

# Auto Trend Dealerships



**BY  
DEVANG JETLEY**

# ABOUT COMPANY

Auto Trend Dealerships is a private limited company specializing in the sale and service of passenger and commercial vehicles across India. Committed to customer satisfaction, the company provides a comprehensive automotive experience, including vehicle sales, after-sales service, financing, and insurance solutions.

# OBJECTIVE

This analysis aims to identify what drives car sales at Auto Trend Dealerships Pvt. Ltd. to optimize inventory and marketing. I examine popular brands, fuel types, price ranges, buyer demographics (age, gender, region), and features (safety, mileage) influencing purchases, splitting data into categories like Age Group and Fuel Type for clarity.

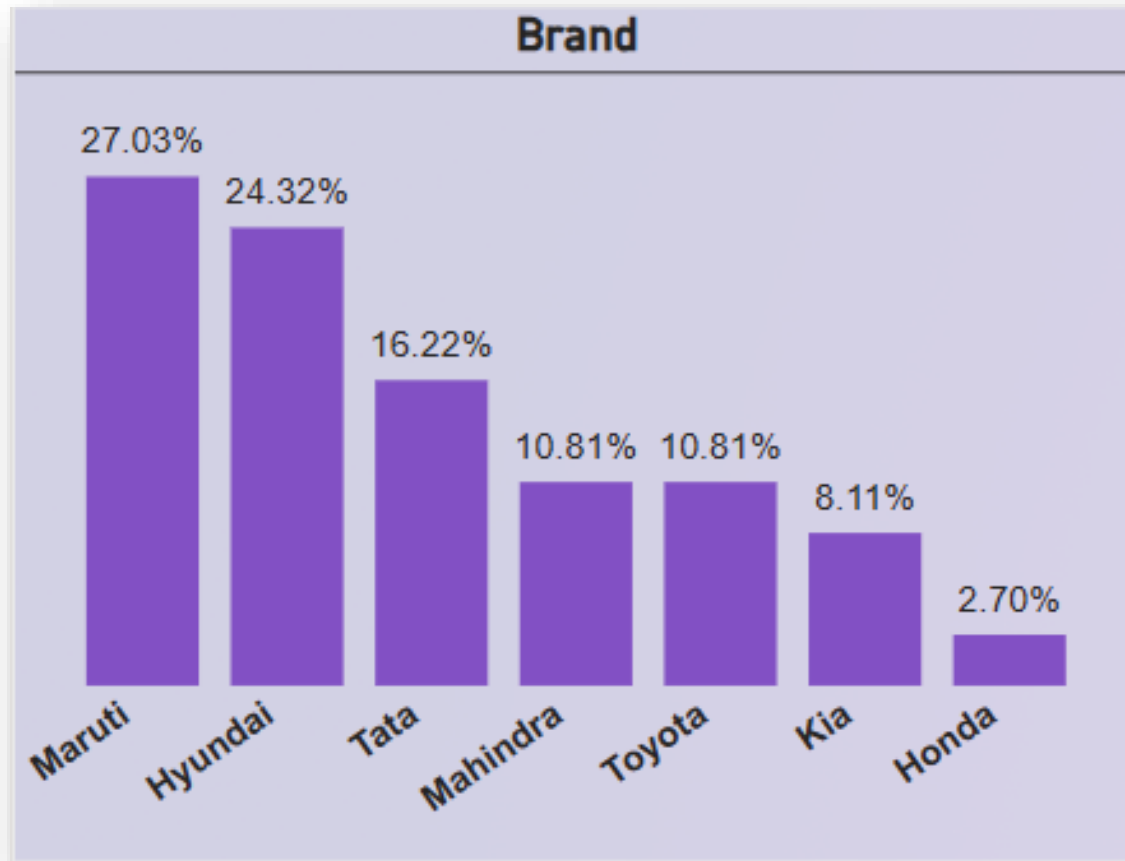
# DATA SEGMENTATION FOR ENHANCED ANALYSIS

To facilitate a more targeted and insightful analysis, the dataset has been segmented based on key demographic and product-related variables. This approach aligns with best practices in market segmentation, enabling a clearer understanding of customer profiles and preferences.

Variable	Segments/Groups	Description
Age Group	Young (Under 30)	Individuals aged below 30
	Middle (31-45)	Individuals aged between 31 and 45
	Senior (45+)	Individuals aged above 45
Price Group	Low (Under ₹10 lakh)	Vehicles priced below ₹10 lakh
	Middle (₹10-20 L)	Vehicles priced between ₹10 and ₹20 lakh
	High (Above ₹20L)	Vehicles priced above ₹20 lakh
Mileage Group	Low (Below 15 km/l)	Mileage less than 15 km per litre
	Middle (15-20 km/l)	Mileage between 15 and 20 km per litre
	High (Above 20 km/l)	Mileage above 20 km per litre
Segment	Hatchback	Compact cars
	SUV	Sports Utility Vehicles
	MPV	Multi-Purpose Vehicles
	Sedan	Passenger cars with a separate trunk
Safety Group	Middle (4-4.5 stars)	Safety rating between 4 and 4.5 stars
	High (4.5+ stars)	Safety rating above 4.5 stars

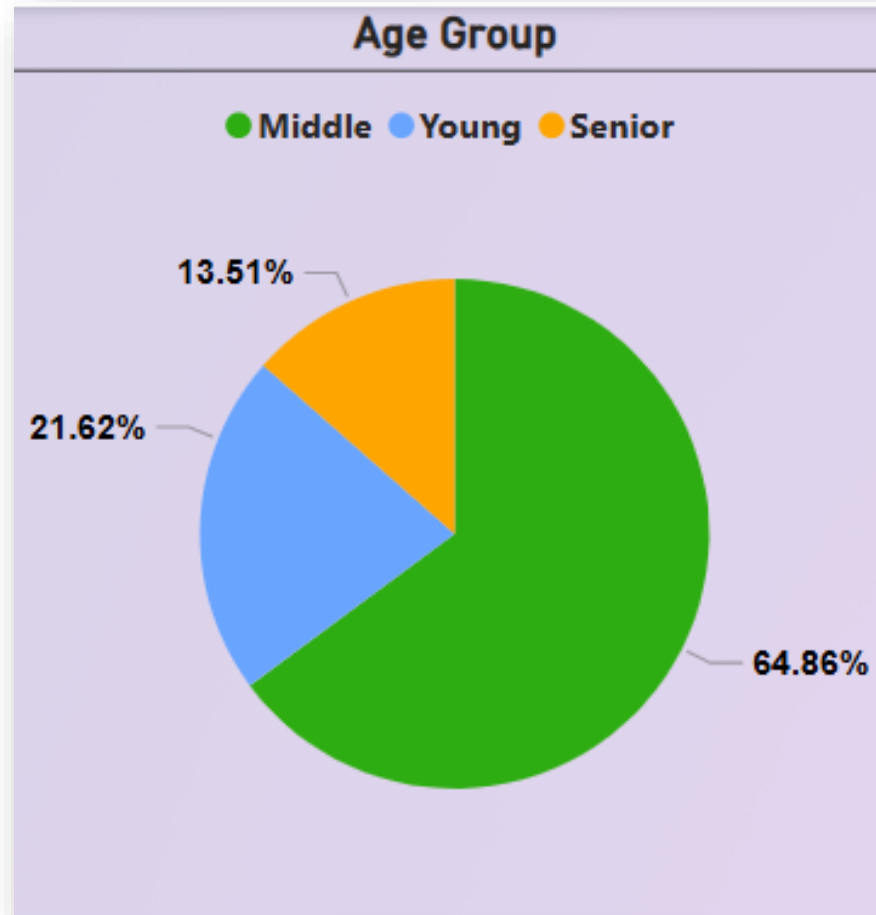
# SALES BY BRAND

Maruti leads at 27.03% ,  
Hyundai at 24.32% ,Tata at  
16.22% , Mahindra/Toyota at  
10.81% , Kia at 8.11%, Honda  
at 2.70%.



