**TATA CAR SALES**

**Sales Trends & Performance Analysis**

1. **Yearly & Monthly Trends** – Analyse how Tata car sales have varied over the past 5 years. Identify peak months and any seasonality patterns.
2. **Model Performance** – Determine which Tata car model has been the best-selling each year.
3. **Variant Preference** – Compare sales between Petrol, Diesel, and Electric variants. Which variant is growing the fastest?

**Dealer & Regional Analysis**

1. **Top Performing Dealers** – Identify which dealers generated the highest revenue and sold the most units.
2. **City-wise & State-wise Analysis** – Determine which cities/states contribute the most to Tata's revenue and which regions have declining sales.
3. **Dealer Consistency** – Identify dealers that have shown steady growth vs. those with fluctuating performance.

**Customer & Pricing Analysis**

1. **Pricing Impact on Sales** – Does a higher price per unit impact the number of units sold? Identify price elasticity trends.
2. **Payment Mode Analysis** – Which payment method (Cash, Loan, Lease) is the most preferred among customers?