# Shivang Kumar

&

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Data Analytics Project

OBJECTIVE

Develop Deep Insights About Car types to launch

Project is related to Post purchase data of cars in U.K. and we have performed SQL queries using MS SQL Server to retrieve data and MS Excel to create a dynamic dashboard which will help the brand to determine the categories of cars to be launched, the features to be included and it's target customers.
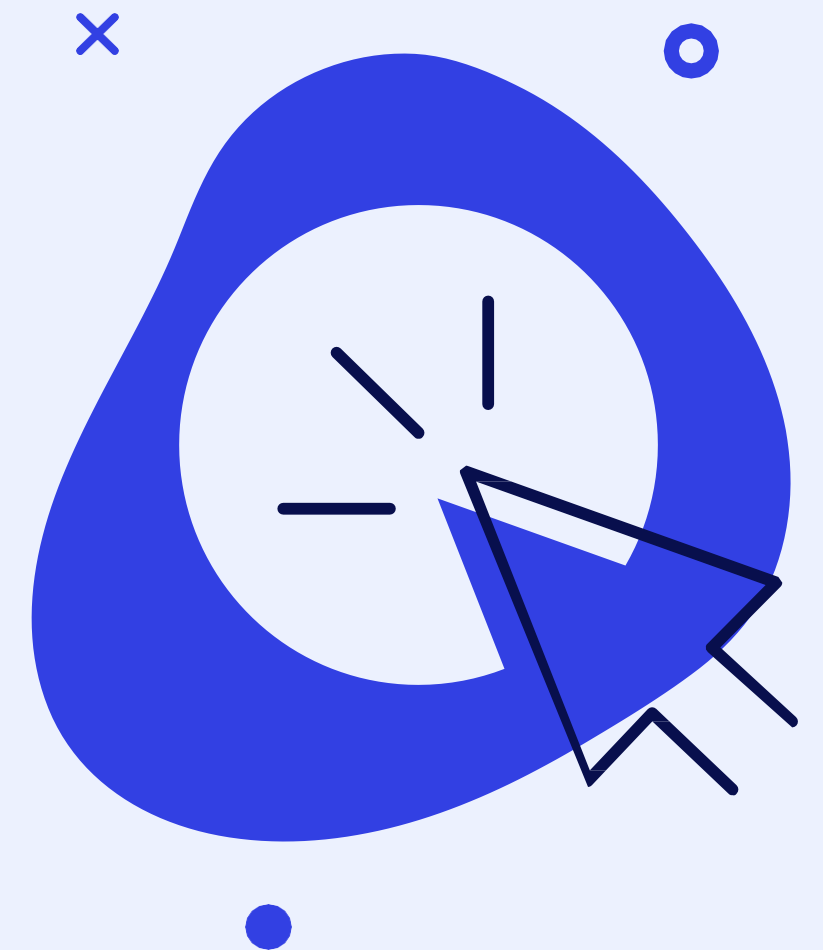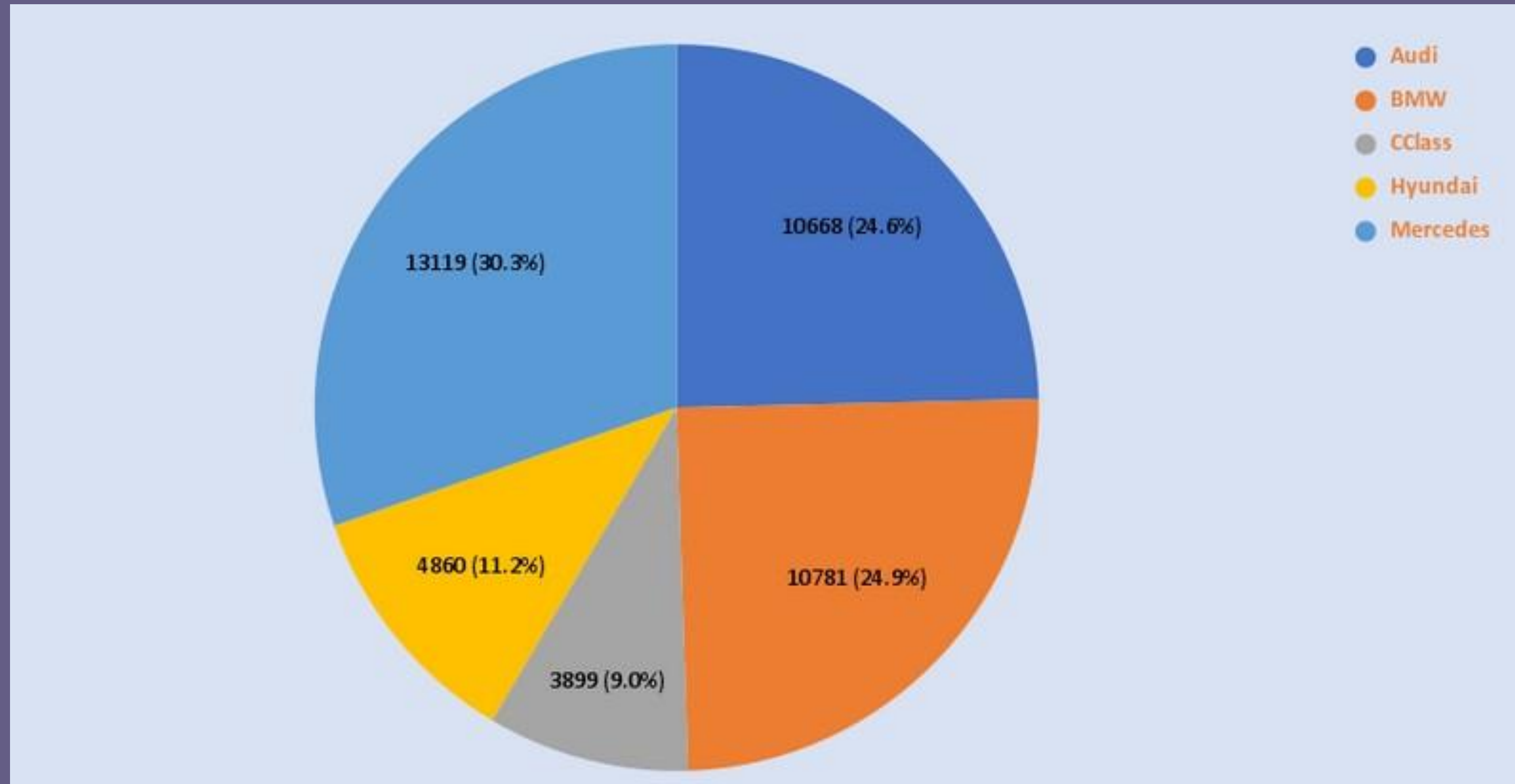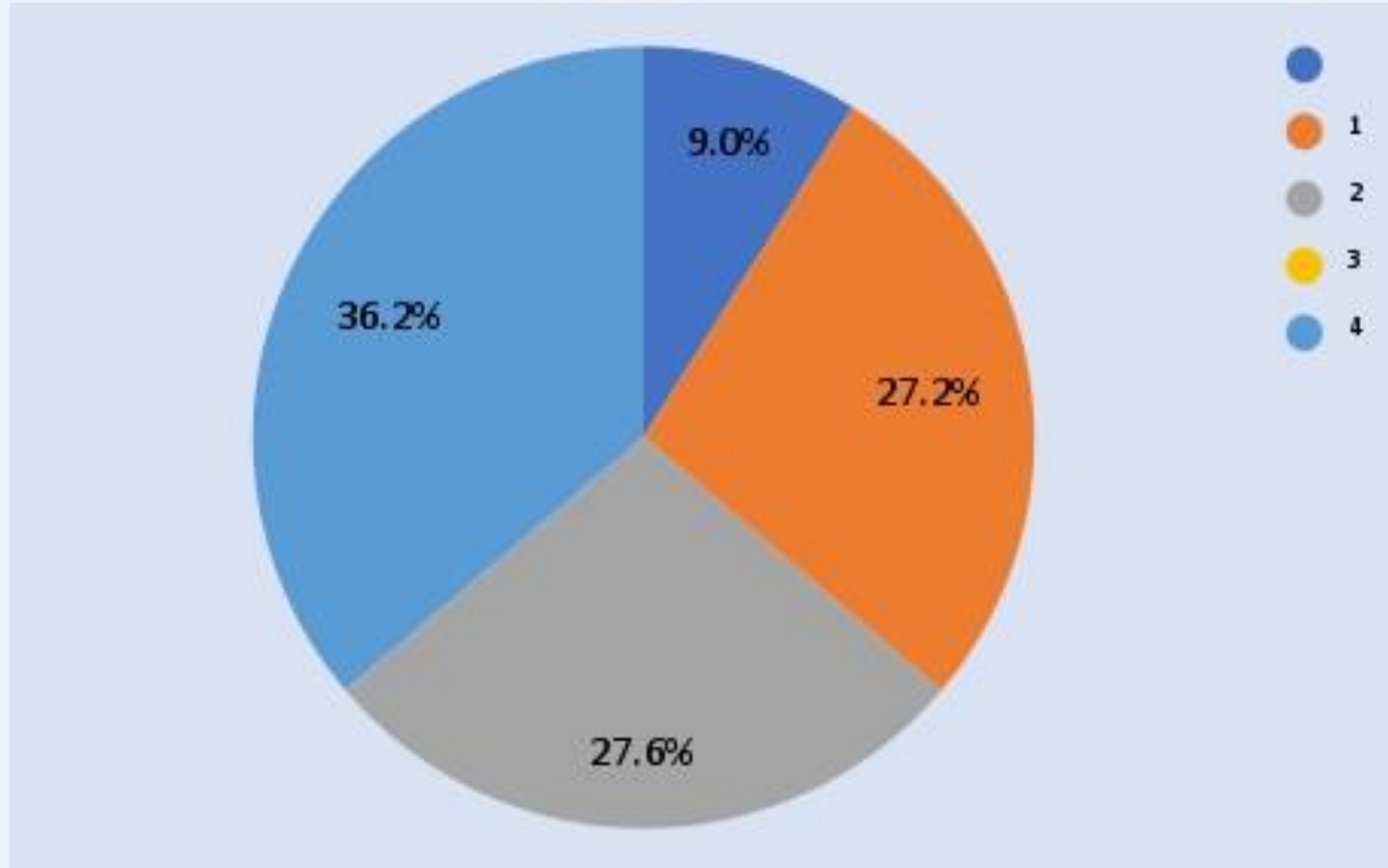
Category wise Sales Data

