

“ FUELING THE FUTURE”



EV – SALES SPARK : INSIGHTS AND ANALYSIS 



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OUR TEAM

Data Analytics Team and
Peter Pandey(as a data
analyst)



OUR COMPANY



Atliq Motors Is An Automotive Giant From The USA Specializing In Electric Vehicles (EV). In The Last 5 Years, Their Market Share Rose To 25% In Electric And Hybrid Vehicles Segment In North America. As A Part Of Their Expansion Plans, They Wanted To Launch Their Bestselling Models In India Where Their Market Share Is Less Than 2%. Bruce Haryali, The Chief Of Atliq Motors India Wanted To Do A Detailed Market Study Of Existing EV/Hybrid Market In India Before Proceeding Further. Bruce Gave This Task To The Data Analytics Team Of Atliq Motors And Peter Pandey Is The Data Analyst Working In This Team.

PROJECT GOALS

Designing a dashboard with your metrics and analysis. The dashboard should be self-explanatory and easy to understand.

Answering all the primary questions and secondary questions and finding the valuable insights for the company .

Identifying the trends, growth , declination etc.

Offer strategies and recommendations to expand the business in a successful way.



**RESUME PROJECT CHALLENGE
BY CODEBASICS**



WHAT ARE THE WORKING



CHALLENGES

We Are Working With A Complex Dataset Which Includes Three Tables-dim Dates, ev By Makers And Ev By State.



DASHBOARDS

Designed An Interactive Dashboard



INSIGHTS

Gathered All Insights Related To The Company





" Electric Vehicle Are Not Just A Mode Of
Transportation , But Solution To Climate
Change "

– Gavin Newsom



ATLIQ MOTORS-EV SALES DASHBOARD



2-Wheelers

4-Wheelers

state

All

quarter

All

maker

All

Clear all slicers



57M

Sum of total vehicle...



3.61%

penetration_rate



2M

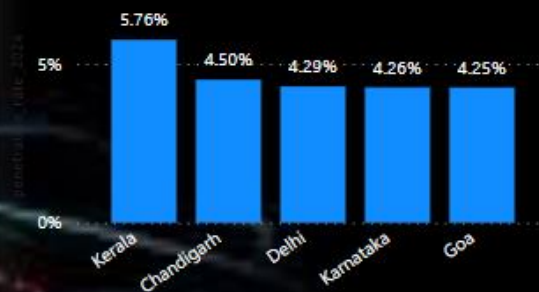
Sum of electric vehi...

state	Penetration Decline
Sikkim	0.00%
Nagaland	0.05%
Andaman & Nicobar Island	0.08%
Arunachal Pradesh	0.11%
Andaman & Nicobar	0.30%
Meghalaya	0.35%
Total	3.16%

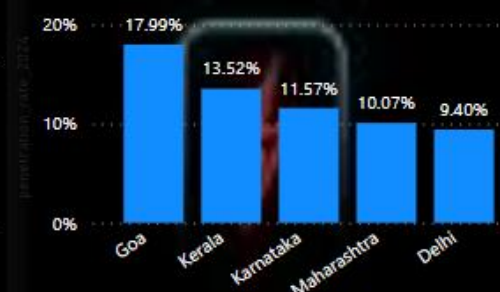
BOTTOM 3 MAKERS IN TERMS OF 2-WHEELERS SALES



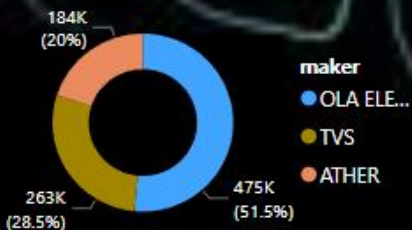
TOP 5 STATES WITH HIGHEST PENETRATION RATE IN TERMS OF 4 WHEELERS IN 2024



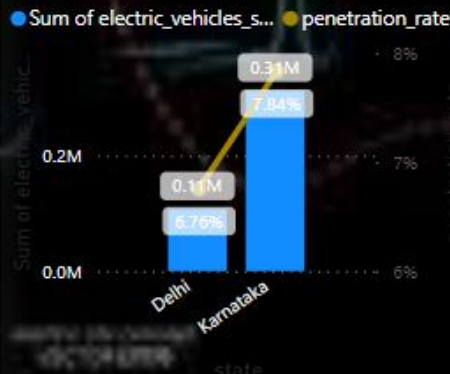
TOP 5 SATAES WITH HIGHEST PENETRATION RATE IN TERMS OF 2-WHEELERS IN 2024



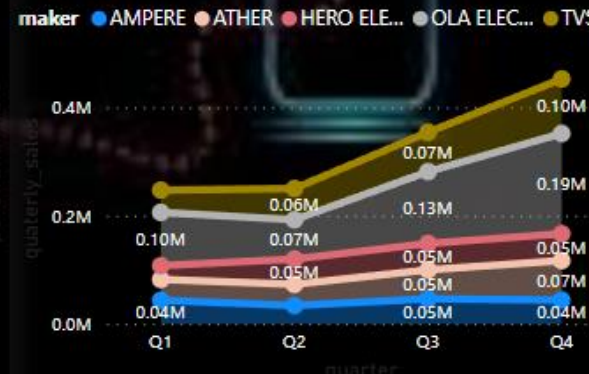
TOP 3 MAKERS IN TERMS OF 2-WHEELERS SALES



PENETRATION RATE OF DELHI AND KARNATAKA



QUARTERLY SALES OF TOP 5 EV MAKERS FROM 2022-2024S





2022 2023 2024

2-Wheelers 4-Wheelers

state All

month All

maker All

Clear all slicers



87K

revenue_4wheeler(2...



