

Sep 3, 2024



AtliQ

# Electric Vehicle Analysis

Sneha Srinath



# Agenda

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- ❑ About AtliQ
- ❑ Objective
- ❑ Background
- ❑ Dashboard
- ❑ Insights
- ❑ Recommendations



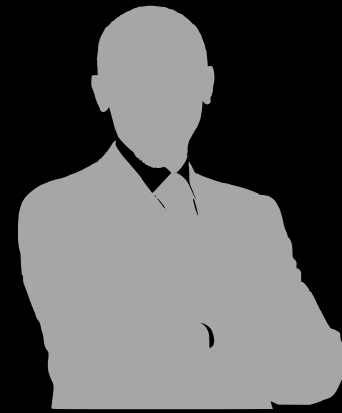
# About AtliQ



- Automobile Giant (EV) in USA
- Market Share  $\uparrow$  25 % in North America in Hybrid and EV Segment
- In India, Market Share  $\leftarrow$  2%
- As part of expansion plan , they want to launch their best-selling models in India



# Objective



## Bruce Haryali - Chief of AtliQ Motors

>

Wants prior Detailed EV Market Study in India

>

Hands over this task to the Data Analytics team of AtliQ



## Sneha Srinath - Data Analyst

>

Will provide detail insights and actionable recommendations

>

This will help AtliQ to take informed decisions



# Background

01

EV - The Technology of the Future

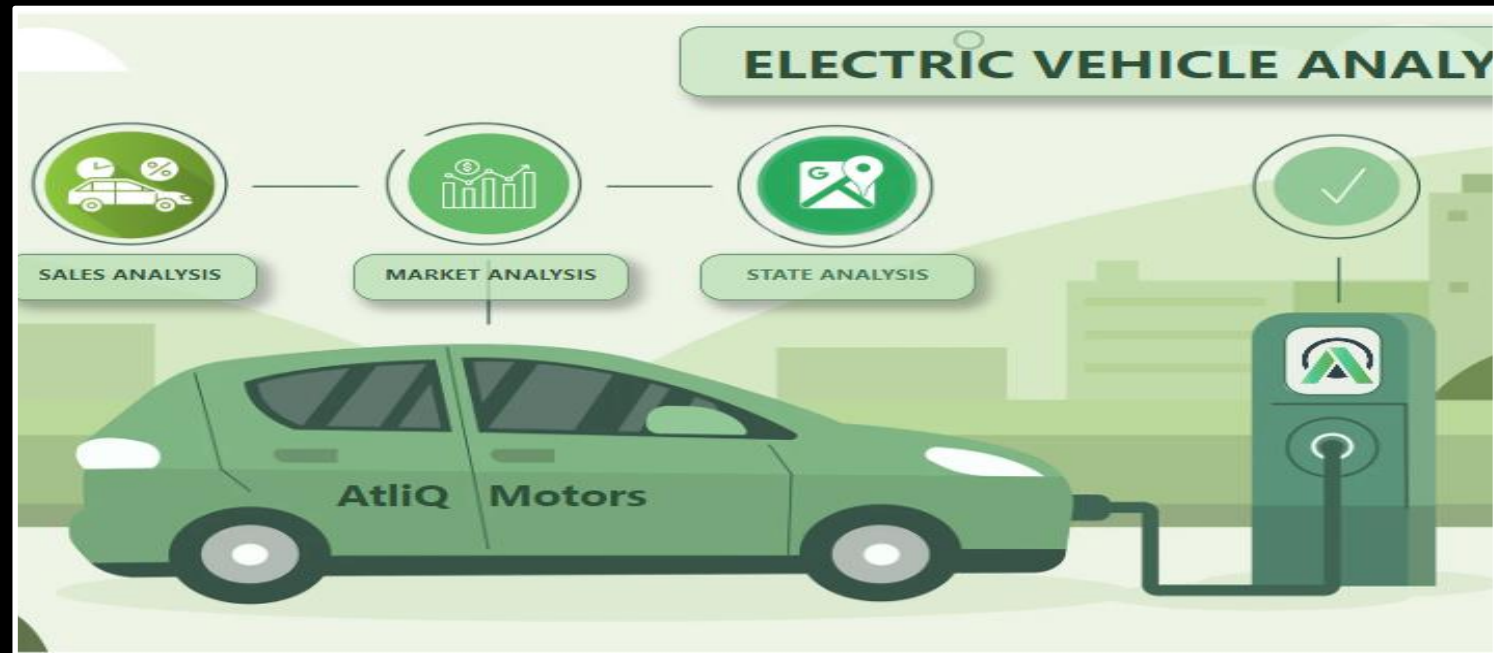
02

Due to climatic change, depletion of fossil fuels and vulnerability of economy to oil prices.