SALE_INCREMENT

COMPACT	MID-SIZE	MINI COMPACT	SUB-COMPACT
10614	1750	553	5260
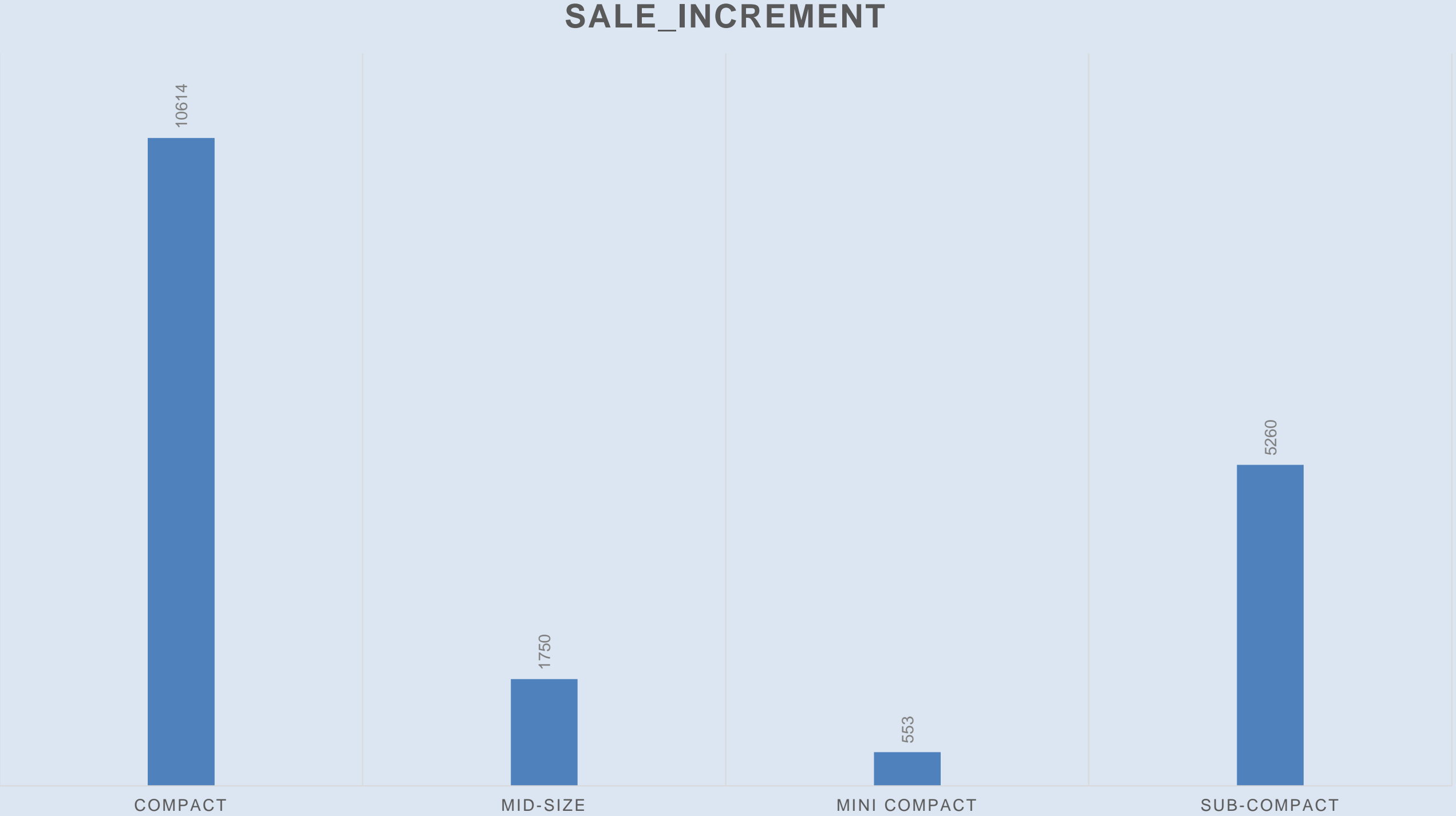
