

Market Segmentation Analysis of Electric Vehicles Market in India

Syed Mahammada

Step1:

- 1.what is the number of 2-wheeler Electrical vehicles in India?
2. what is the number of 3-wheeler Electrical vehicles in India?
3. what is the number of 4-wheeler Electrical vehicles in India?
4. what is count of charging stations in India?

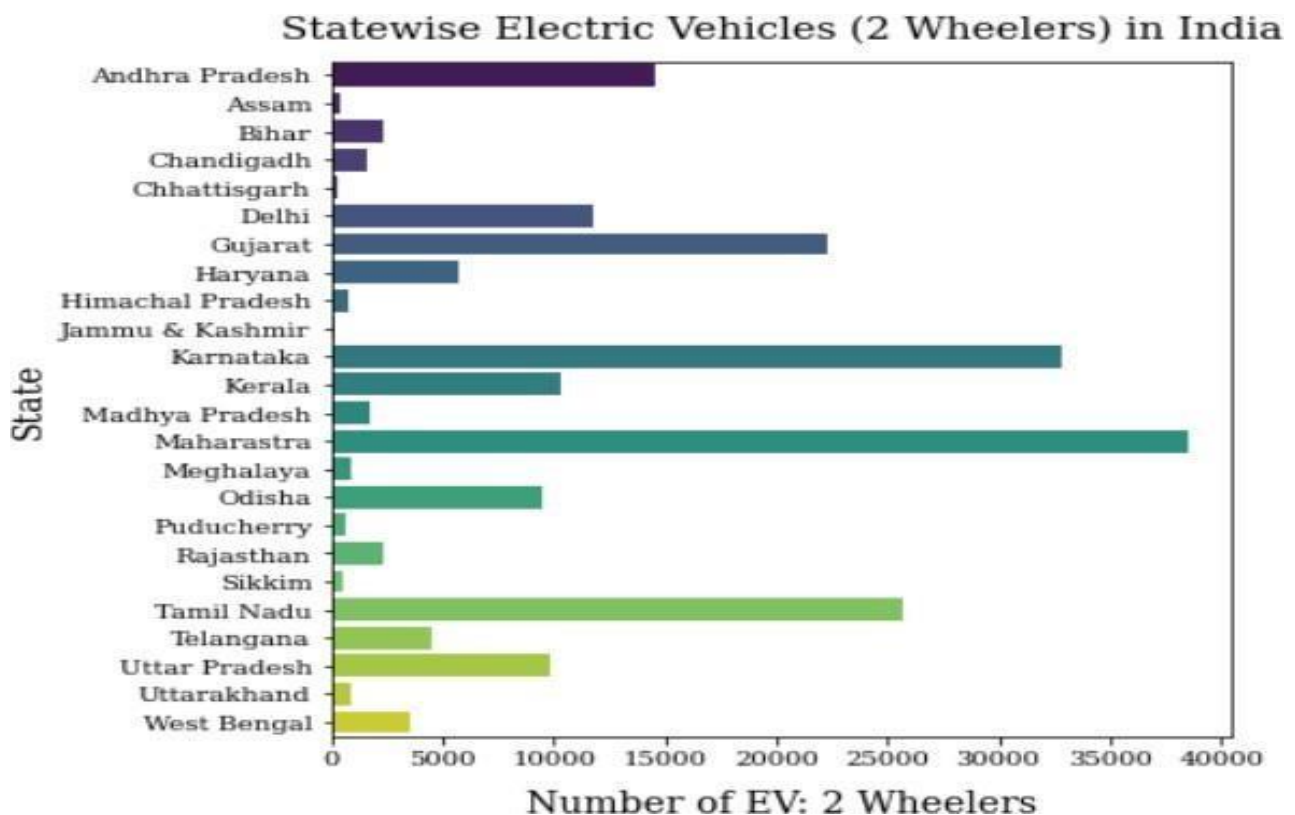
Step2:

Problem Statement

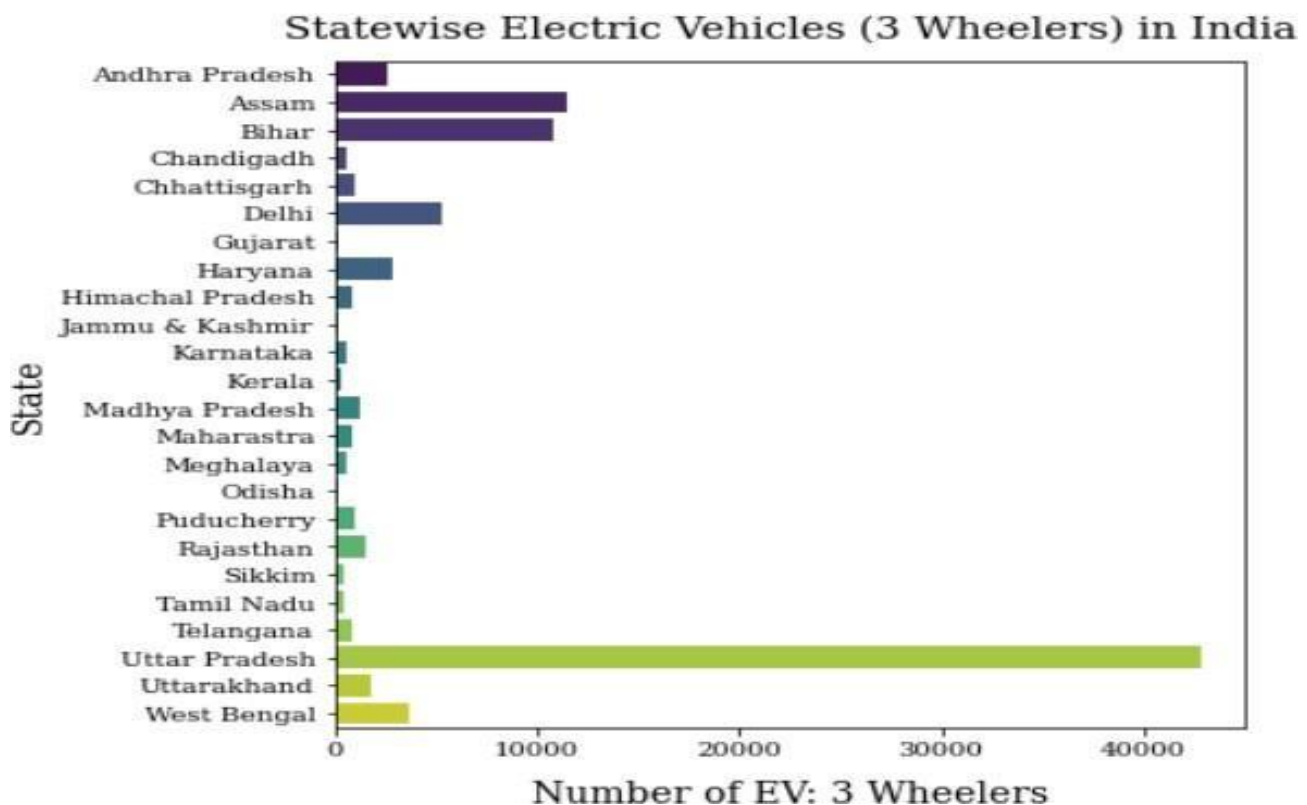
The task is to analyze the Electric Vehicles Market in India using Segmentation analysis and develop a feasible strategy to enter the market, targeting the segments most likely to use their product in terms of Geographic, Demographic, Psychographic, and Behavioral.

In this report we analyze the Electric Vehicles Market in India using segments such as region, price, charging facility, type of vehicles (e.g., 2 wheelers, 3 wheelers, 4 wheelers etc.),

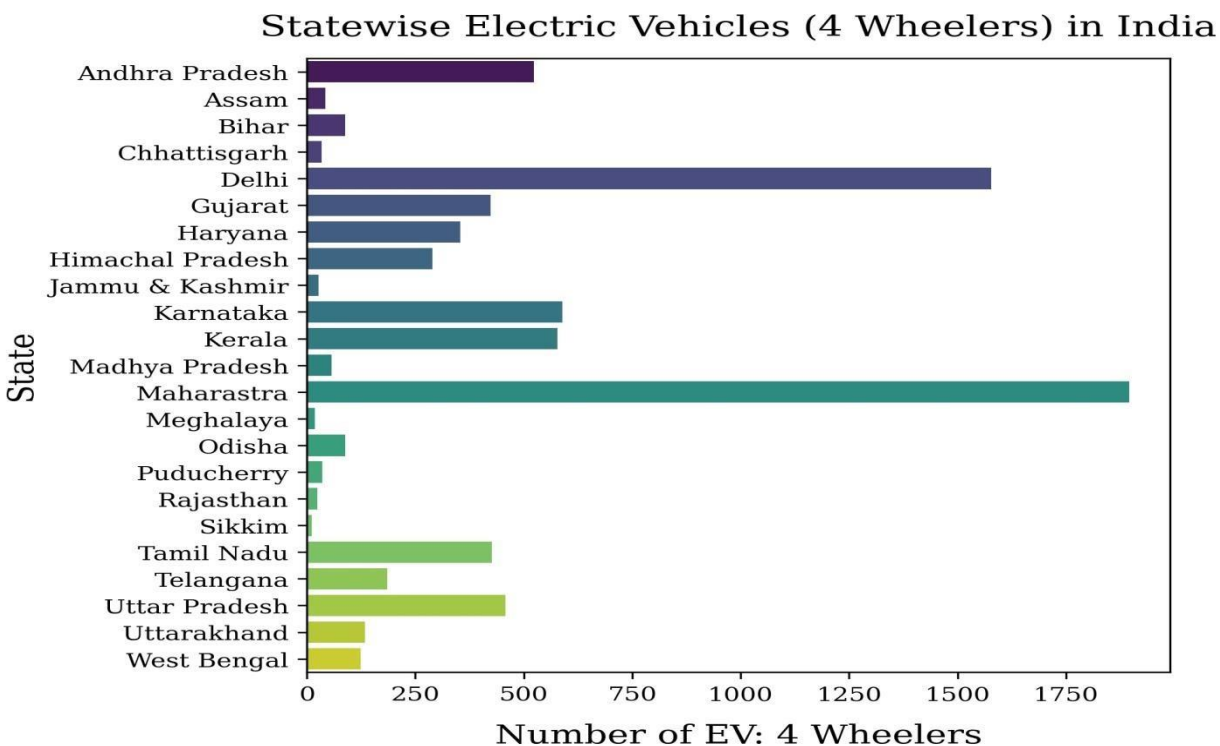
1.what is the number of 2-wheeler Electrical vehicles in India?