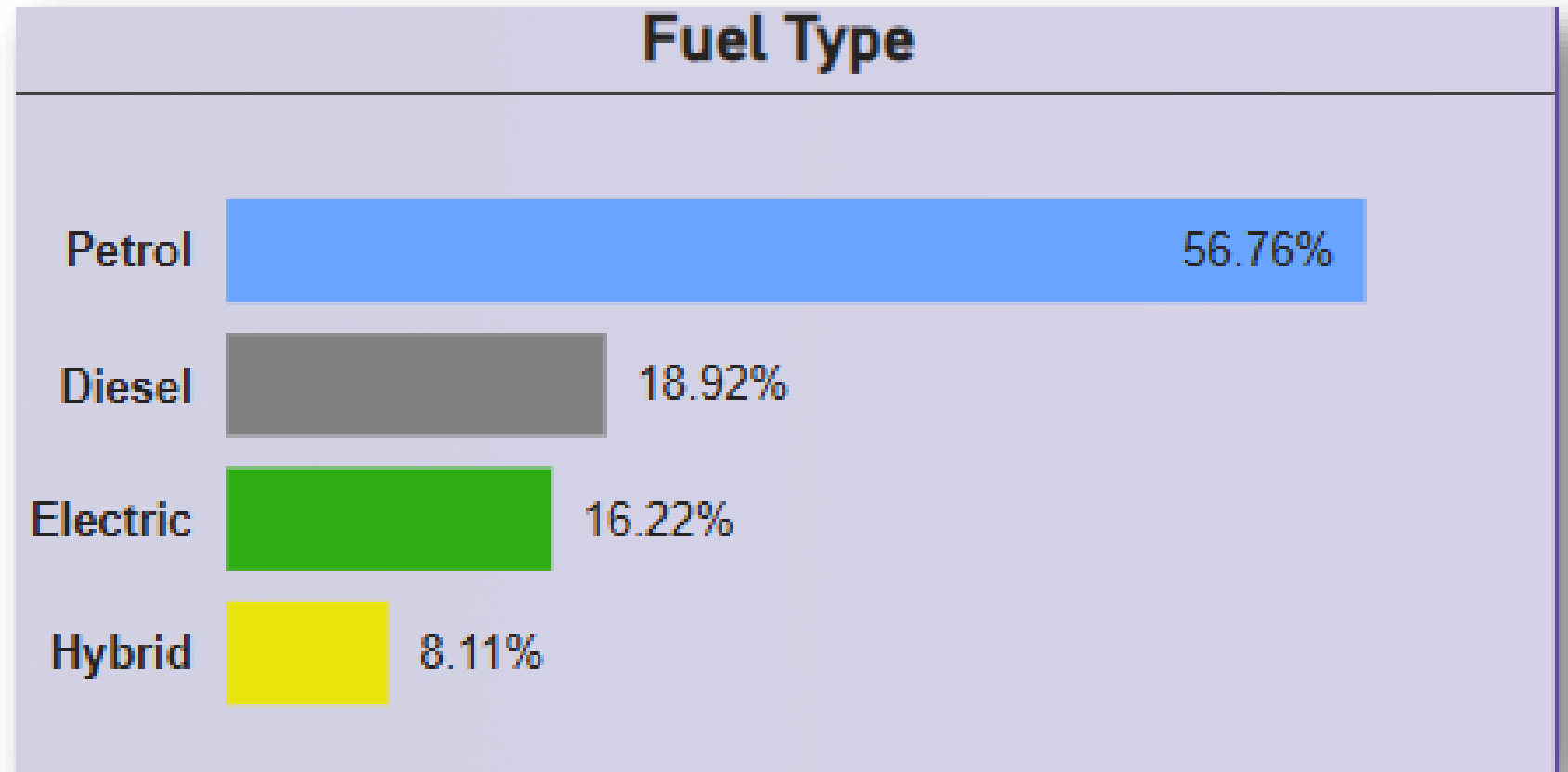
# SALES BY AGE GROUP

Middle age leads at 64.86% , Young at 21.62% , Senior at 13.51%.



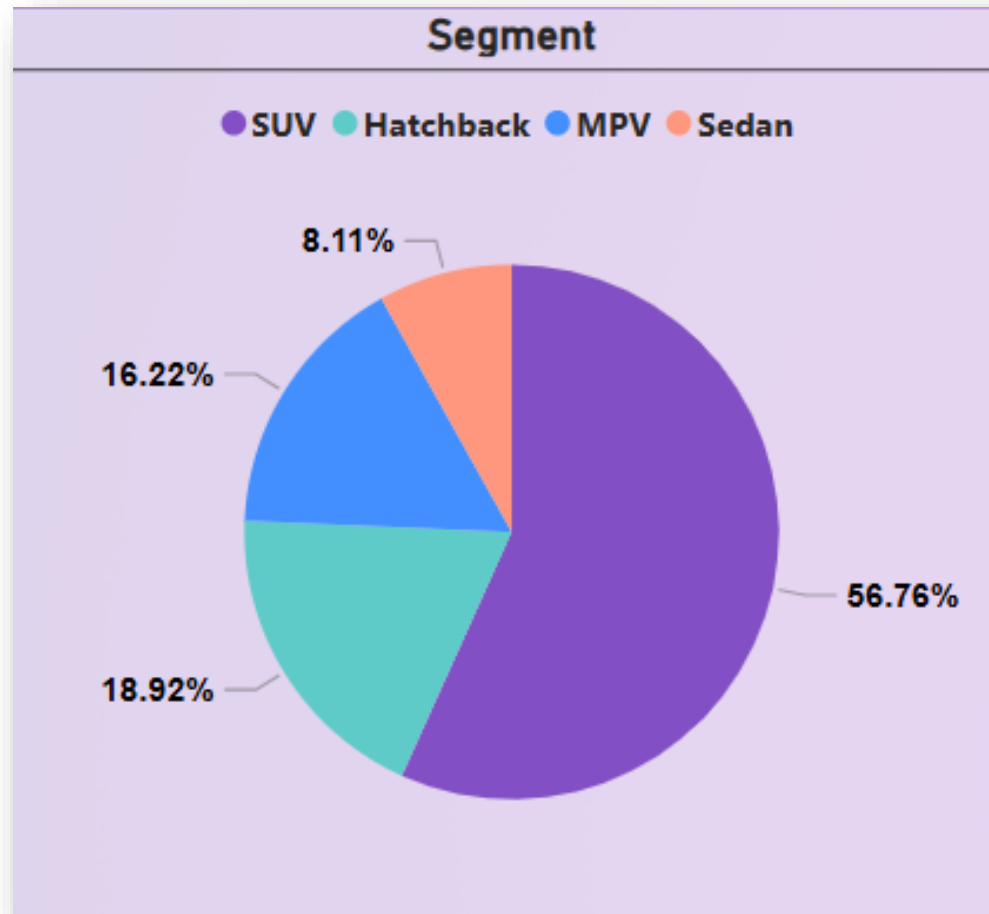
# SALES BY FUEL TYPE

Petrol dominates at 56.76%, Electric at 16.22% (83.33% in Urban), Diesel at 18.92% , Hybrid at 8.11%.