Compact cars are being sold the most (10614)
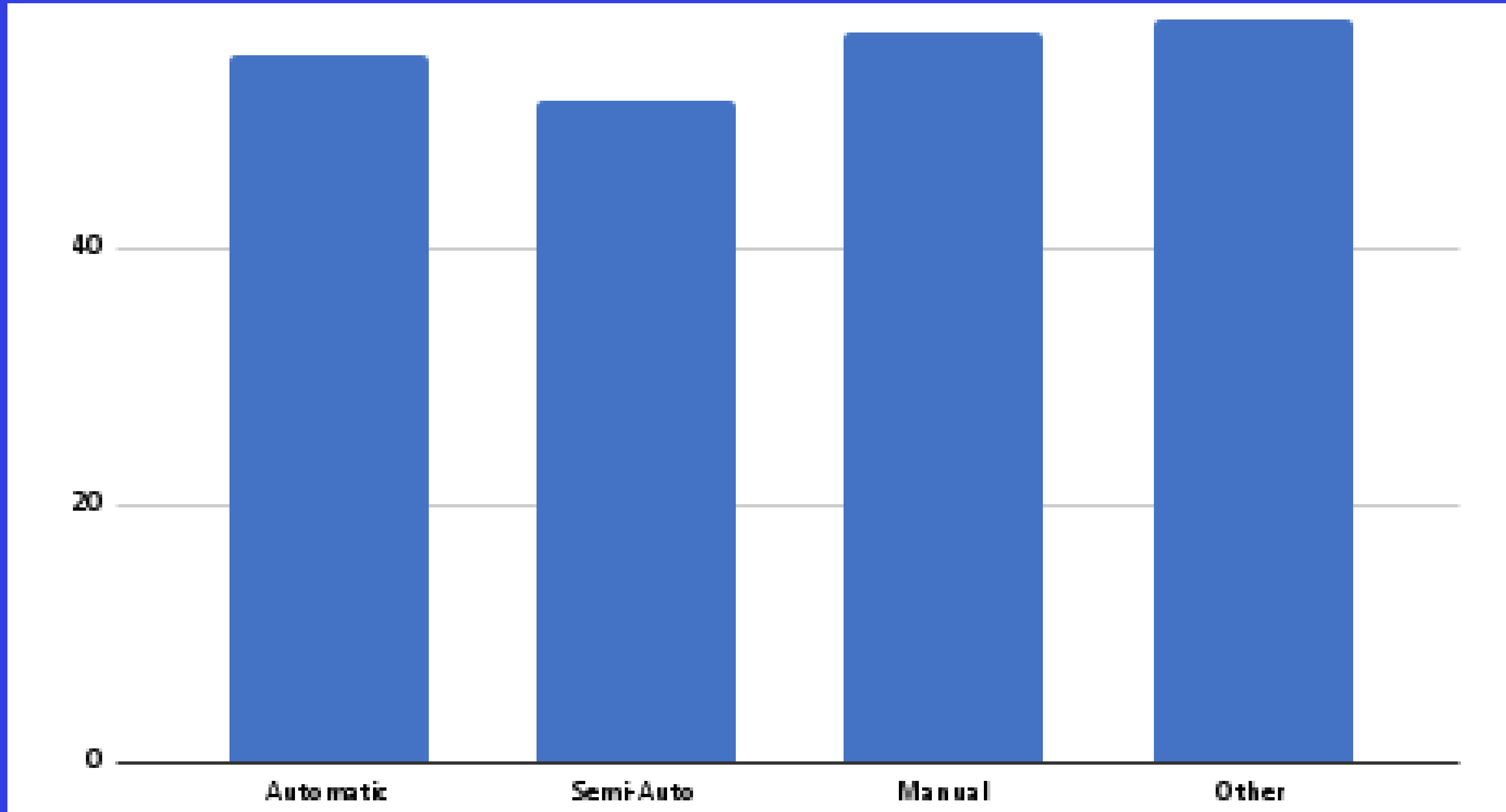
Brand wise Sales figures

