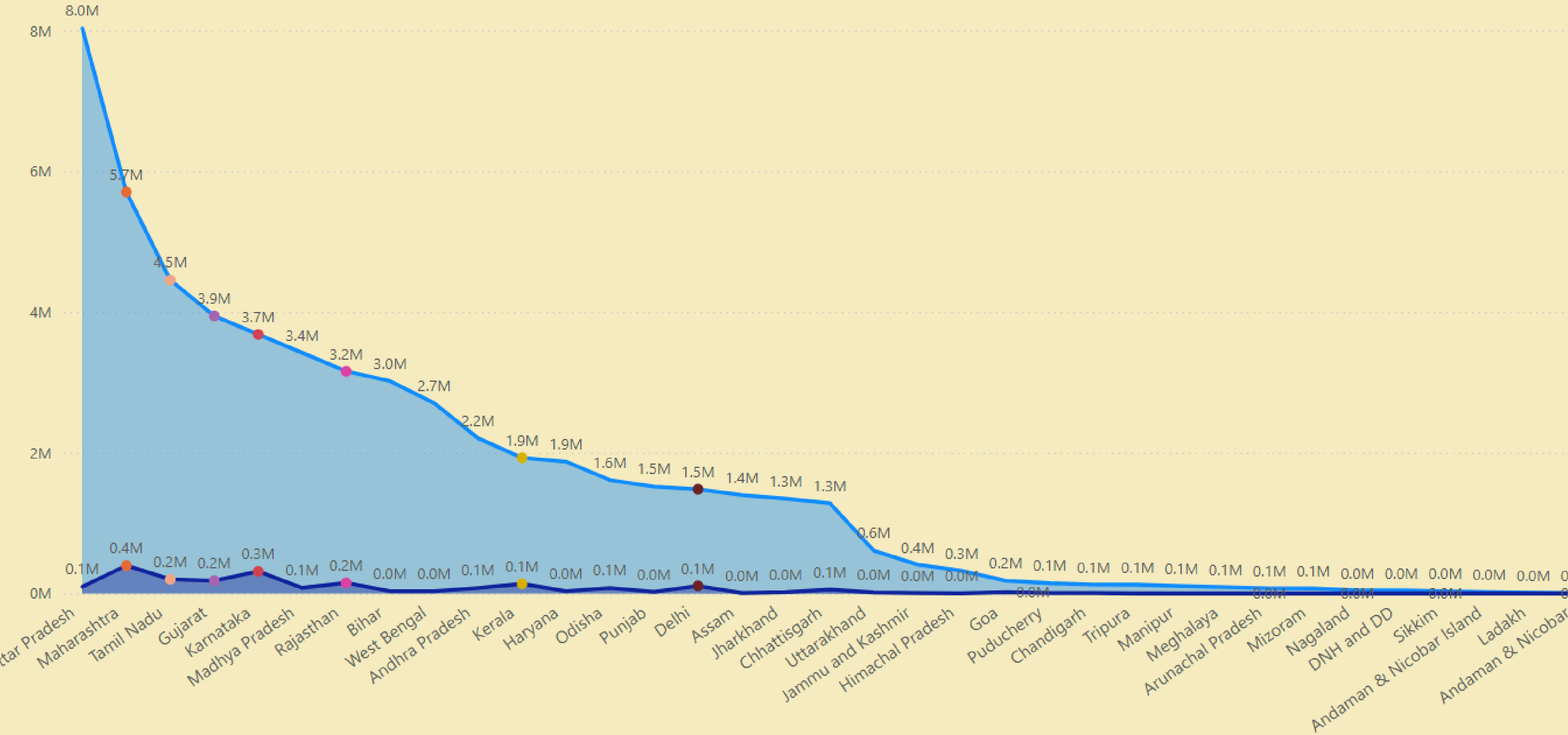


Prominent EV Makers



Present Vehicle market EV vs Non EV

Sum of Non EVs ● Sum of electric_vehicles_sold

