

# Market Research and Analysis

on

## Two-wheeler vehicles

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### Team 12

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# Introduction

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- Two wheelers are becoming essential in today's more urbanized society.
- Conducting market research and data analysis on a dataset collected through a questionnaire.
- Welcome to our investigation of consumer preferences in the ever-changing two-wheeler industry.

# Research Objectives

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Understanding customers satisfaction and loyalty.

Demographic insights

Identifying key satisfaction and recommendation drivers.

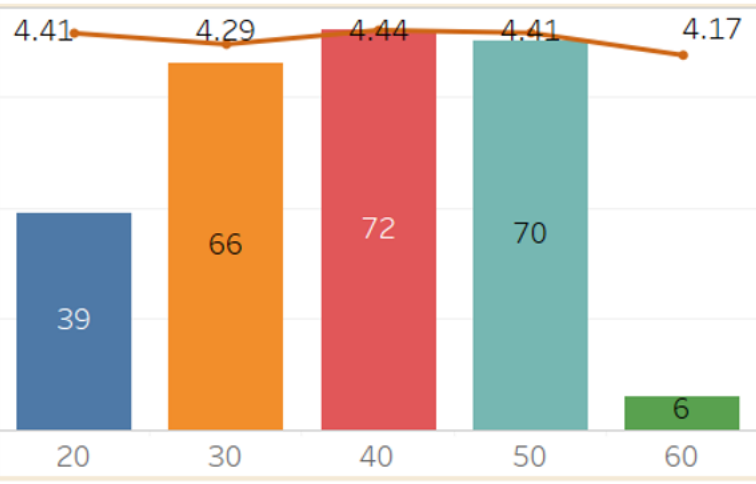
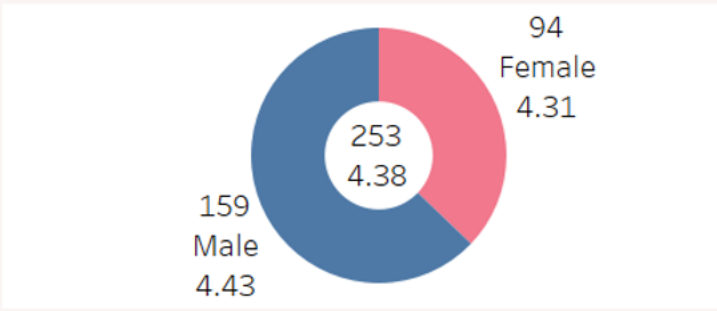
Brand perception and image.

Overall recommendation slide for “Honda Activa”.

# Demographic Insights into Brand Satisfaction

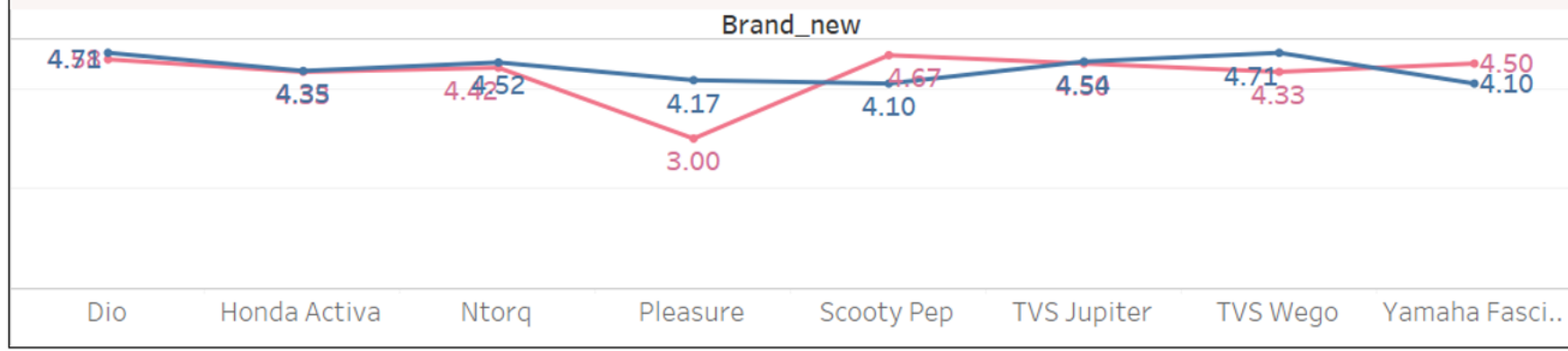
Dio	TVS Wego	TVS Jupiter	Ntorq	Honda Activa	Scooty Pep	Yamaha Fascino	Pleasure
4.65	4.57	4.53	4.49	4.35	4.31	4.21	3.78