# SALES BY SEGMENT

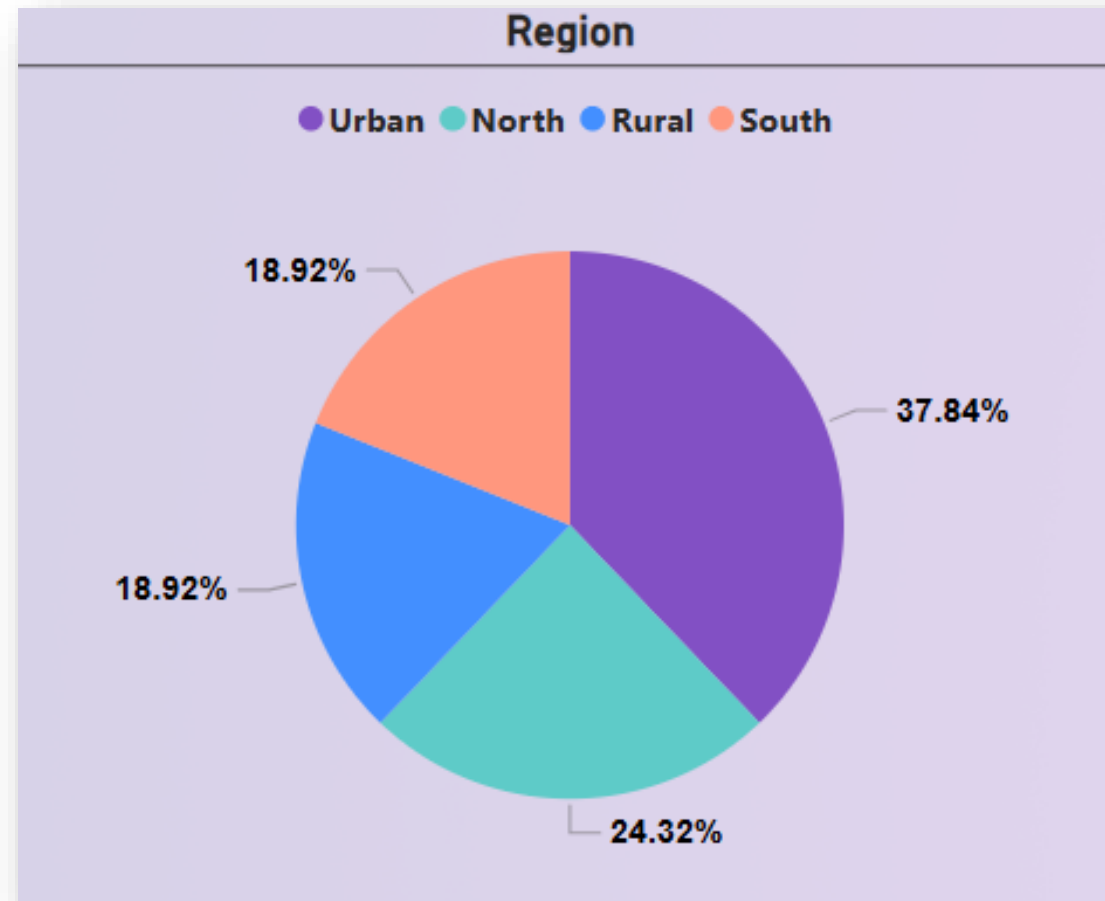
SUVs lead at 56.76%,  
Hatchbacks at 18.92%,  
MPVs at 16.22%,  
Sedans at 8.11%.





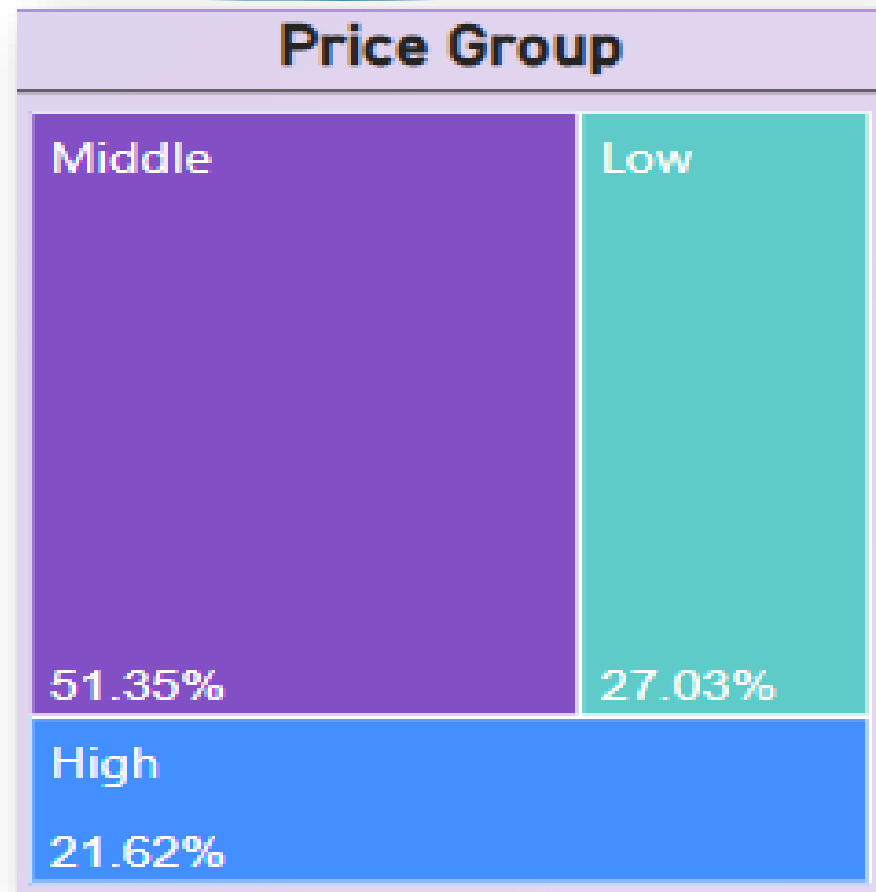
# SALES BY REGION

Urban at 37.84%, North at 24.32%, Rural/South at 18.92%.