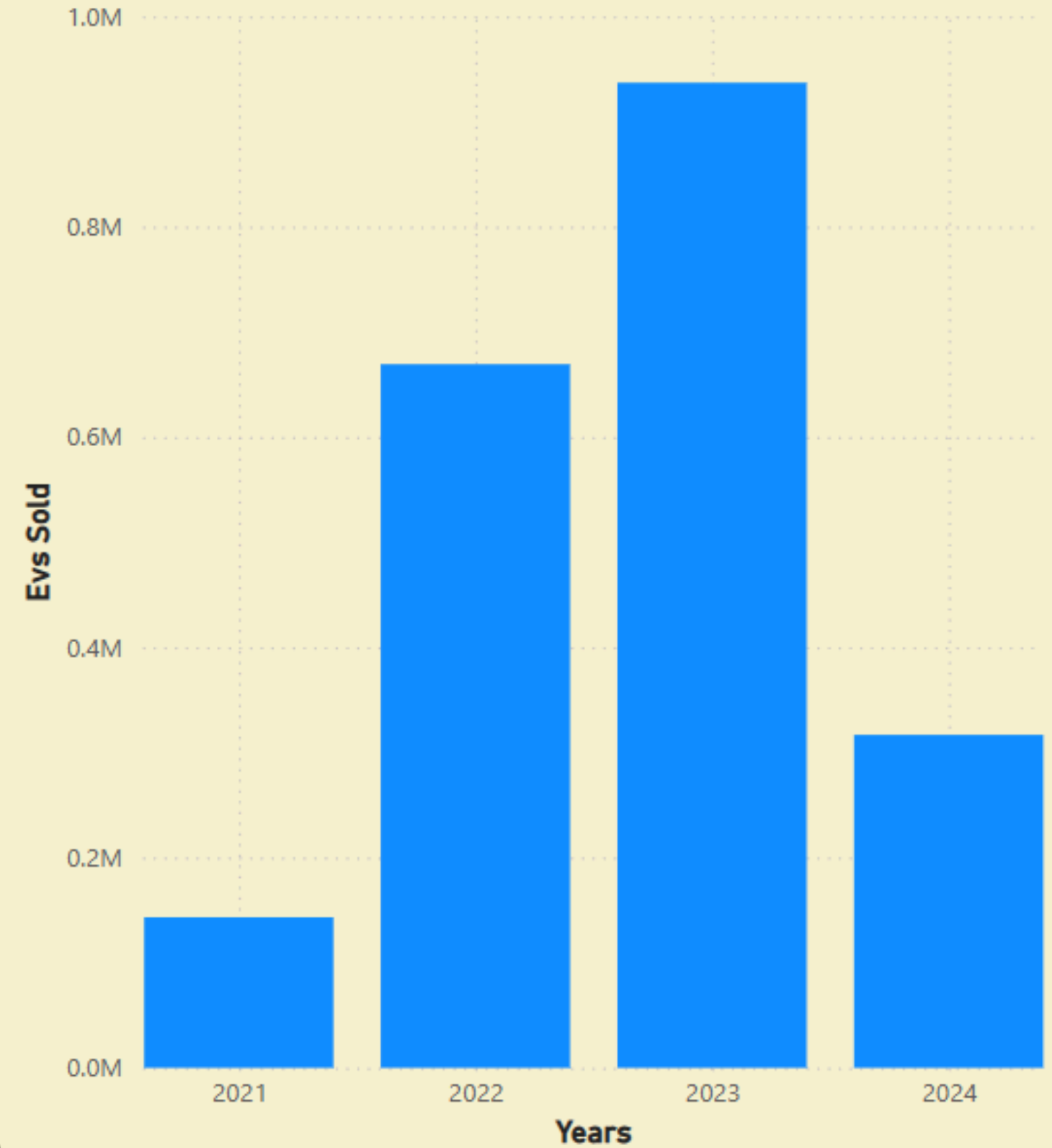


QUARTERLY AND YEARLY EV SALES IN INDIA

EVs sold per quarter each year



Yearly EV sale