Gender and Age distribution by average satisfaction

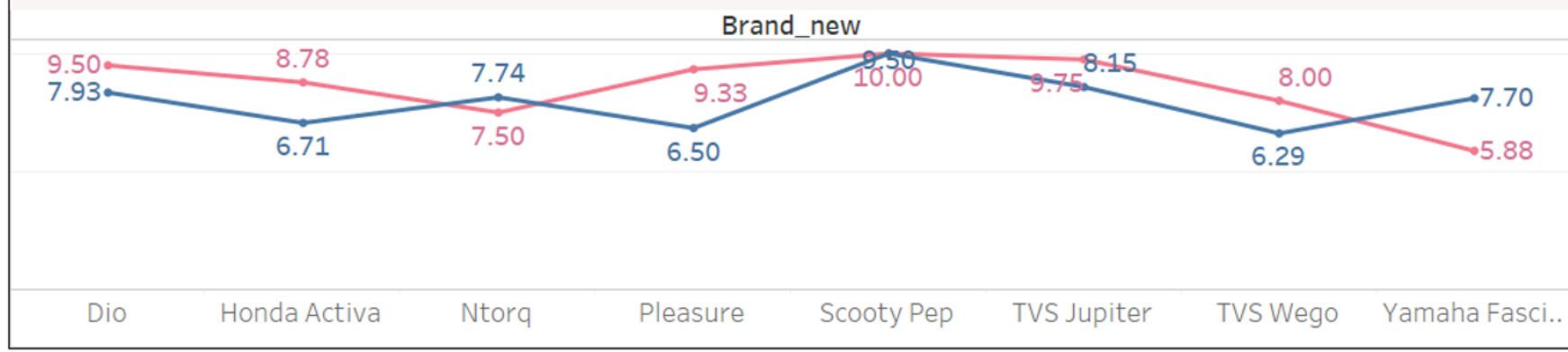


Average satisfaction

Gender Differences in Brand Satisfaction

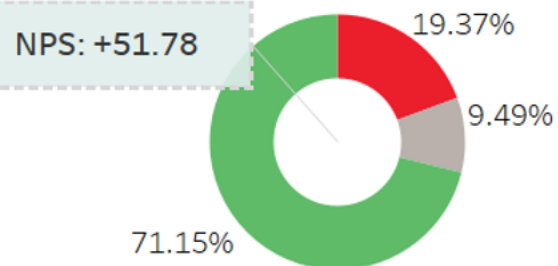


Gender Differences in Brand Recommendations

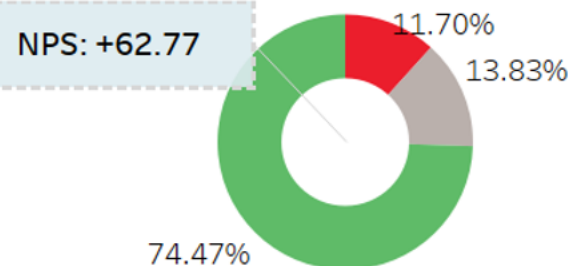


# Comprehensive NPS Analysis: By Gender, Brand, and Age Group

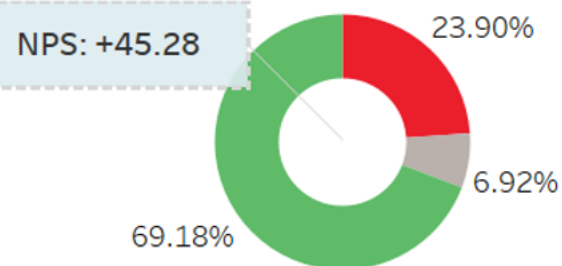
## NPS\_Overall



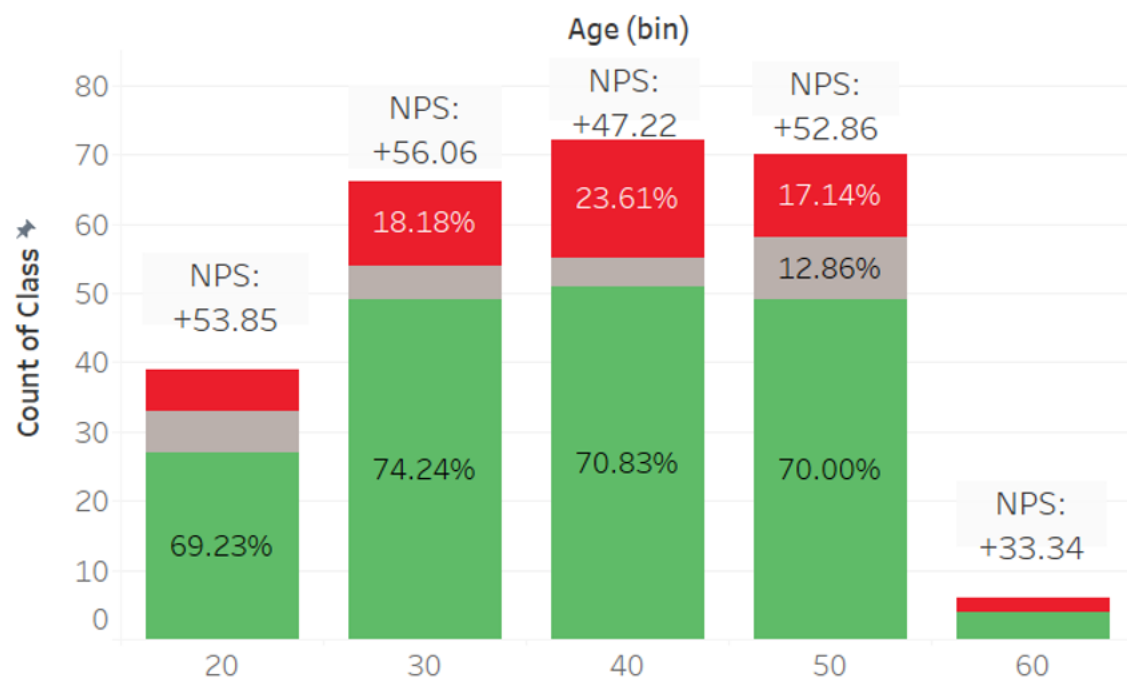