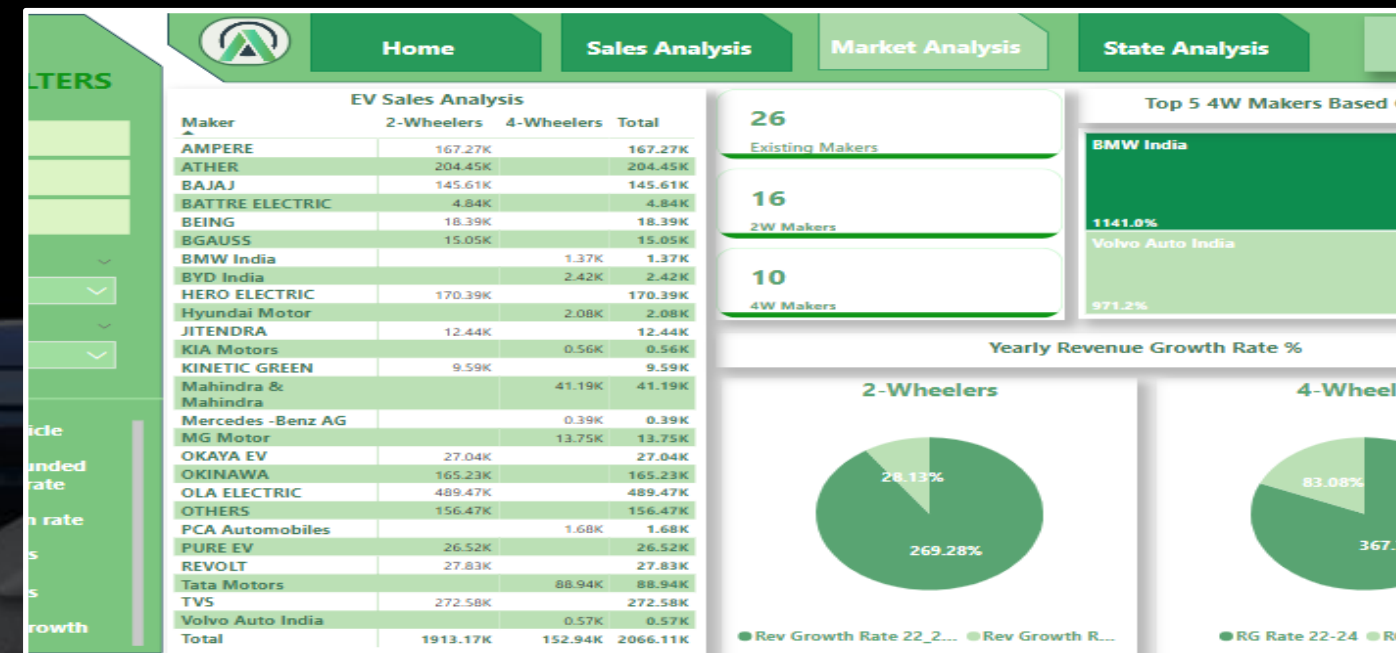
03

EV creates various business opportunities and leads us to sustainable development