93.91

CAGR_EV_Sales_202...



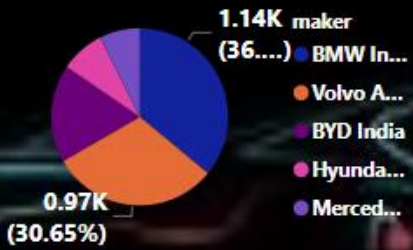
933K

revenue_2wheeler(2...

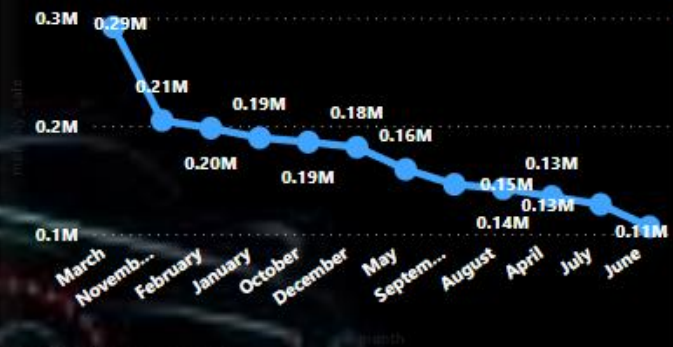
152943

Goal: 54209893.5 (-99.72%)

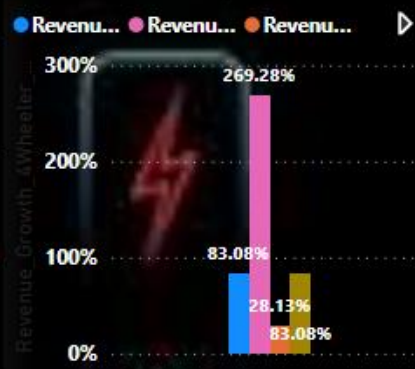
CAGR OF TOP 5 MAKERS IN 3-WHEELERS UNIT



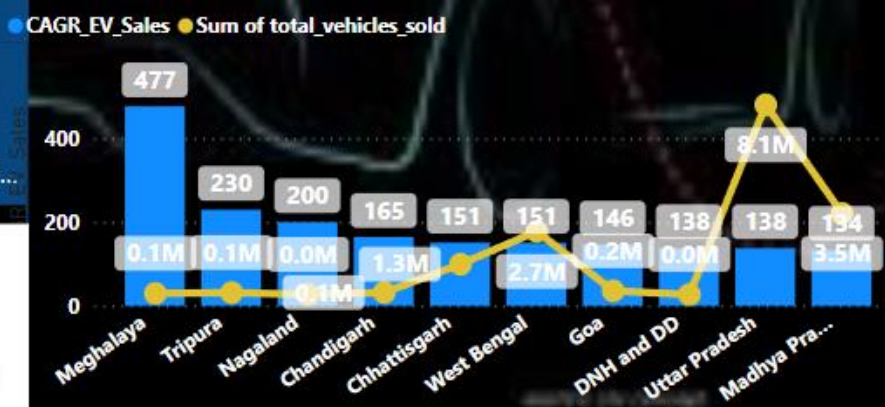
PEAK AND LOW SEASON MONTHS EV SALES



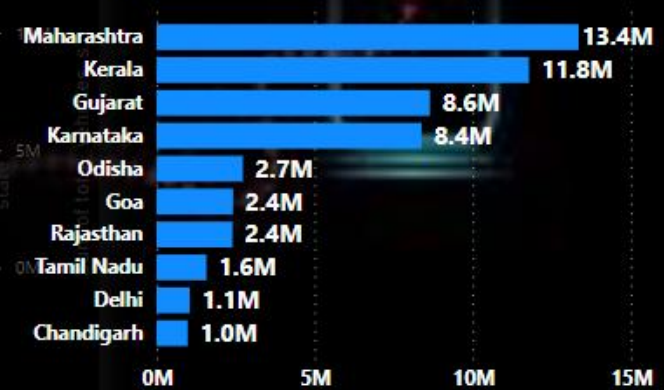
REVENUE GROWTH RATE OF 4-WHEELERS ,2-WHEELERS



TOP 10 STATES BY CAGR(2022-2024)



PROJECTED EV SALES OF TOP 10 STATES



NOW -:

Petrol's dark shadow looms large , costing a pall of pollution over our planet.