## NPS\_Female



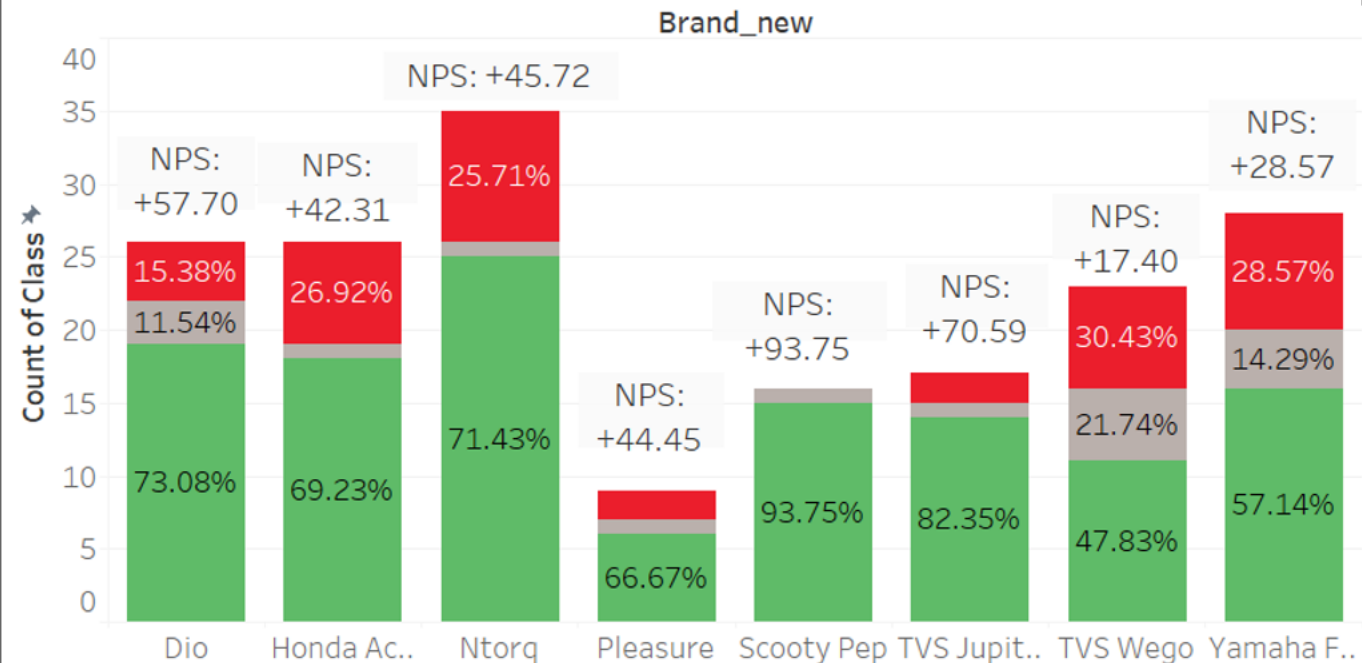
## NPS\_Male



## NPS by age group



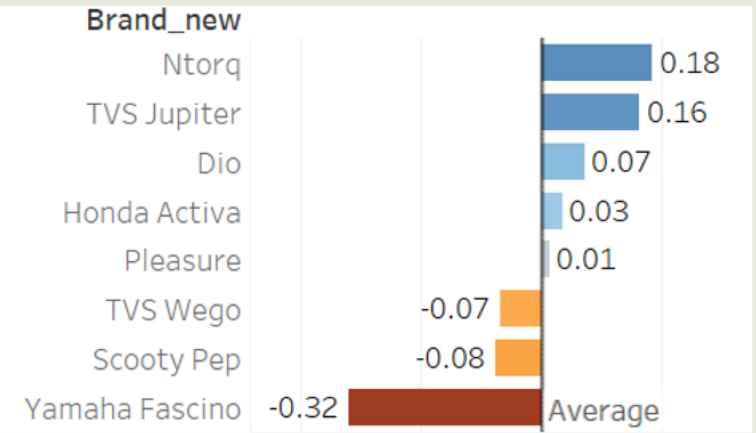
## NPS by brand



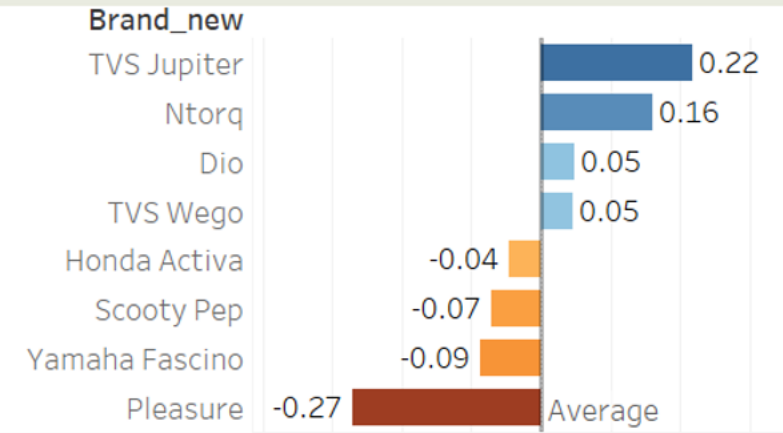
# Brand's performance on different parameters-1

avg_mileage	Avg_Quality	avg_style	avg_braking	avg_smart	avg_engine	avg_ride_com..	avg_safety	avg_seat_com..	avg_stability	avg_wind_pro..
4.53	4.60	4.63	4.65	4.62	4.63	3.99	4.58	4.67	4.63	4.64