Approximately 80% of Customers preferred european brands
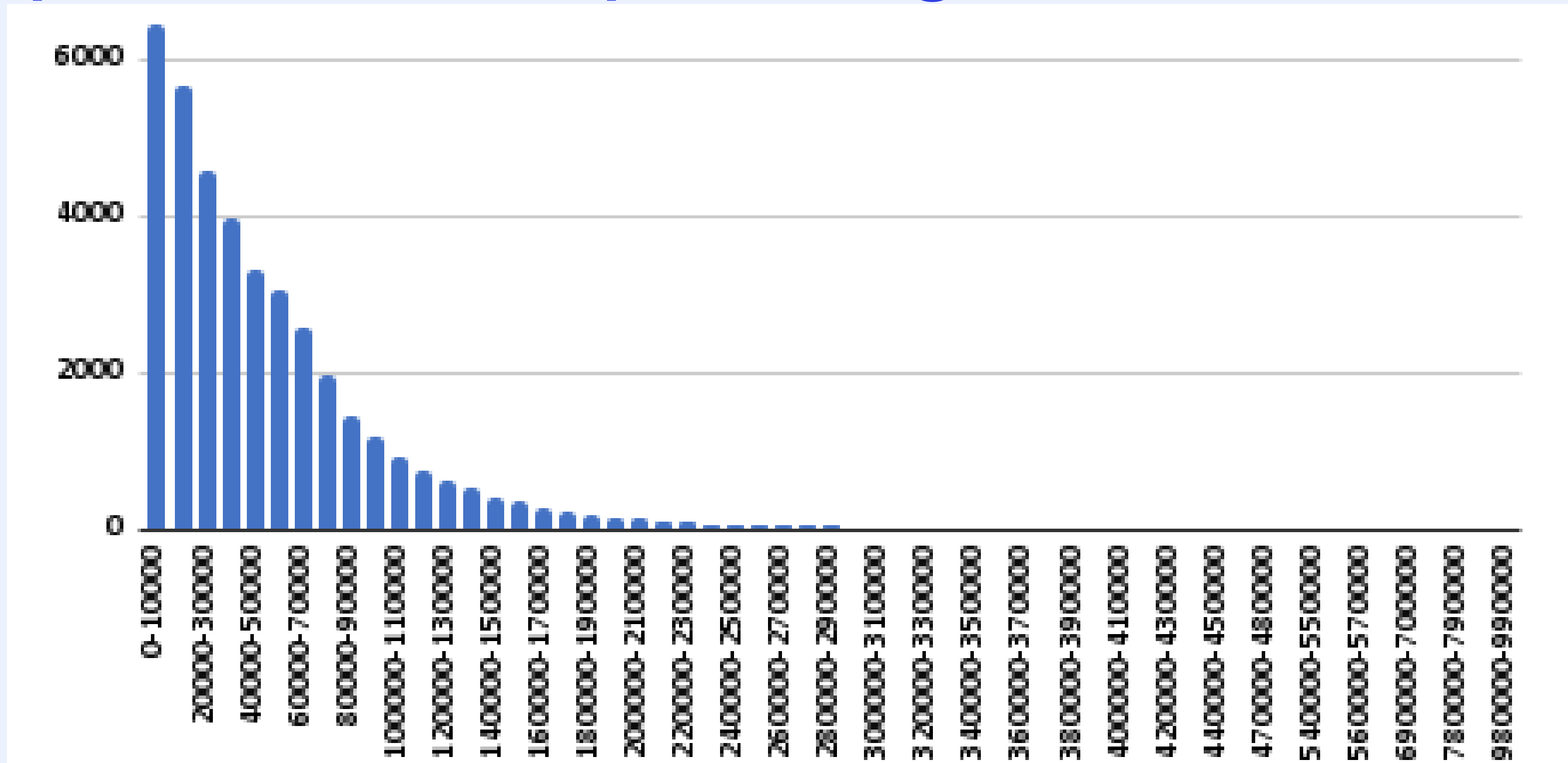
Transmission type preferred by buyers