# SALES BY PRICE GROUP

Middle 51.35%, Low  
27.03%, High 21.62%.



# SALES BY SAFETY GROUP

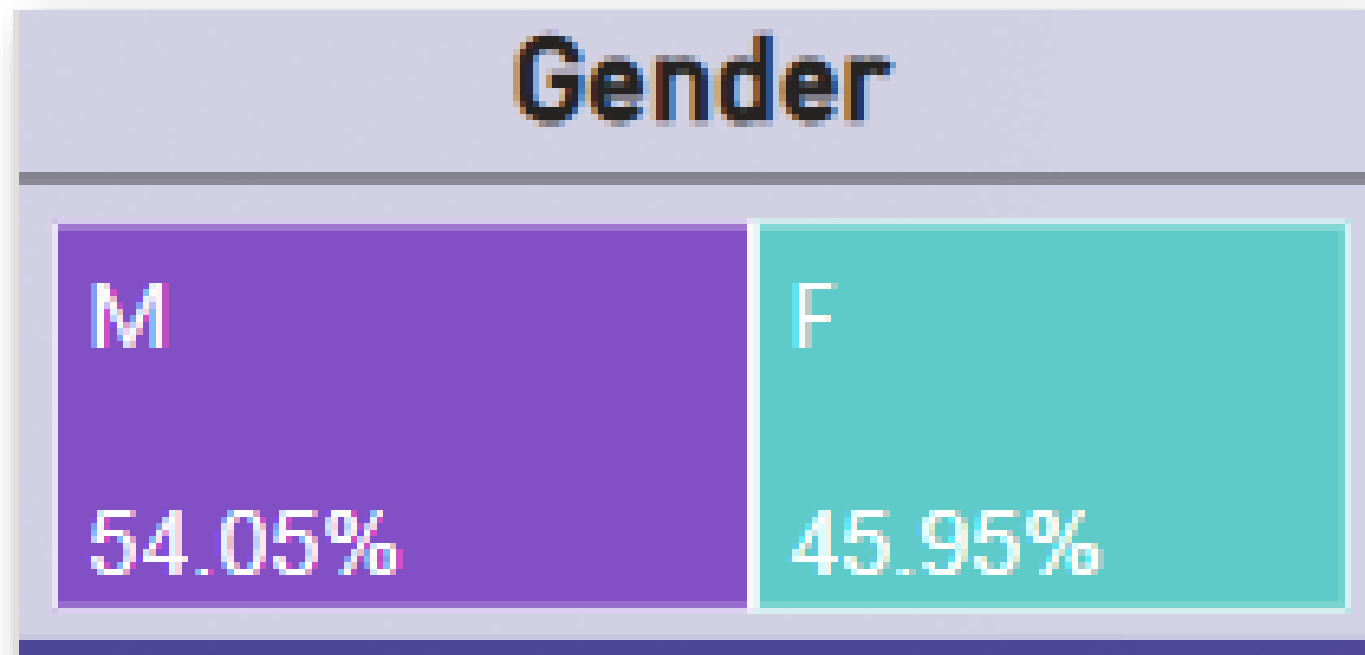
Middle safety at 67.57%,  
High safety at 32.43%.