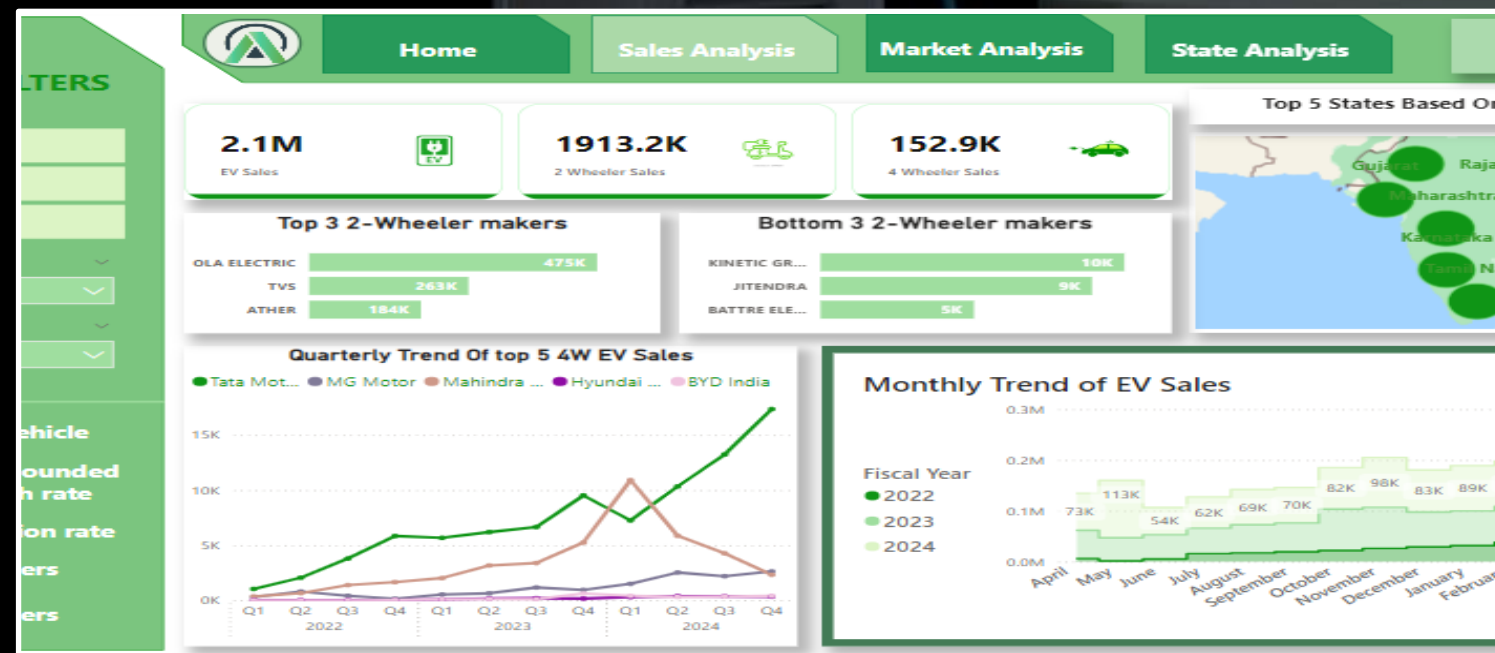
# The DASHBOARD



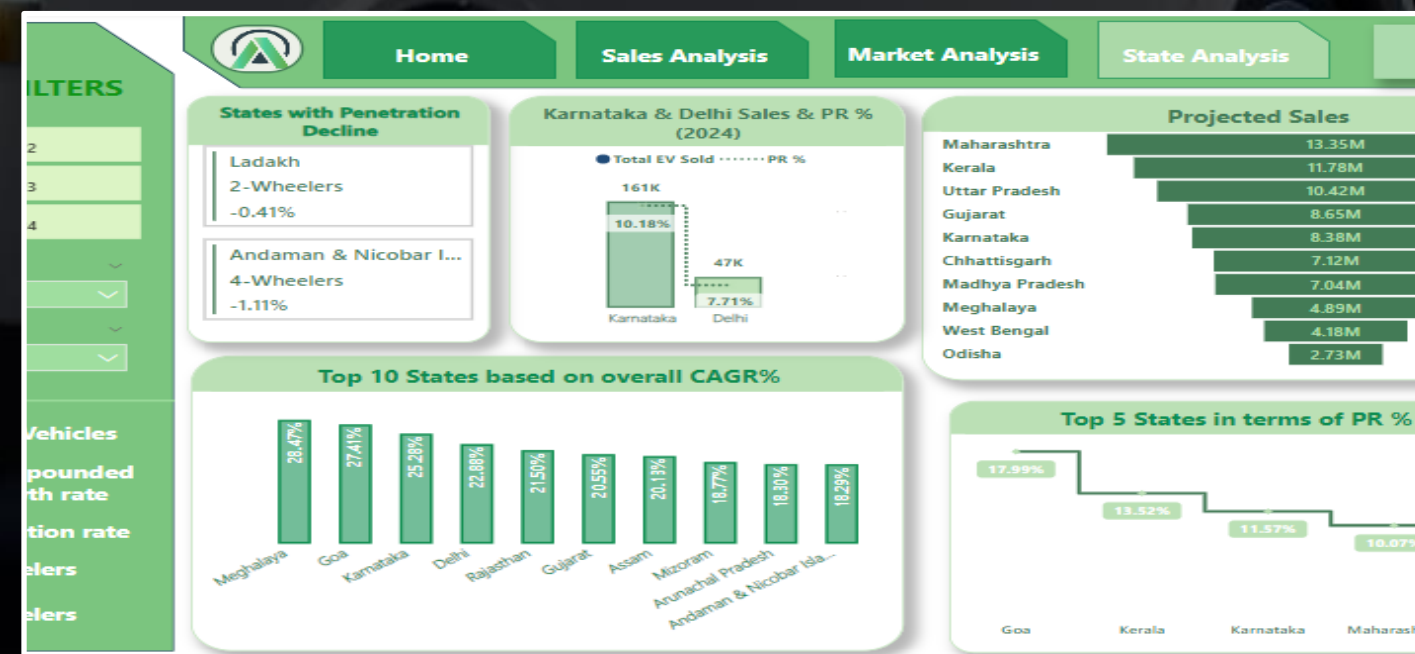
Home Page



Market Analysis



Sales Analysis



State Analysis

# Sales Analysis

Gives clear summary about the total as well as Category wise sales of EV through KPI.

Top 3 2W makers are OLA Electric, TVS and Ather.