Indian EV market State-wise and scope of sales target

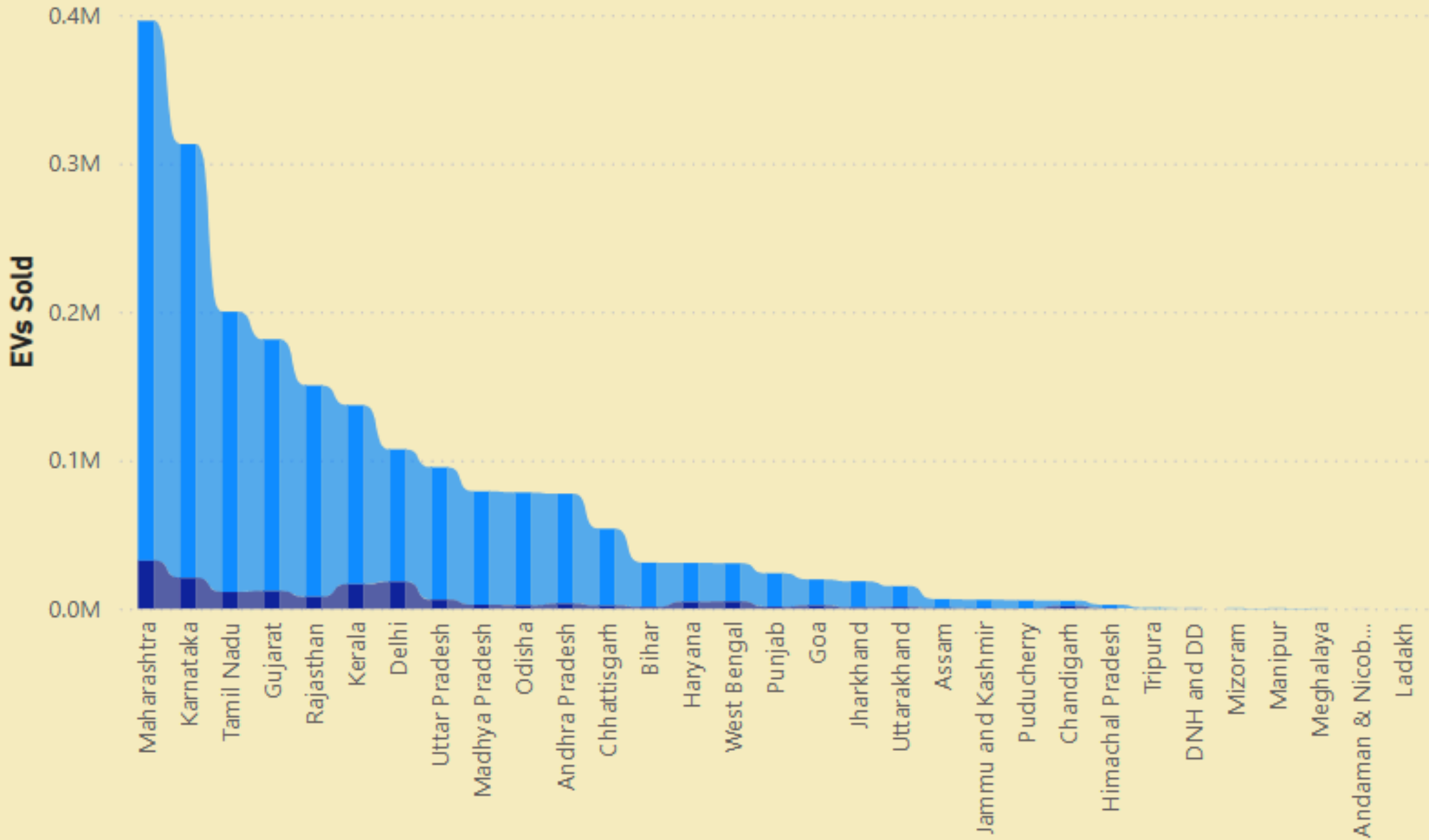
(NON EVs) VS (EVs)

316705!

Goal: 5039766 (-93.72%)