Safety Group	
Middle	High
67.57%	32.43%

# SALES BY GENDER

Male 54.05%

Female 45.95%

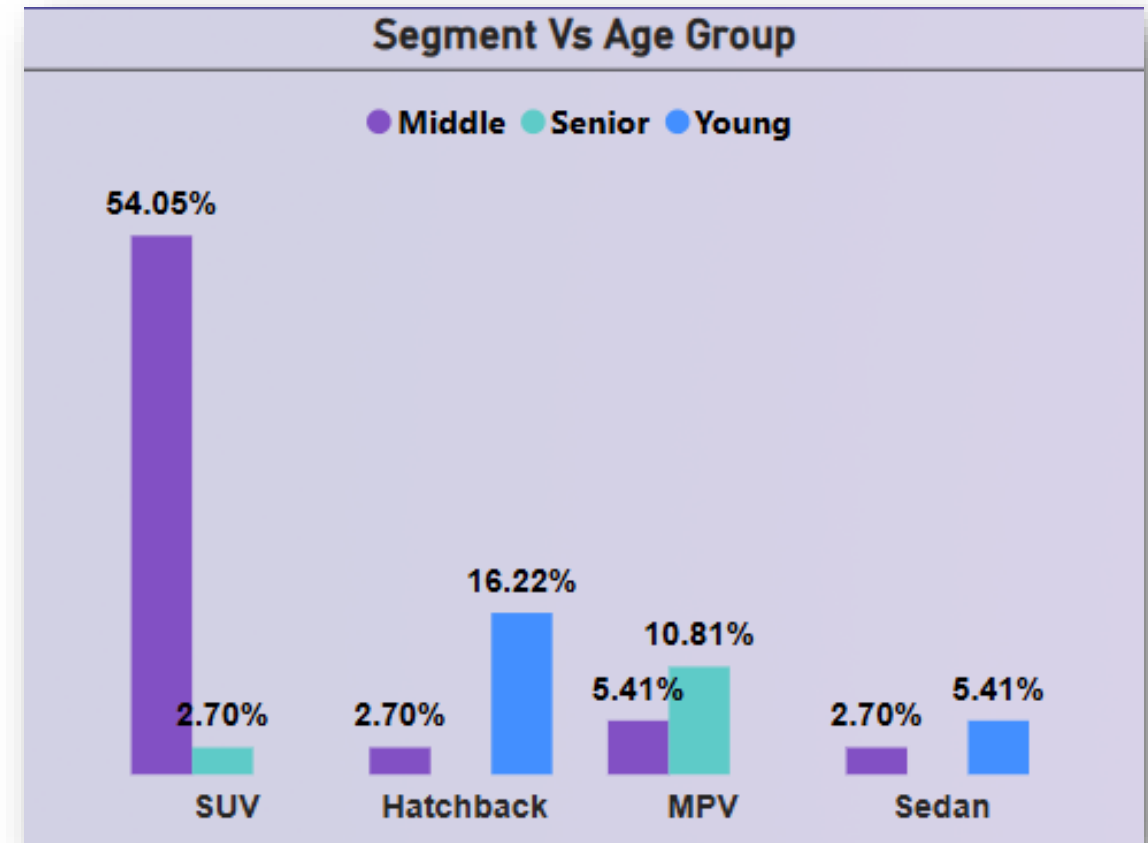


# IN DEPTH ANALYSIS BY

- ▶ Age Group
- ▶ Regional

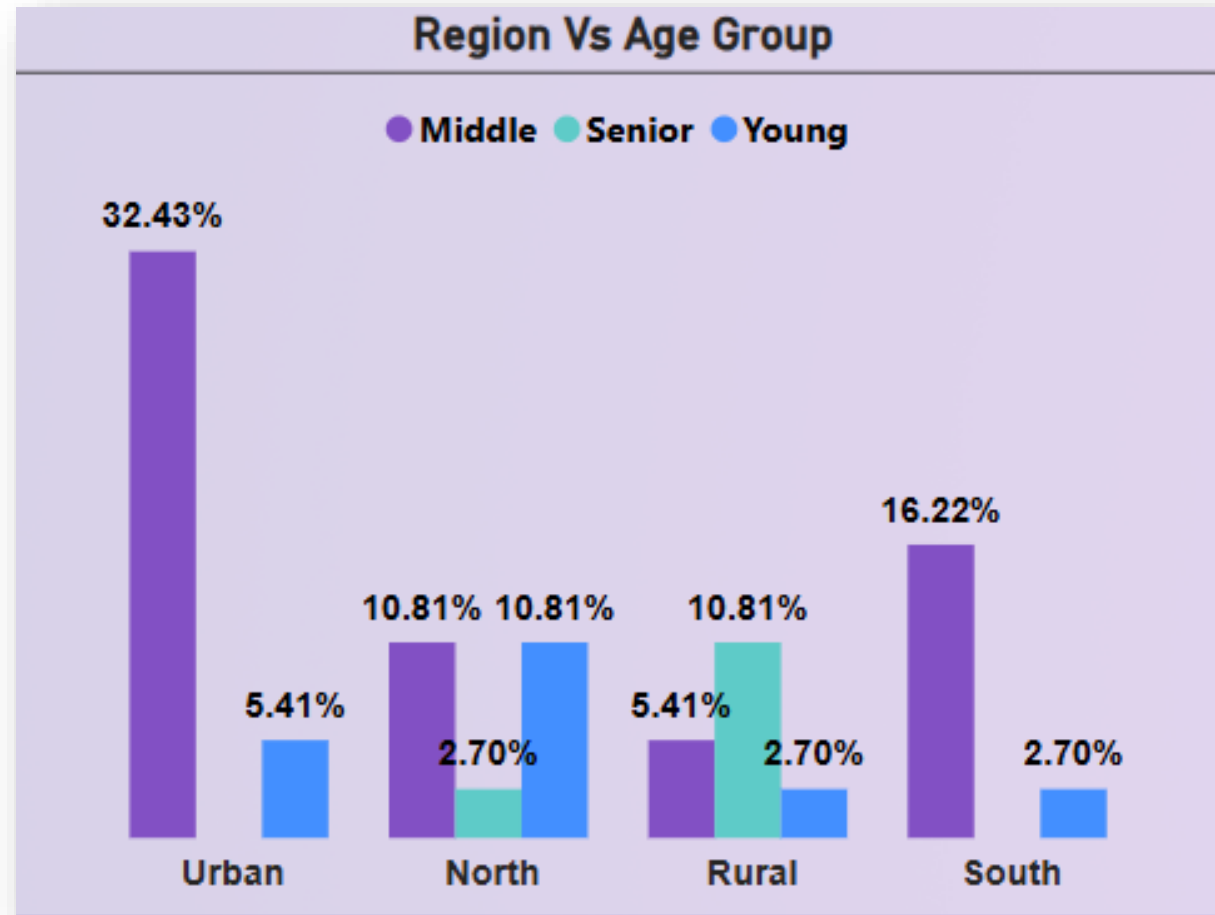
# AGE GROUP (SEGMENT)

Middle-aged buyers dominate SUV purchases  
Young buyers prefer hatchbacks 16.22%, and sedans 5.41%, while Seniors favor MPVs 10.81%.



# AGE GROUP (REGION)

Middle and young buyers are tied in the North 10.81%, while seniors dominate in rural areas 10.81%.

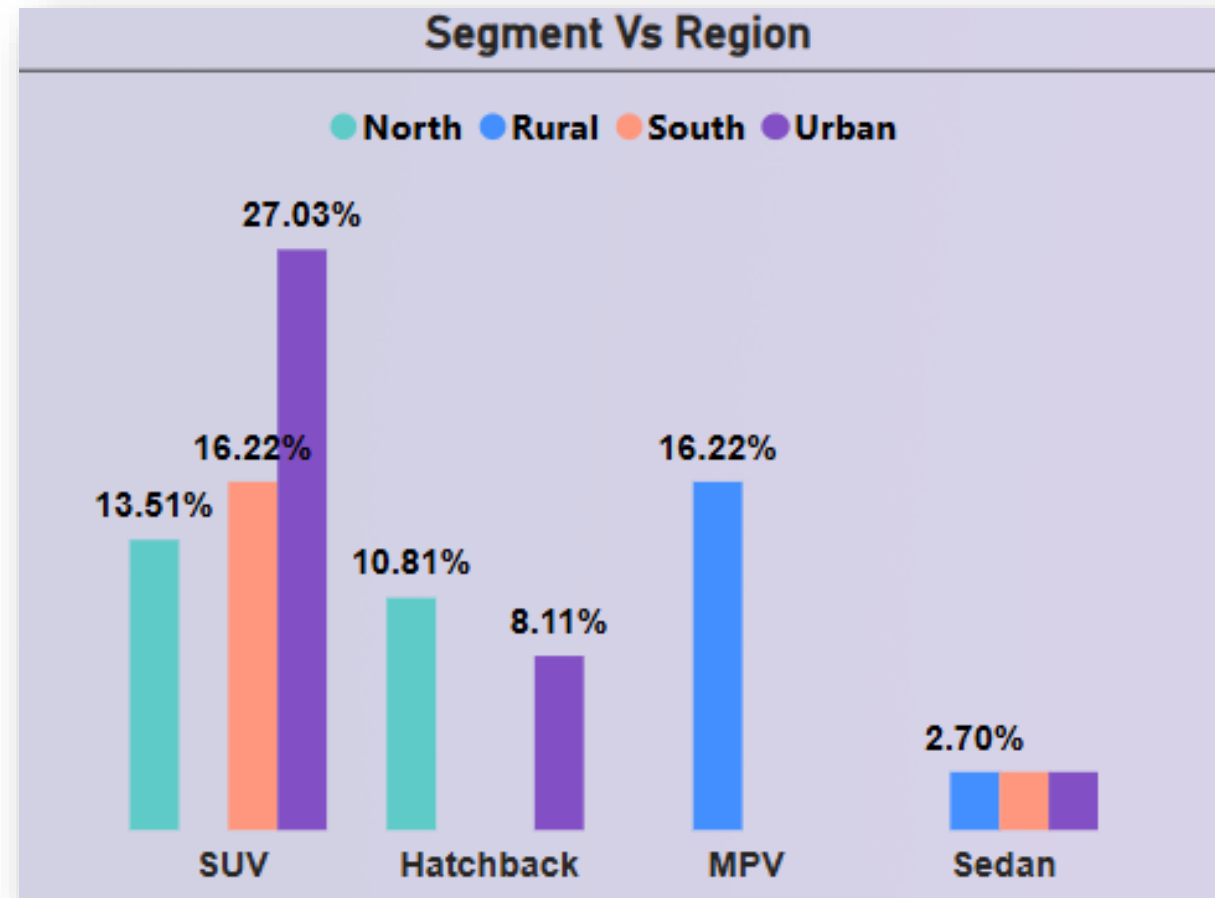


# REGION (SEGMENT)

SUVs lead in urban areas  
27.03%

MPVs in rural areas 16.22%,

Hatchbacks in the North  
16.22%, and Sedans are the  
least popular 2.70%.



