

# task 4

## Tata Nano – Full Information and Dhasbord using Power BI

**Launch Year:** 2009

**Discontinued:** 2019

**Price Range:** ₹1.5–2.5 Lakh

**Positioning:** World's cheapest car

**Target Segment:** First-time buyers, middle-class families, college youth

**Engine:** 624cc petrol, 37 HP

**Mileage:** ~23 km/l

**Reason for Decline:** Safety issues, lack of aspirational appeal, poor marketing


## Dummy Dataset (Example Table)

Year	Units Sold
2009	30,000
2011	74,000
2013	53,000
2015	24,000
2017	7,000
2019	1,500

## Charts for Dashboard


- 1 **Sales Trend (2009–2019)** → Line Chart
- 2 **Male Age Distribution** → Donut Chart








## Dashboard Layout Idea

**Top KPIs (Cards):**


Units Sold


% Male Customers


Avg. Price


Top Region

**Middle Row:**

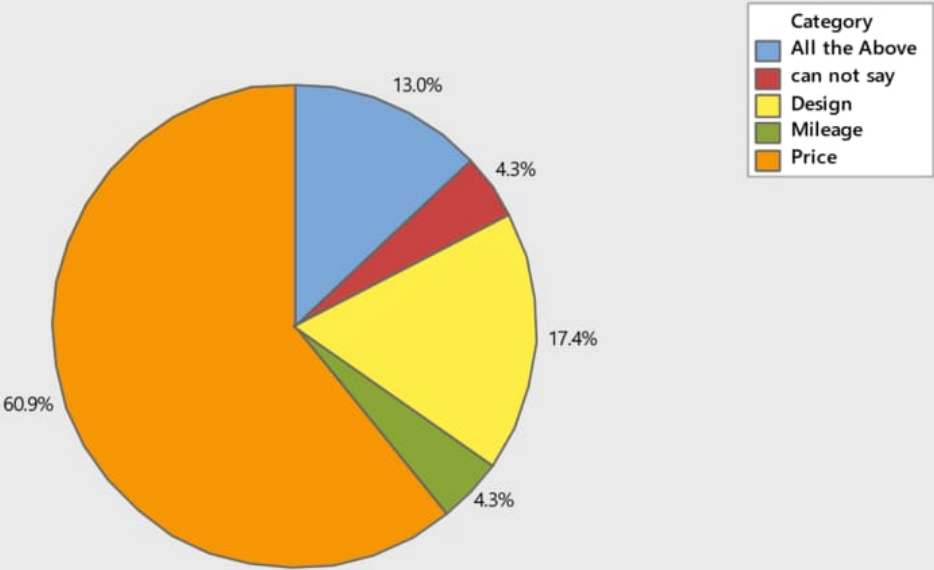
**Bottom Row:**

Sales Trend (Line)  
 Age Distribution (Donut)

Treemap (Purchase Reasons)  
 Price Sensitivity (Bar)  
 Regional Sales (Map)



Pie Chart of Inspiration for Nano



Male Customers (%)	Avg. Price (₹ Lakh)	Top Region	Key Reason (Men)
68%	1.5	West India	Low Cost
72%	1.8	South India	Fuel Efficiency
70%	2	North India	Easy City Driving
69%	2.1	West India	Low Cost
71%	2.3	South India	Compact Size
73%	2.5	East India	Fuel Efficiency

18-25 yrs: 40%  
26-35 yrs: 35%  
36-50 yrs: 20%

50+ yrs: 5%

Low Cost: 45%

Fuel Efficiency: 25%

Easy City Driving: 20%

Compact Size: 10%

<₹2 Lakh: 60%

₹2–3 Lakh: 35%

₹3 Lakh: 5%

## High Rise

Tata Motors' revenues have grown considerably since 2004