EVs statewise sale

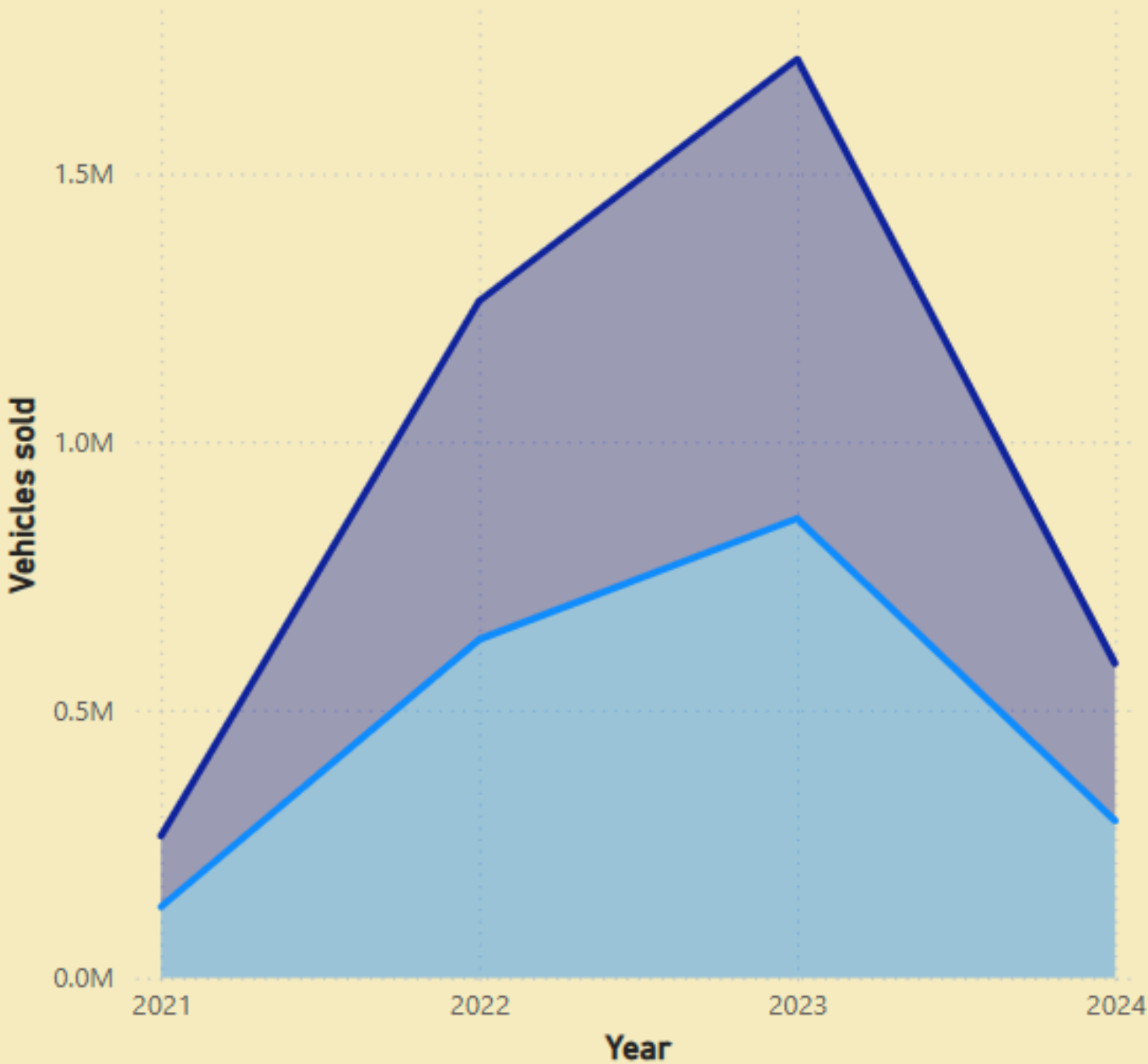
vehicle_category ● 2-Wheelers ● 4-Wheelers