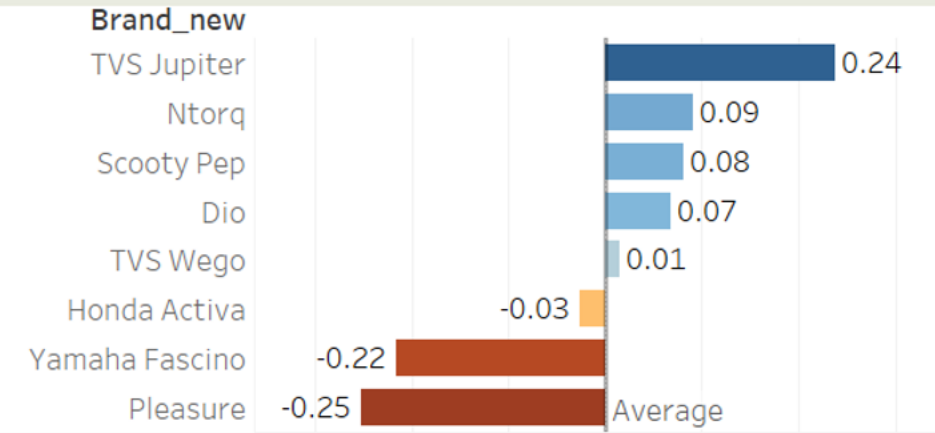
deviation\_mileage



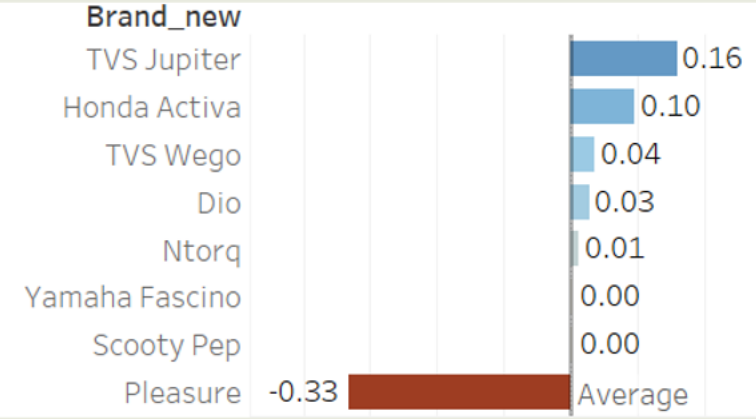
deviation\_quality



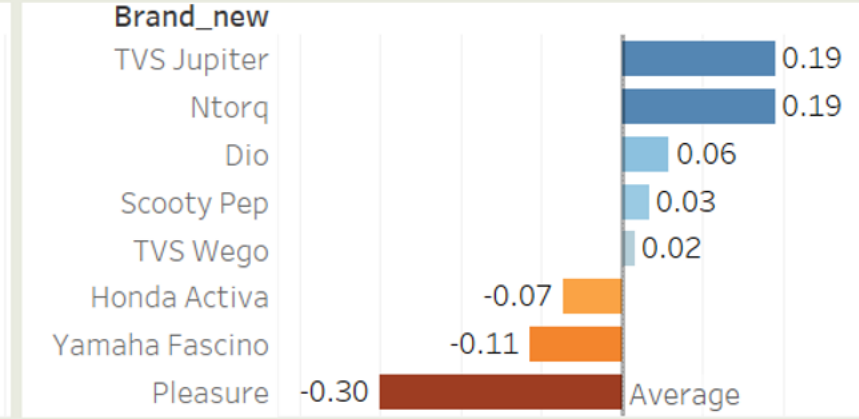
deviation\_safety



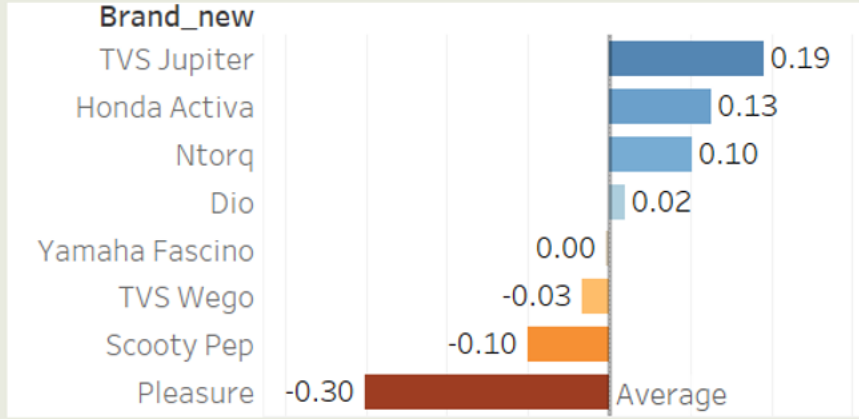
deviation\_braking



deviation\_engine



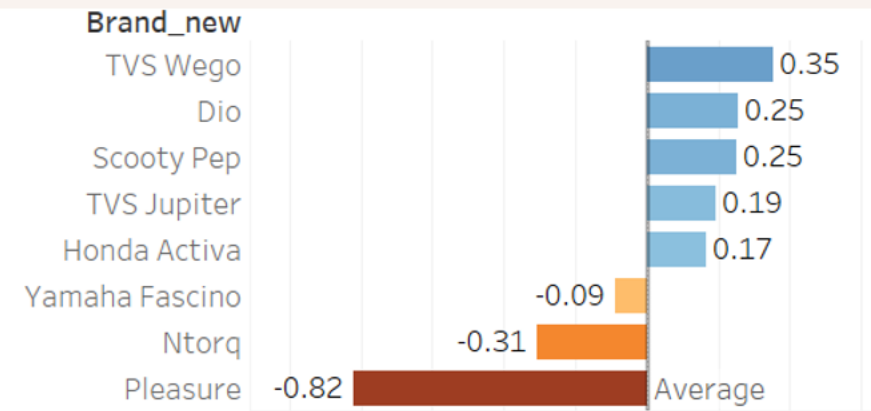
deviation\_stability



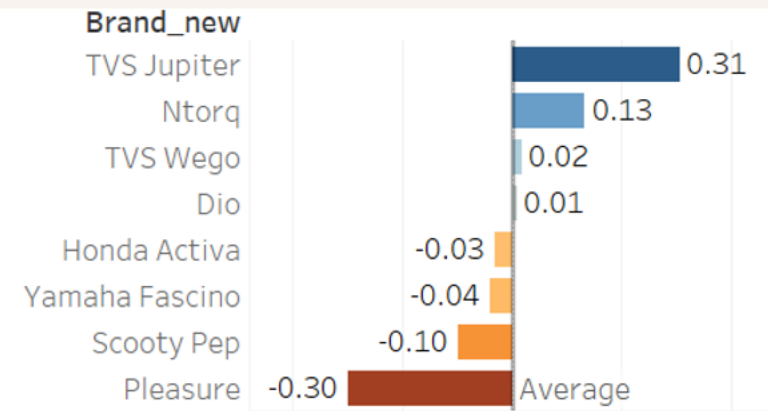
# Brand's performance on different parameters-2

avg_mileage	Avg_Quality	avg_style	avg_braking	avg_smart	avg_engine	avg_ride_com..	avg_safety	avg_seat_com..	avg_stability	avg_wind_pro..
4.53	4.60	4.63	4.65	4.62	4.63	3.99	4.58	4.67	4.63	4.64