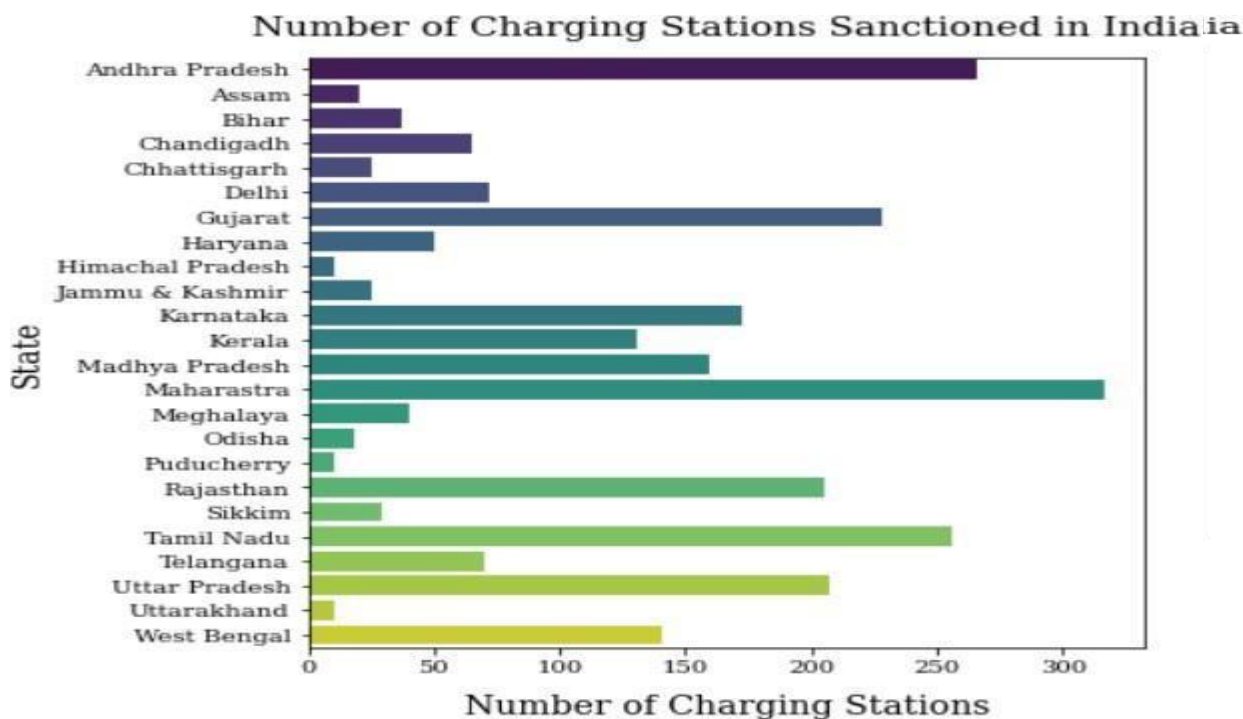
2. what is the number of 3-wheeler Electrical vehicles in India?



3. what is the number of 4-wheeler Electrical vehicles in India?



4. what is count of charging stations in India?



This Bar Chart shows the type of vehicles used in various states from the dataset after removing meaningless outliers. It also shows the Number of Charging Stations sanctioned in India state wise. Quick look at the graphs tells us that *Maharashtra, Karnataka, Andhra Pradesh, Tamilnadu* and *Gujrat* have the most number of electric vehicles and least number of electric vehicles are from *Sikkim, Meghalaya, Ladakh*, and *Assam* states.

Exploratory Data Analysis

An Exploratory Data Analysis or EDA is a thorough examination meant to uncover the underlying structure of a data set and is important for a company because it exposes trends, patterns, and relationships that are not readily apparent.

We analyzed our dataset using *univariate* (analyze data over a single variable/column from a dataset), *bivariate* (analyze data by taking two variables/columns into consideration from a dataset) and *multivariate* (analyze data by taking more than two variables/columns into consideration from a dataset) analysis.

The bar graph below shows the diversity of the data geographically. We can see that we have the maximum amount of data of states *Karnataka* and *Maharashtra*; and minimum amount of data for *Sikkim, Meghalaya, Lakshadweep, Ladakh*, and *Dadra and Nagar Haveli and Daman and Diu*. There are a total of 1536 rows of data distributed among the cities shown in the graph.