Statewise EV sale distribution

Vehicle categories sold

vehicle_category ● 2-Wheelers ● 4-Wheelers



FUTURE OF EV IN THE INDIAN MARKET

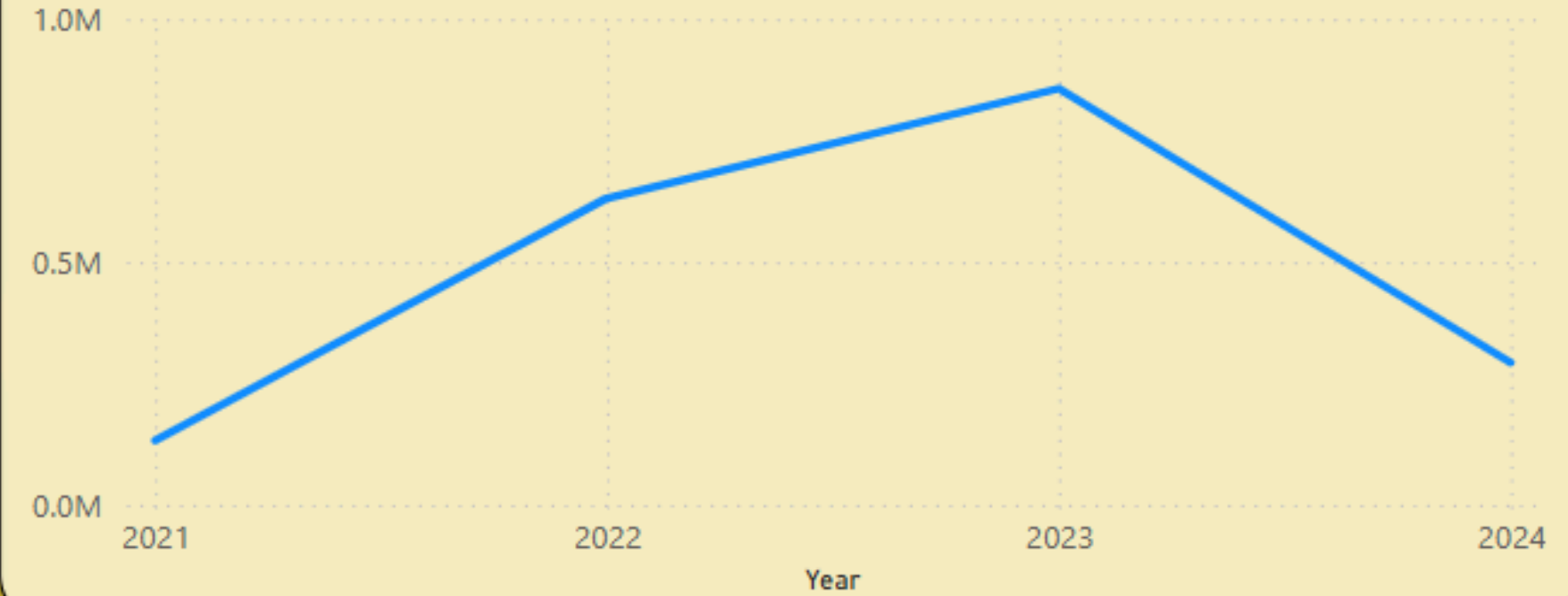
Electric vehicles sold

2M

Non Evs sold

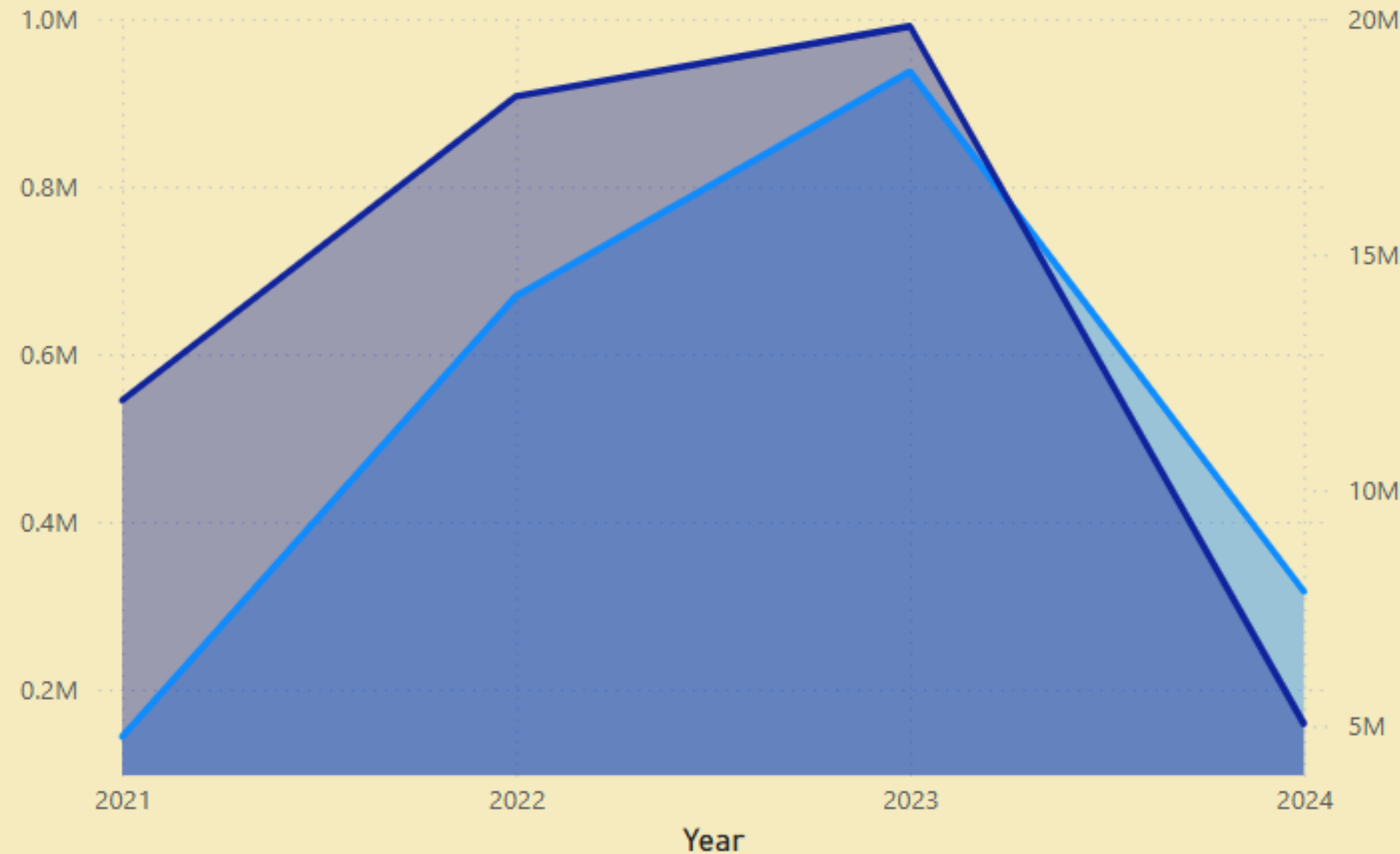
55M

EVs sold yearly

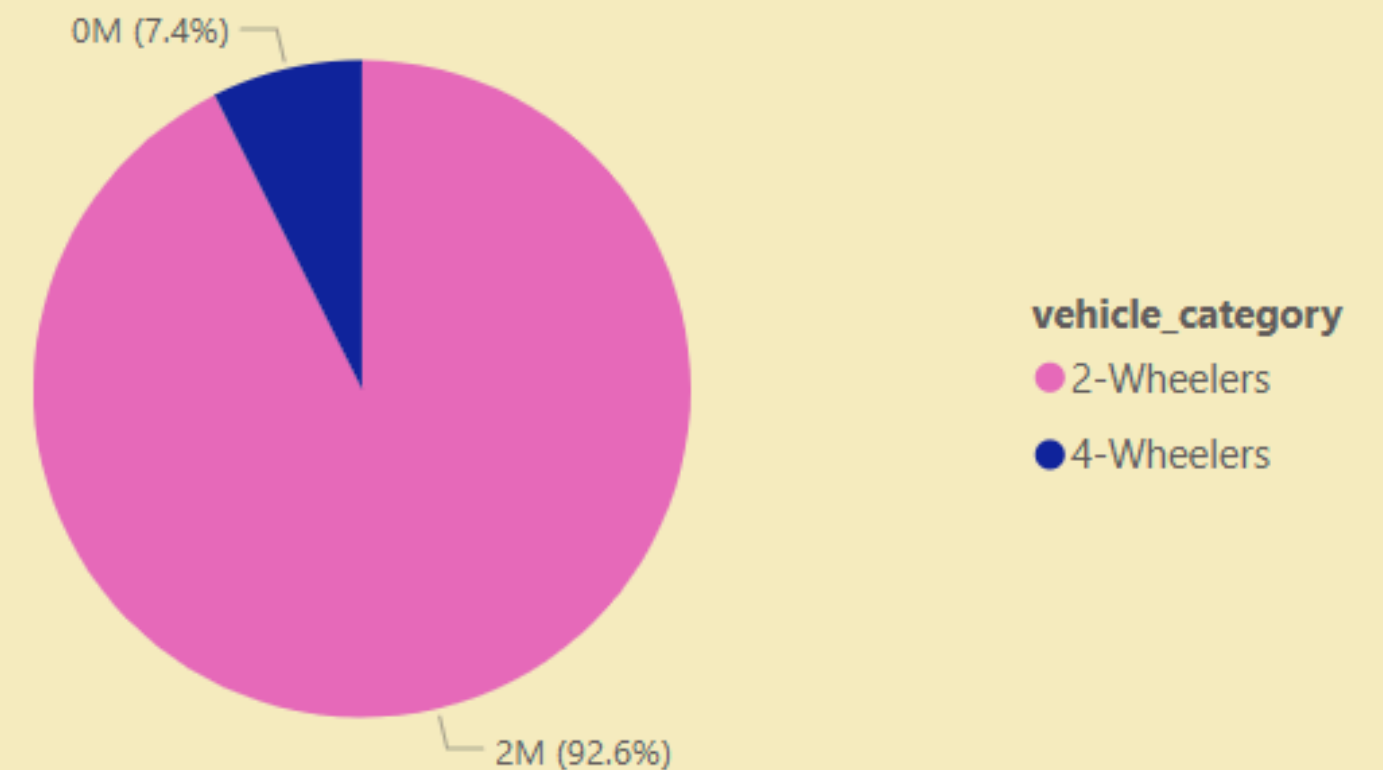


EVs VS Non EVs

