**Actionable Insights & Recommendations**

• 75% of total Customers are male while 25% are female.

• Sedans are the most popular vehicle type among the customers, chosen by 44% of the total customer base.

• The age of customers ranges from 22 to 54 years old, with 75% of customers being under the age of 38.

• Male customer’s favourite choices are hatchbacks followed by sedans.

• Female customers tend to prefer SUVs.

• Men typically opt for low-cost or more affordable vehicles, while women prefer more expensive vehicles

• Salaried individuals tend to spend more on automobiles compared to business persons.

• So Male customers with Age Group 25-32 and Female customers with an Age group of 34-45 should be the targets.