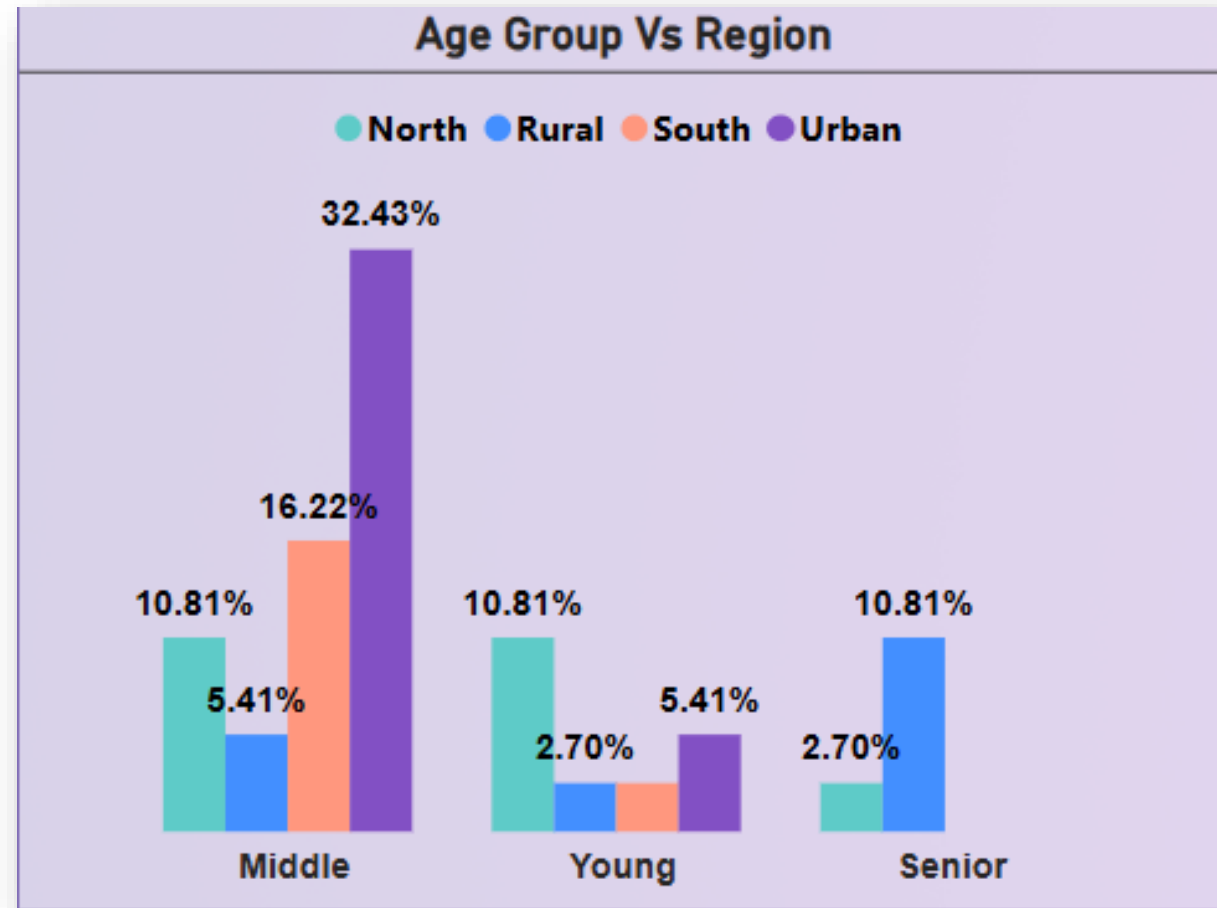


# REGION (AGE GROUP)

SUVs lead in urban areas  
27.03

MPVs in rural areas 16.22%,

Hatchbacks in the North  
16.22%, and Sedans are the  
least popular 2.70%.



# ELECTRIC VEHICLE (OVERALL SALES)

Total Sales By Brand, Model, Segment, Safety Group, Price Group and Age Group

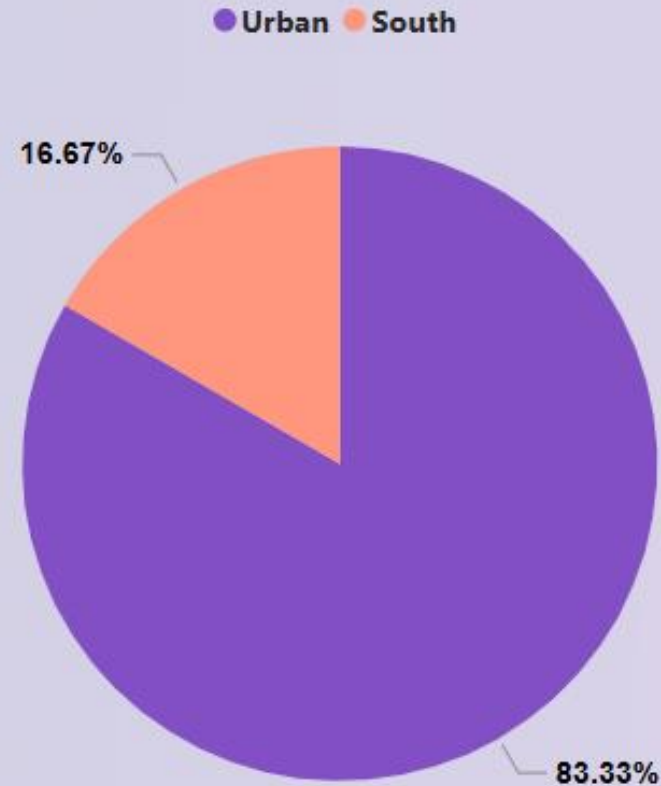
Brand	Model	Segment	Safety Group	Price Group	Age Group	Total
Tata	Nexon	SUV	High	Middle	Middle	3
Hyundai	Kona	SUV	High	High	Middle	2
Kia	EV6	SUV	High	High	Middle	1

Total 6 units were sold , with Tata Nexon 3 units, Hyundai Kona 2 units, and Kia EV6 1 unit.