● Sum of electric_vehicles_sold ● Sum of Non EVs



2 Wheelers VS 4 Wheelers



Hybrid EV market of India

Hybrid EVs sale

Sum of Total

90715653

HYBRID EVs SALE BY THE YEARS

19M

Sum of 2021

HYBRID EVs SALE BY THE YEARS

22M

Sum of 2022

HYBRID EVs SALE BY THE YEARS

24M

Sum of 2023

HYBRID EVs SALE BY THE YEARS

26M

Sum of 2024

STRONG HYBRI... 58341
Fuel Total

SOLAR 2
Fuel Total

PURE EV 493216
Fuel Total

PLUG-IN HYBRI... 42
Fuel Total

PETROL/HYBRID 944238
Fuel Total

FUEL CELL HYD... 15
Fuel Total

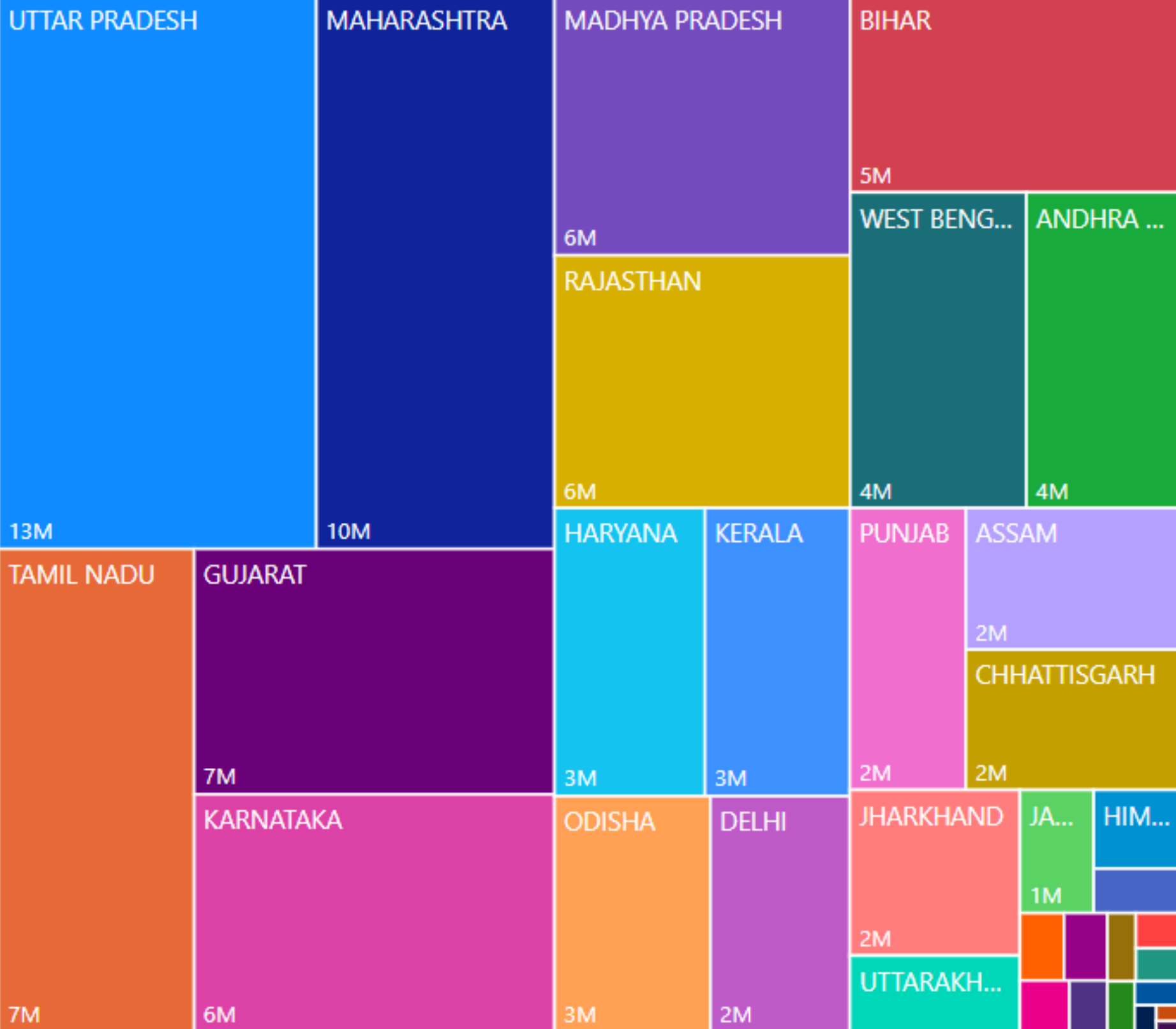
ELECTRIC(BOV) 4346893
Fuel Total

DIESEL/HYBRID 8486
Fuel Total

Sum of Total and Sum of Non EVs by Total

90715653✓

Goal: 55154141 (+64.48%)