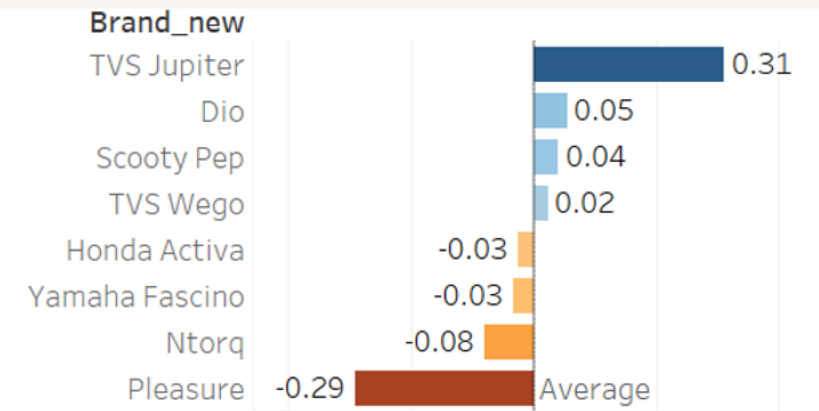
deviation\_ride



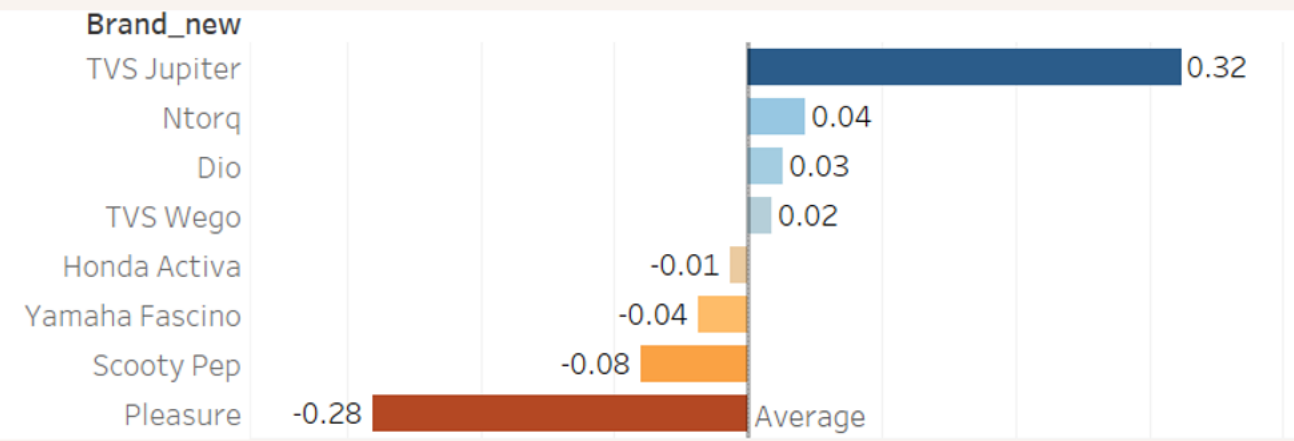
deviation\_wind



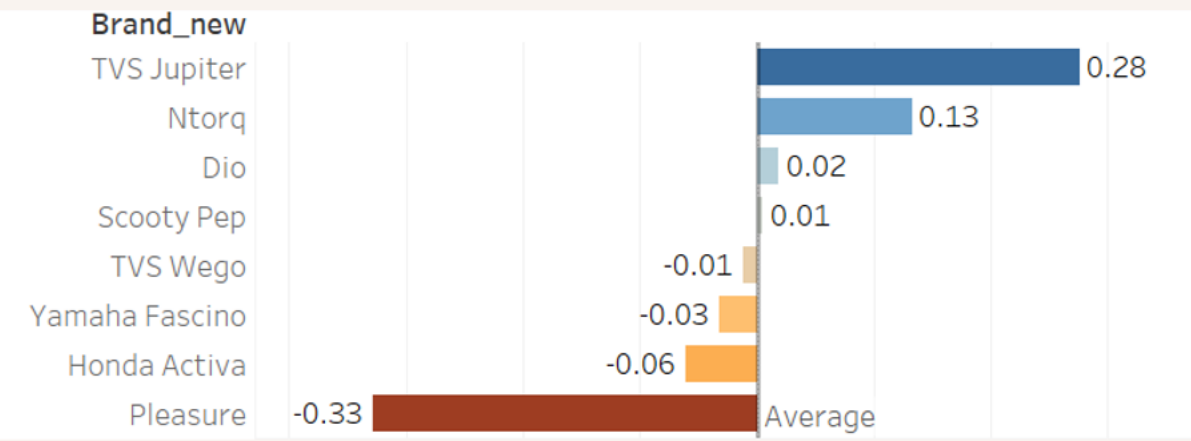
deviation\_style



deviation\_smart



deviation\_seat

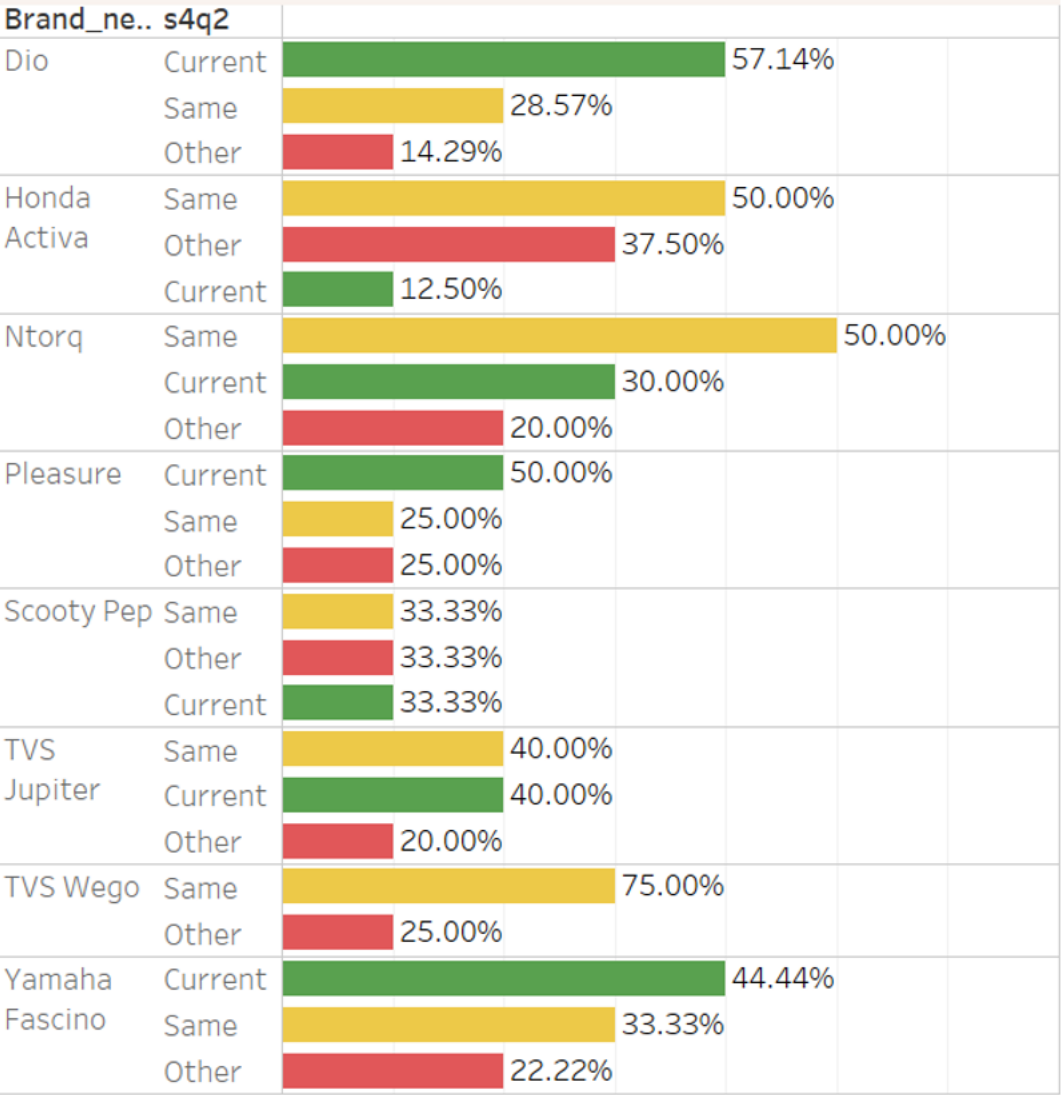


Brand	Good Parameters	Bad Parameters
TVS Jupiter	<ul style="list-style-type: none"><li>• Mileage</li><li>• Quality or durability of components</li><li>• Presence of safety features</li><li>• Braking performance</li><li>• Engine power and performance</li><li>• Stability at different speeds and road conditions</li><li>• Ride comfort</li><li>• Wind protection</li><li>• Style or Design or Colour options</li><li>• Availability of smart features</li><li>• Seat comfort</li></ul>	<ul style="list-style-type: none"><li>• None</li></ul>
Honda Activa	<ul style="list-style-type: none"><li>• Mileage</li><li>• Braking performance</li><li>• Stability at different speeds and road conditions</li><li>• Ride comfort</li></ul>	<ul style="list-style-type: none"><li>• Quality or durability of components</li><li>• Presence of safety features</li><li>• Engine power and performance</li><li>• Wind protection</li><li>• Style or Design or Colour options</li><li>• Availability of smart features</li><li>• Seat comfort</li></ul>
Yamaha Fascino	<ul style="list-style-type: none"><li>• None</li></ul>	<ul style="list-style-type: none"><li>• Mileage</li><li>• Quality or durability of components</li><li>• Presence of safety features</li><li>• Engine power and performance</li><li>• Ride comfort</li><li>• Wind protection</li><li>• Style or Design or Colour options</li><li>• Availability of smart features</li><li>• Seat comfort</li></ul>
TVS Wego	<ul style="list-style-type: none"><li>• Quality or durability of components</li><li>• Presence of safety features</li><li>• Braking performance</li><li>• Engine power and performance</li><li>• Ride comfort</li><li>• Wind protection</li><li>• Style or Design or Colour options</li><li>• Availability of smart features</li></ul>	<ul style="list-style-type: none"><li>• Mileage</li><li>• Stability at different speeds and road conditions</li><li>• Seat comfort</li></ul>