# ELECTRIC VEHICLE (BY REGION)

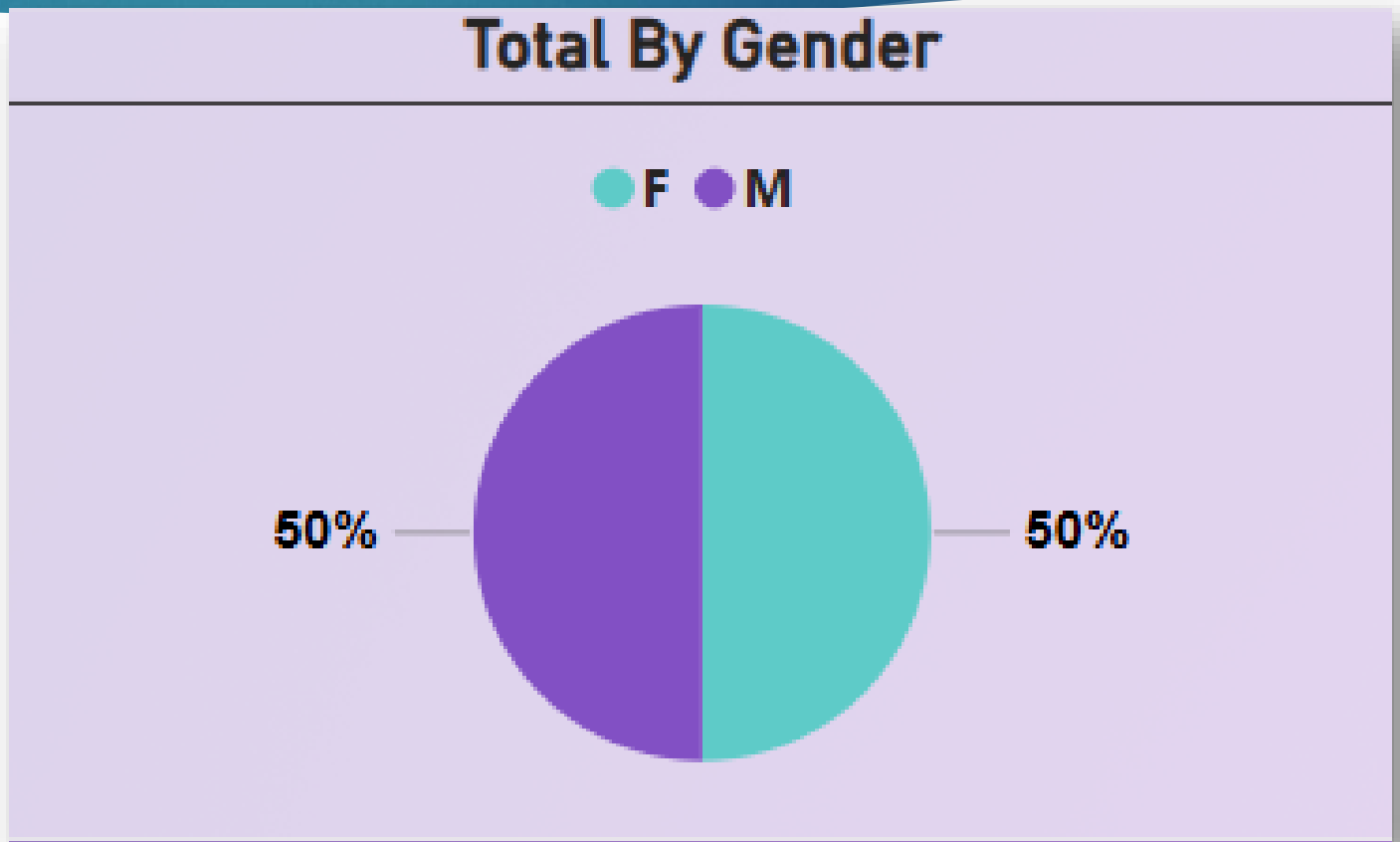
Urban areas dominate 83.33%, with South contributing minimally 16.67%.

Total By Region



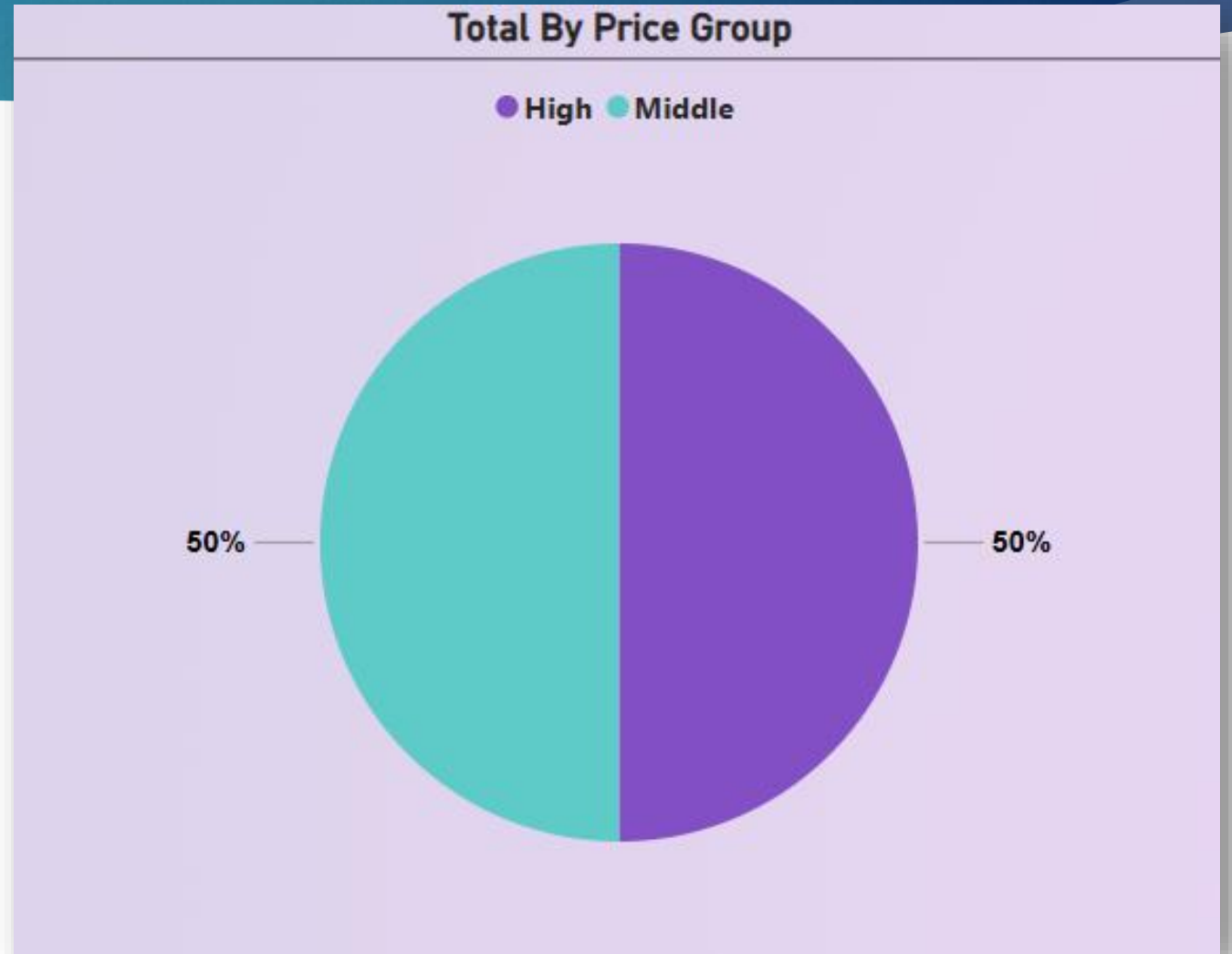
# ELECTRIC VEHICLE (BY GENDER)

Equal appeal to males and females 50% each.