FUTURE

Drive electric , breathe easy:
a cleaner future starts with
every charge

SECONDARY QUESTIONS

Primary Reasons for Choosing 4-Wheeler EVs in 2023 and 2024 ?

Cost Savings: Many customers are drawn to 4-wheeler EVs due to lower fuel costs and reduced maintenance expenses compared to traditional internal combustion engine (ICE) vehicles.

Environmental Concerns: Growing awareness of climate change and pollution has led to a preference for eco-friendly vehicles, making EVs more appealing.

Government Incentives: Financial incentives, including subsidies and tax breaks, have made EVs more affordable, driving higher adoption rates.

Reasoning: These factors have collectively reduced the total cost of ownership, making 4-wheeler EVs a more attractive option for cost-conscious and environmentally aware consumers.





Impact of Government Incentives and Subsidies on EV Adoption ?

- **Government incentives** have significantly accelerated the adoption of EVs by reducing the upfront cost for consumers.
- **States like Gujarat and Maharashtra** have been at the forefront, providing substantial subsidies and incentives, including rebates and reduced road taxes.

Reasoning: The financial support from the government has lowered the entry barrier for consumers, leading to increased penetration rates in these states.

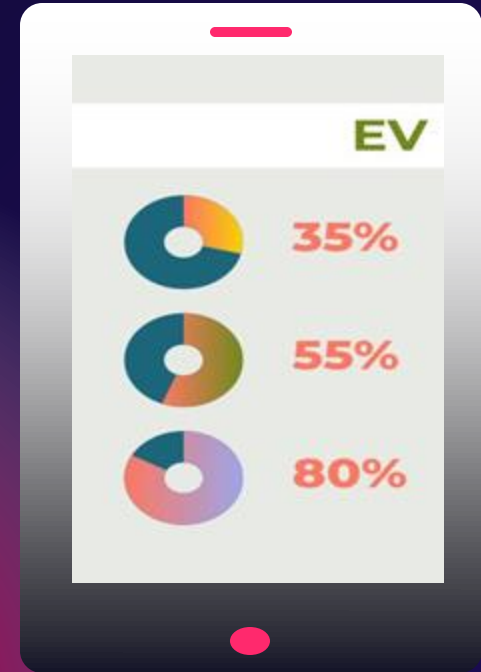




Correlation Between Charging Infrastructure and EV Sales?

A robust charging infrastructure has been directly linked to higher EV sales and penetration rates. For example, states like Karnataka, Maharashtra, and Delhi, which have invested heavily in charging stations, show the highest EV sales.

Reasoning: The availability of charging stations reduces range anxiety among consumers, making EVs a more viable option for everyday use.

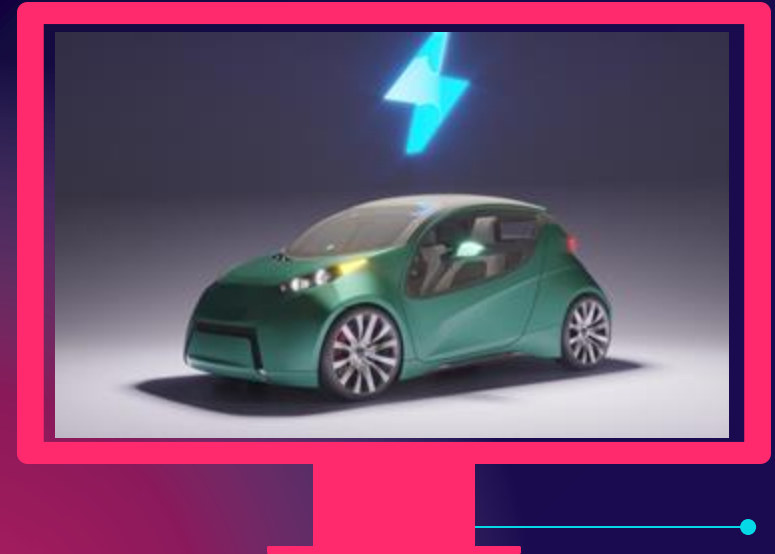




Brand Ambassador Recommendation for AtliQ Motors

- **Suggested Ambassador:** A popular and trusted public figure with a strong environmental and technological advocacy background, such as a prominent actor or sportsperson known for their eco-friendly lifestyle.

Reasoning: Such an ambassador would align with the brand's vision and appeal to a broad audience, enhancing brand credibility and consumer trust.





Ideal State for Manufacturing Unit ?

Recommended State : Maharashtra.

Reasoning: Maharashtra offers generous subsidies, ease of doing business, a well-established supply chain network, and political stability. This combination makes it an ideal location for setting up a manufacturing unit.





Top 3 Recommendations for AtliQ Motors ?

1. Expand Charging Infrastructure Partnerships.
2. Focus on Affordable EV Models.
3. Leverage Digital Marketing.

Reasoning: These strategies would enhance market penetration, address consumer needs, and position AtliQ Motors as a leader in the EV industry.



THANK YOU!



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I am grateful for your time and appreciate your engagement and interest .