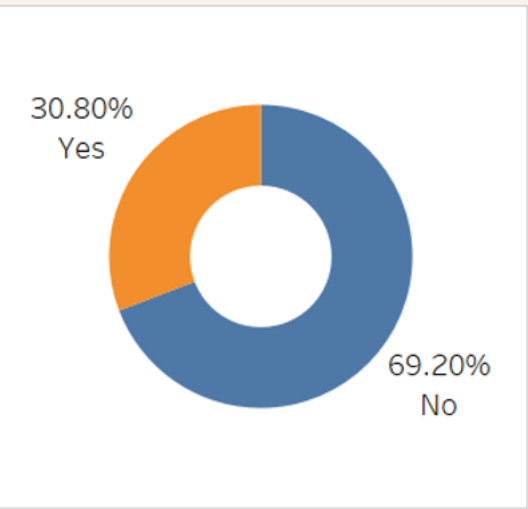


Brand	Good Parameter	Bad Parameter
Ntorq	<ul style="list-style-type: none"><li>• Mileage</li><li>• Quality or durability of components</li><li>• Presence of safety features</li><li>• Braking performance</li><li>• Engine power and performance</li><li>• Stability at different speeds and road conditions</li><li>• Wind protection</li><li>• Availability of smart features</li><li>• Seat comfort</li></ul>	<ul style="list-style-type: none"><li>• Ride comfort</li><li>• Style or Design or Colour options</li></ul>
Dio	<ul style="list-style-type: none"><li>• Mileage</li><li>• Quality or durability of components</li><li>• Presence of safety features</li><li>• Braking performance</li><li>• Engine power and performance</li><li>• Stability at different speeds and road conditions</li><li>• Ride comfort</li><li>• Wind protection</li><li>• Style or Design or Colour options</li><li>• Availability of smart features</li><li>• Seat comfort</li></ul>	<ul style="list-style-type: none"><li>• None</li></ul>
Pleasure	<ul style="list-style-type: none"><li>• Mileage</li></ul>	<ul style="list-style-type: none"><li>• Quality or durability of components</li><li>• Presence of safety features</li><li>• Braking performance</li><li>• Engine power and performance</li><li>• Stability at different speeds and road conditions</li><li>• Ride comfort</li><li>• Wind protection</li><li>• Style or Design or Colour options</li><li>• Availability of smart features</li><li>• Seat comfort</li></ul>
Scooty Pep	<ul style="list-style-type: none"><li>• Presence of safety features</li><li>• Engine power and performance</li><li>• Ride comfort</li><li>• Style or Design or Colour options</li><li>• Seat comfort</li></ul>	<ul style="list-style-type: none"><li>• Mileage</li><li>• Quality or durability of components</li><li>• Stability at different speeds and road conditions</li><li>• Wind protection</li><li>• Availability of smart features</li></ul>

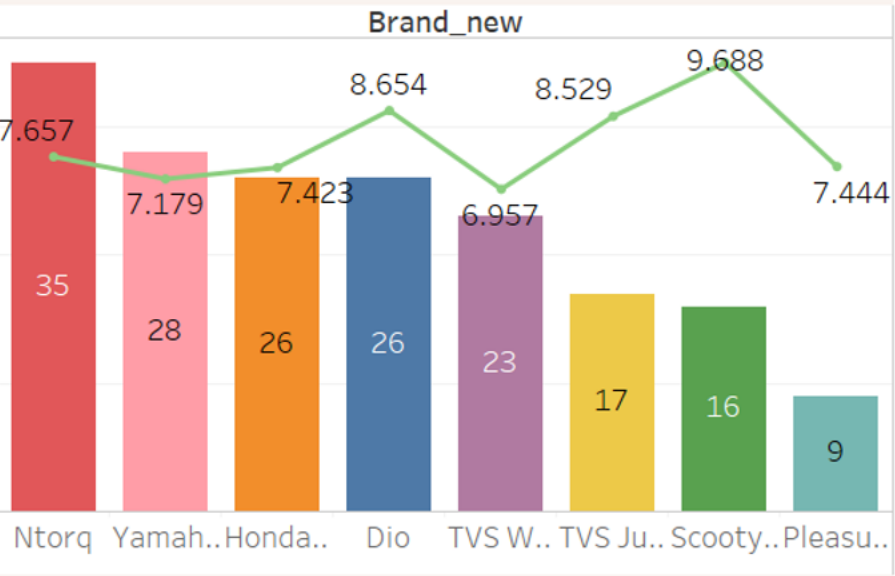
If You've Tried Different Brands, Which One is the Best? (s4q2)