Future prospects of Indian EV market

Non Ev sales

55M

EV sales

2M

Hybrid EV sales market

91M

Three wheeler Market

26M

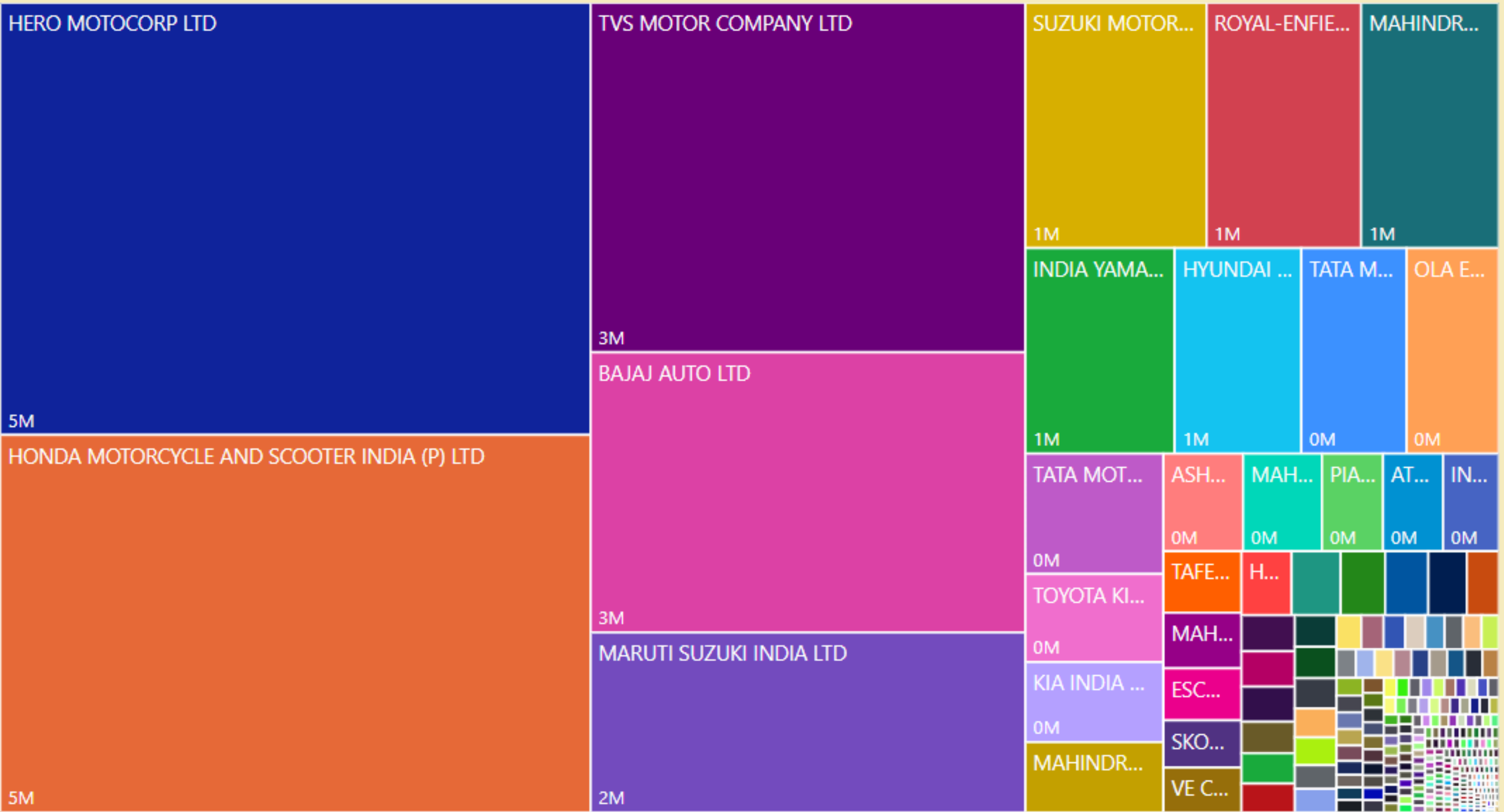
Two wheeler market

2M

Public service Vehicles marlet

26M

Three wheeler Market





CONCLUSION

While EV market is not in boom in India, Hybrid EV market, Three wheeler market as well as use of EVs in public service vehicles like ambulance can be a great start to establish our product in India.

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