

## Primary\_And\_Secondary\_Analysis

### Preliminary Research Questions:

1. List the top 3 and bottom 3 makers for the fiscal years 2023 and 2024 in terms of the number of 2-wheelers sold.
2. Identify the top 5 states with the highest penetration rate in 2-wheeler and 4-wheeler EV sales in FY 2024.
3. List the states with negative penetration (decline) in EV sales from 2022 to 2024?
4. What are the quarterly trends based on sales volume for the top 5 EV makers (4-wheelers) from 2022 to 2024?
5. How do the EV sales and penetration rates in Delhi compare to Karnataka for 2024?
6. List down the compounded annual growth rate (CAGR) in 4-wheeler units for the top 5 makers from 2022 to 2024.
7. List down the top 10 states that had the highest compounded annual growth rate (CAGR) from 2022 to 2024 in total vehicles sold.
8. What are the peak and low season months for EV sales based on the data from 2022 to 2024?

9. What is the projected number of EV sales (including 2-wheelers and 4-wheelers) for the top 10 states by penetration rate in 2030, based on the compounded annual growth rate (CAGR) from previous years?
10. Estimate the revenue growth rate of 4-wheeler and 2-wheelers EVs in India for 2022 vs 2024 and 2023 vs 2024, assuming an average unit price. H

Vehicle_category	Average Price
2-Wheelers	₹ 85,000.00
4-Wheelers	₹ 15,00,000.00

## Secondary Research Questions:

1. What are the primary reasons for customers choosing 4-wheeler EVs in 2023 and 2024 (cost savings, environmental concerns, government incentives)?
2. How do government incentives and subsidies impact the adoption rates of 2-wheelers and 4-wheelers? Which states in India provided most subsidies?
3. How does the availability of charging stations infrastructure correlate with the EV sales and penetration rates in the top 5 states?

4. Who should be the brand ambassador if AtliQ Motors launches their EV/Hybrid vehicles in India and why?
5. Which state of India is ideal to start the manufacturing unit? (Based on subsidies provided, ease of doing business, stability in governance etc.)
6. Your top 3 recommendations for AtliQ Motors.

**Note:** The above questions are intended to jump-start your analysis. You are encouraged to dig deeper and broaden the scope of your analysis to discover even more valuable findings.