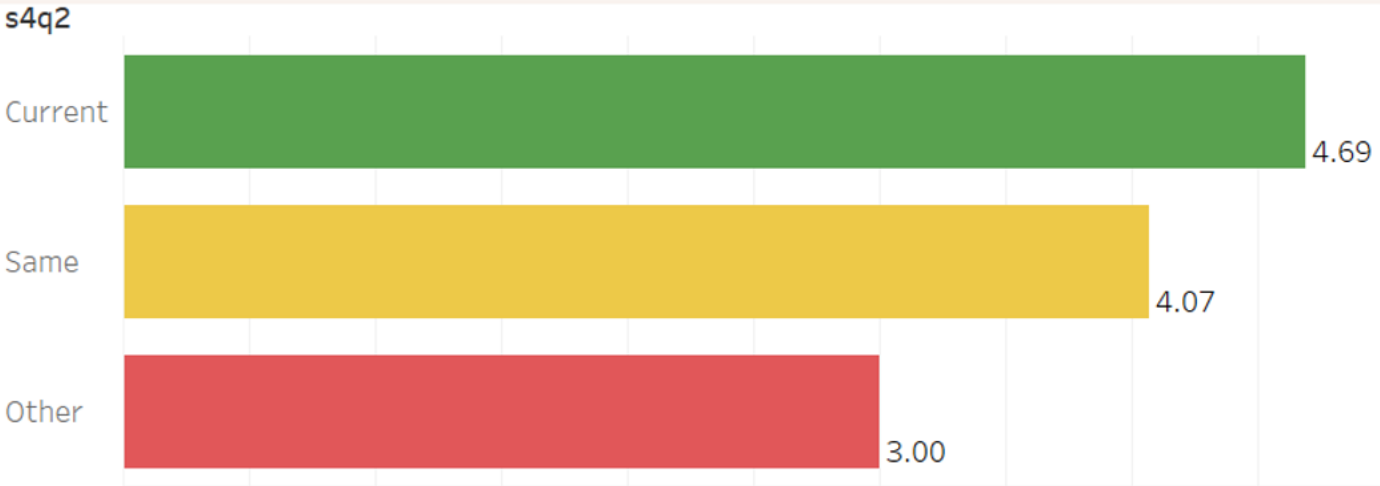
Have you tried other brands? (s4q1)



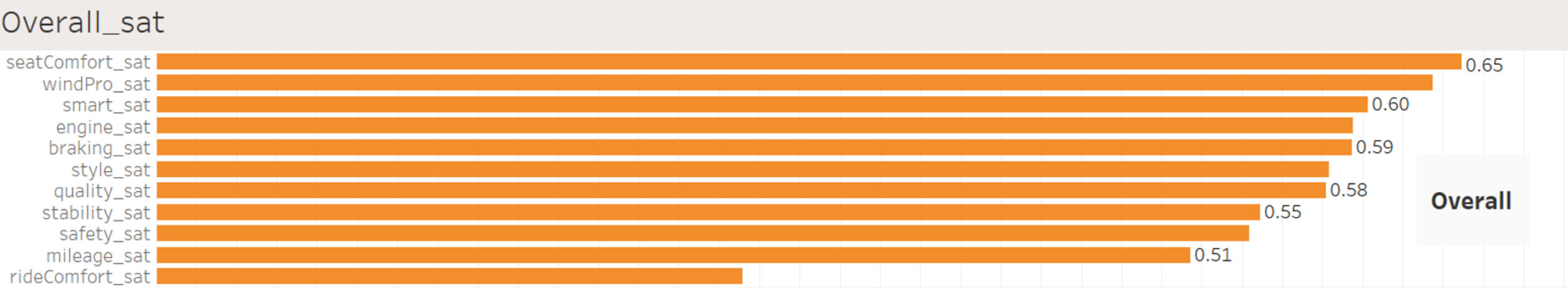
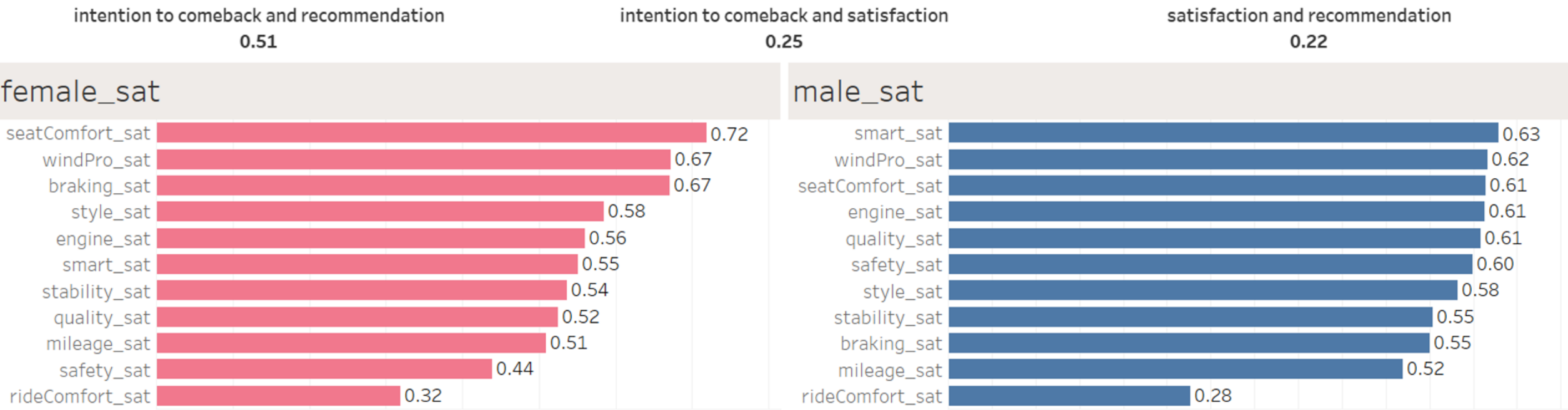
Brand by willingness to recommend