36.2% of buyers preferred semi automatic and 27.2% preferred automatics transmission

Transmission type offering good fuel efficiency

40

20
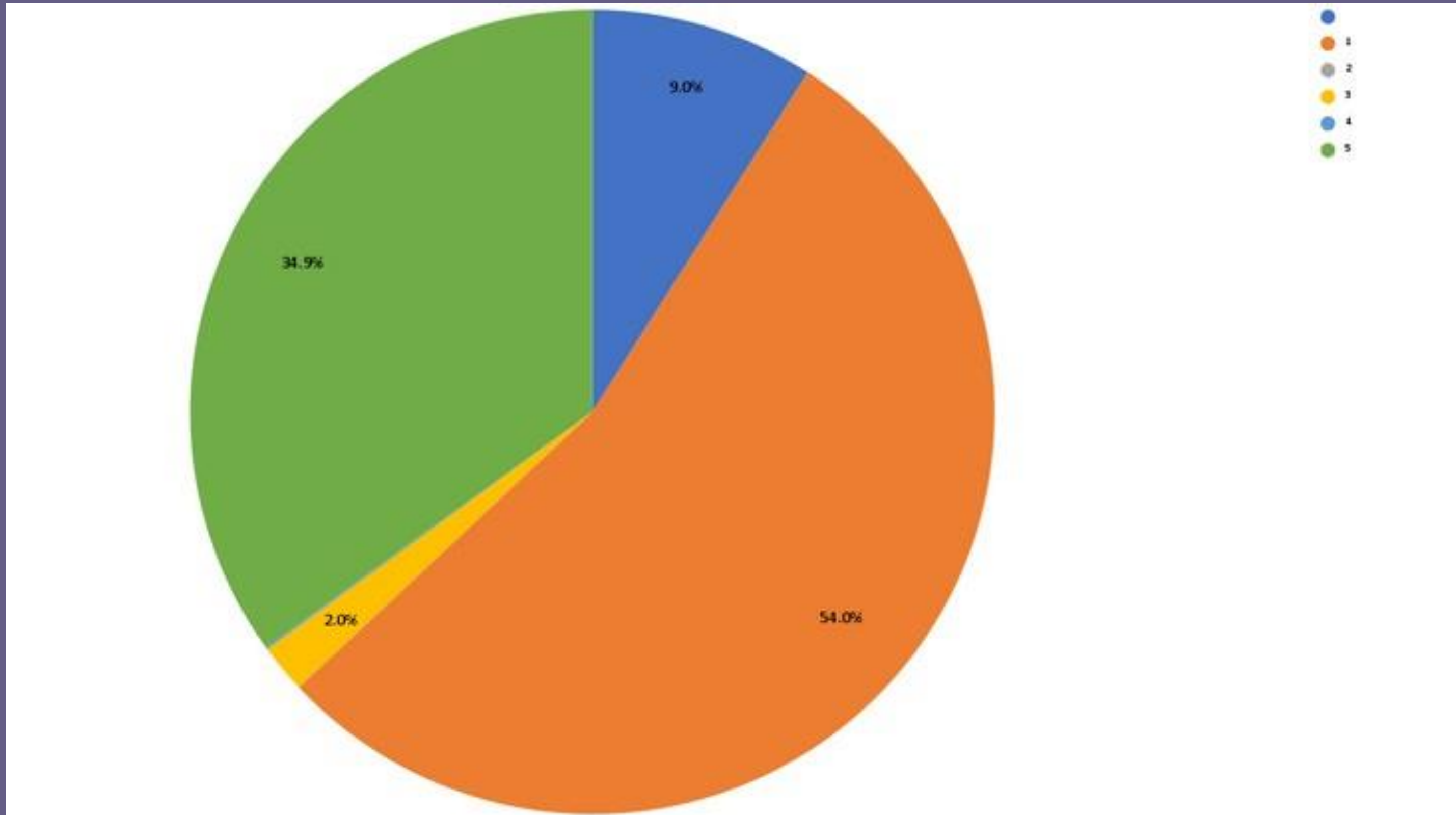
0

Automatic   Semi-Auto   Manual   Other

Automatic transmission offers better fuel efficiency than   Semi Automatic

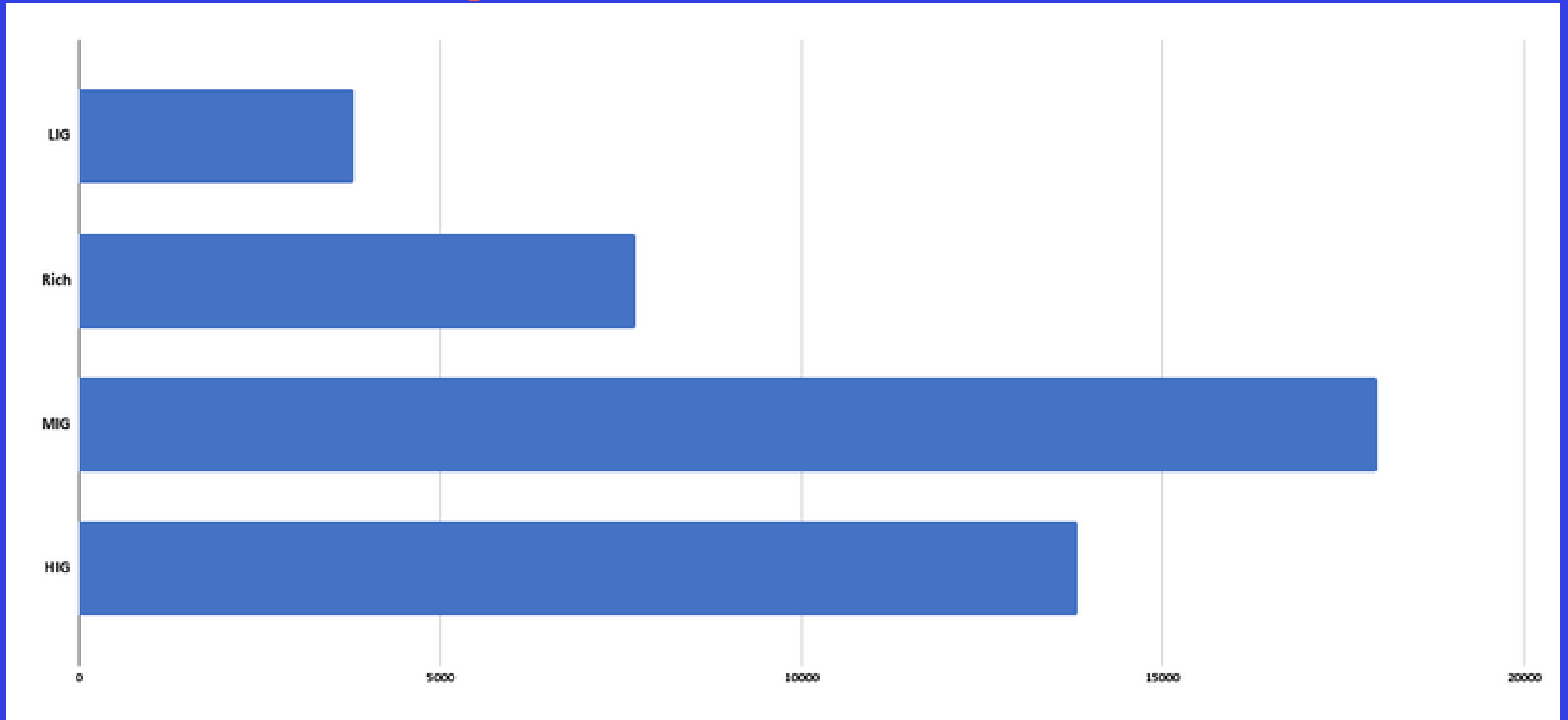# Impact of fuel spending on car   sales

There is an inverse relationship between fuel spending and car sales

Fuel type preffered by customers

Petrol (54%) is the most preferred fuel type followed by diesel (35% approx)

Income groups and sale of cars

LIG	
Rich	
MIG	
HIG	

0   5000   10000   15000   20000

Mid income group(MIG) customers are the majority   buyers

Conclusion:

Brand can launch compact cars with Semi Automatic and Automatic transmission in Diesel segment targeting MIG customers

- **36.2% of buyers preferred semi automatic and 27.2% preferred automatics transmission ..**
- **Automatic transmission offers better fuel efficiency than Semi Automatic.**
- **Petrol (54%) is the most preferred fuel type followed by diesel (35% approx.).**
- **Mid income group(MIG) customers are the majority buyers**

Thank
You