Bottom 3 2W makers are Kinetic green, Jitendra and Battre Electric.

Top 5 EV Selling States are Maharashtra, Karnataka, Tamil Nadu, Gujarat and Rajasthan.

Quarterly trend reveals the growth of EV Sales of the top 5 4W Makers

Monthly trend shows the peak and low season months of EV Sales

Filter section makes it easy to slice and dice the information according to the needs.

Top menu enables easy navigation for different analysis.



# Market Analysis

EV Sales analysis provide detailed Sales report of different makers enabling to understand the competitors.

Cards convey the makers details

Top 5 4 W makers based on CAGR % from 2022 to 2024

CAGR measures the mean annual growth rate over a specified period longer than one year

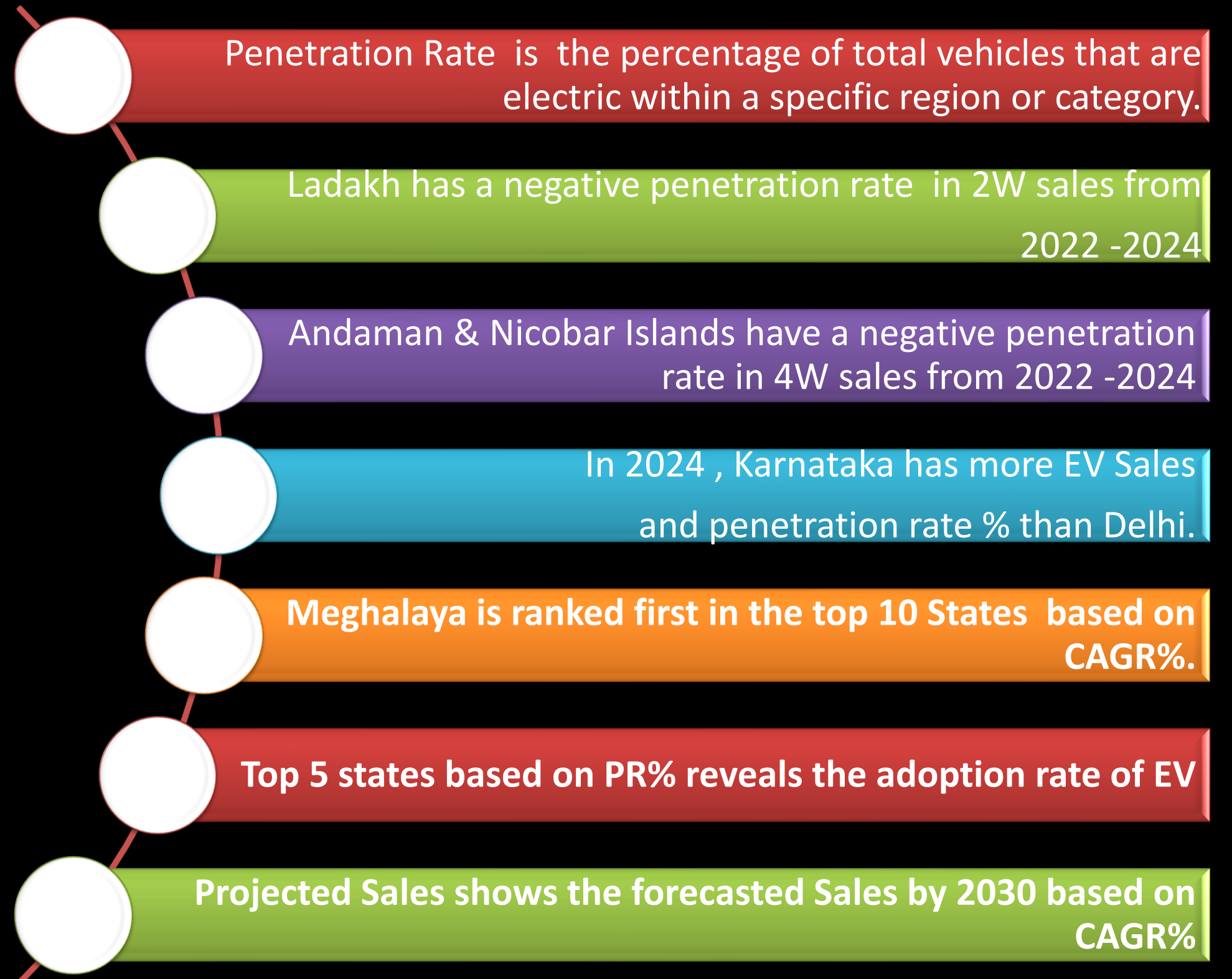
Yearly Revenue Growth Rate % of 2W and 4W reveals the enormous growth of EV Sales assuming average prices as below

Average price of a 2 Wheeler is Rs.85000

Average price of 4 Wheeler is Rs.1500000



# State Analysis







# Thank You

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