s4q2 by Intention to comeback



# Satisfaction correlation overview



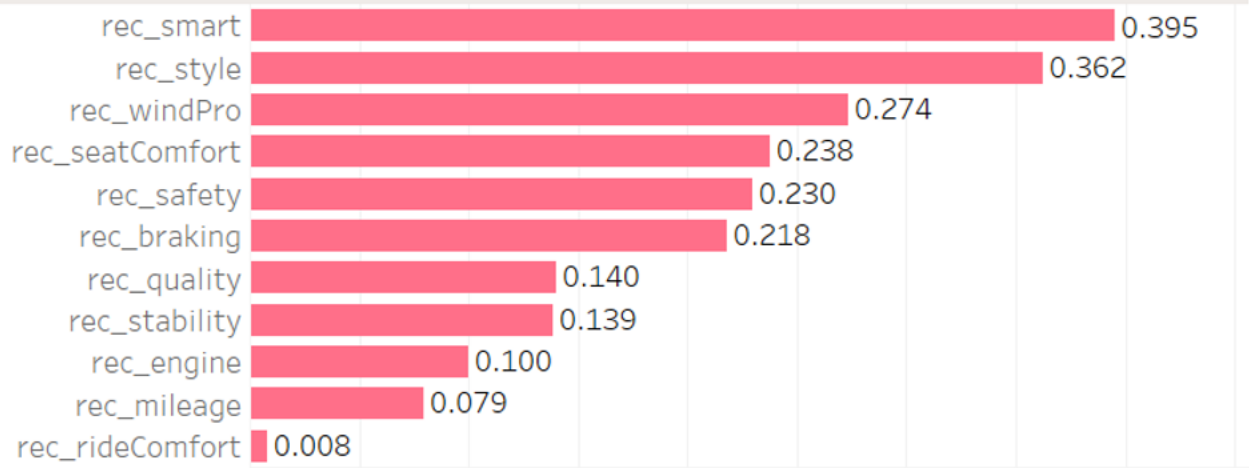
# Recommendation correlation overview

intention to comeback and recommendation  
0.51

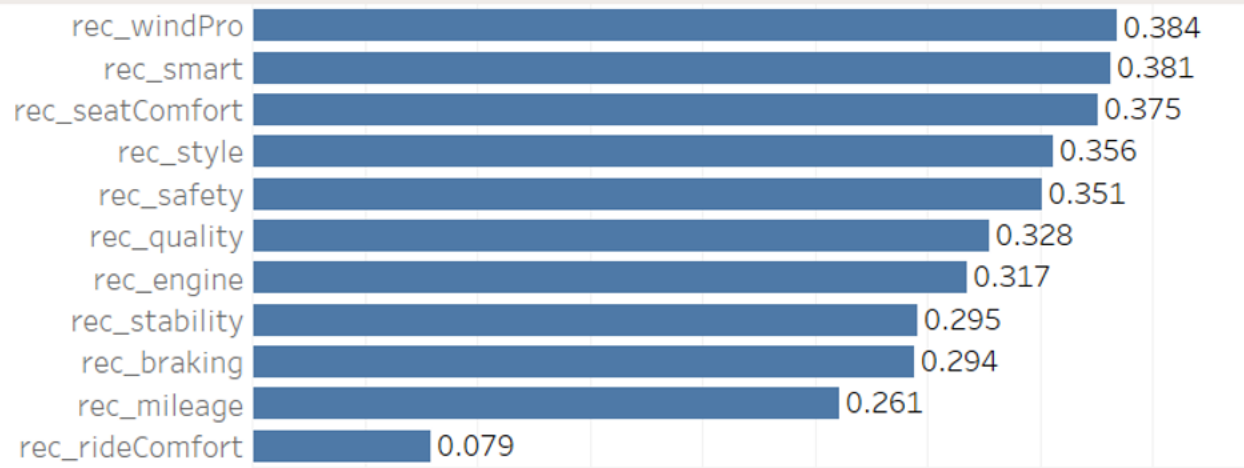
intention to comeback and satisfaction  
0.25

satisfaction and recommendation  
0.22

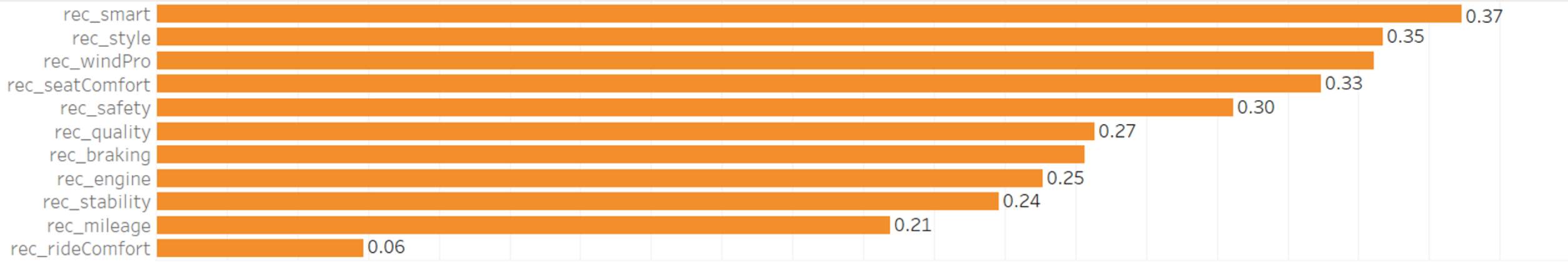
## female\_rec



## male\_rec



## overall\_rec



# Conclusion and Recommendation

for  
Honda Activa

## Key insights

- Average satisfaction ratings are similar for both genders for Honda Activa, yet there's a notable deference in the average willingness to recommend: 6.71 for males and 8.78 for females.
- NPS is commendable but lags behind competitors.
- Performs below average on 7 out of 11 parameters analysed.
- **13%** of customers who purchased other brands also consider Honda active superior, while **37.5%** favour competitors, and **50%** remain neutral.
- Honda Activa's "willingness to recommend" average rating is lower compared to many other brands.

## Recommendation

- ✓ To enhance men's average recommendation rates, brand must focus on improving wind protection, incorporating smart features, and increasing seat comfort.
- ✓ Enhancing average recommendation rates can lead to a higher net promoter score for the brand.
- ✓ The brand is slightly underperforming on most parameters, presenting an ideal chance to boost overall customer satisfaction.
- ✓ Create initiatives to engage the **50%** neutral customers, as they represent a significant opportunity. Tailor experiences or offers that could sway their neutrality towards a positive recommendation
- ✓ Analyse the offerings of Honda Active and other competitors to pinpoint areas where your brand can improve or innovate.
- ✓ Brand must focus on seat comfort, smart features and wind protection to enhance overall satisfaction and recommendation ratings



**Thank You**