# ELECTRIC VEHICLE (BY PRICE GROUP)

Split evenly between middle and high price ranges 50% each.



# DASHBOARD

## SALES

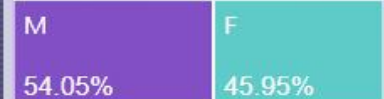
Total Sales

37

### Brand



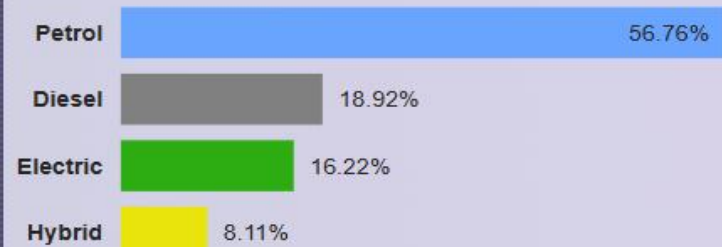
### Gender



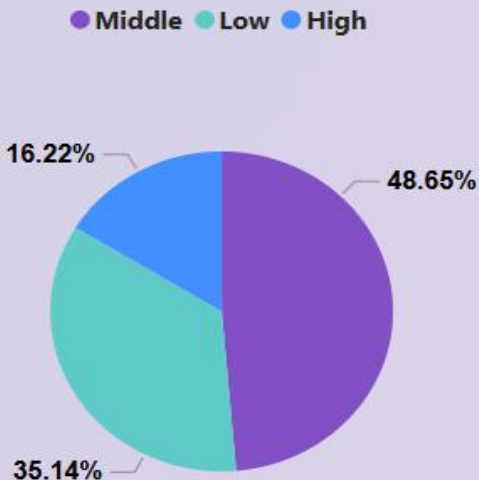
### Safety Group



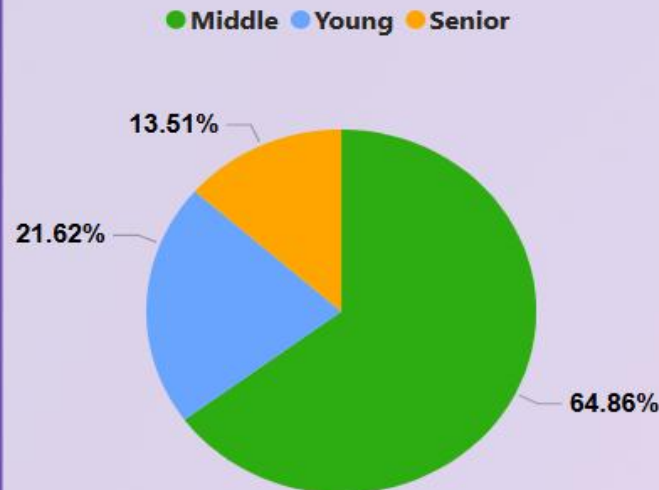
### Fuel Type



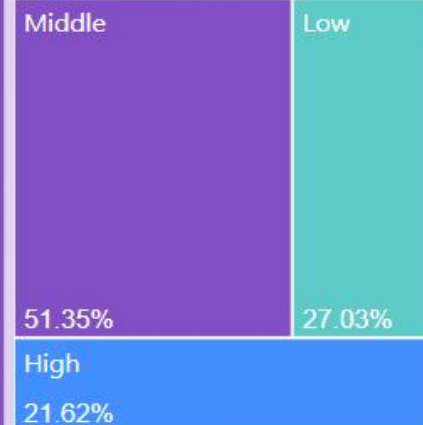
### Mileage Group



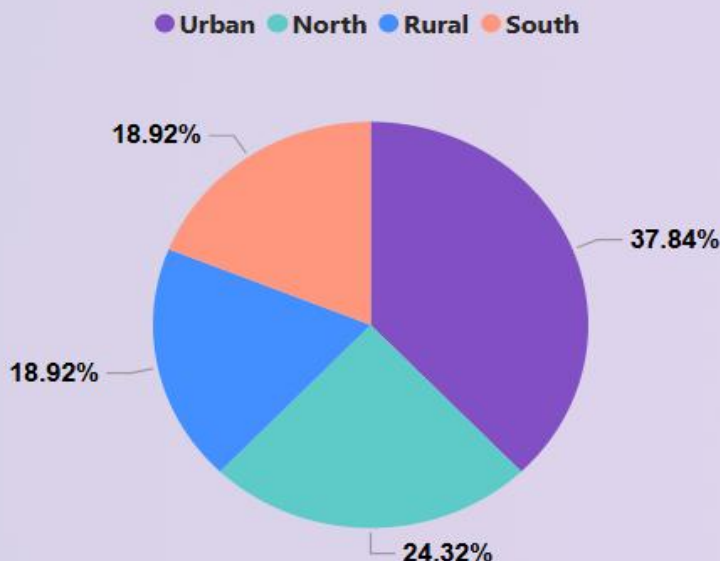
### Age Group



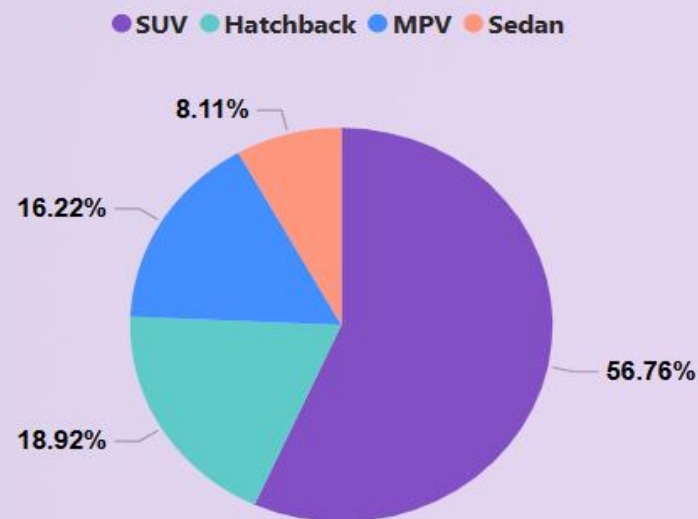
### Price Group



### Region



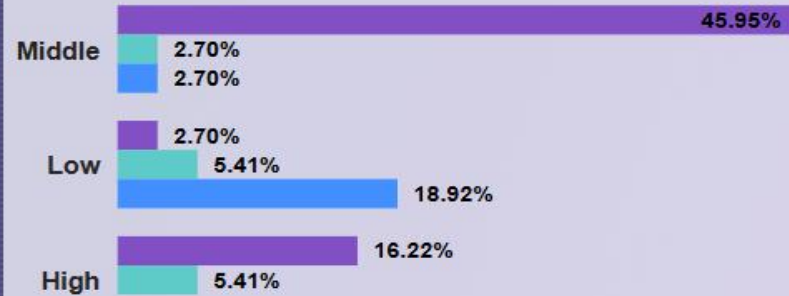
### Segment



## AGE GROUP

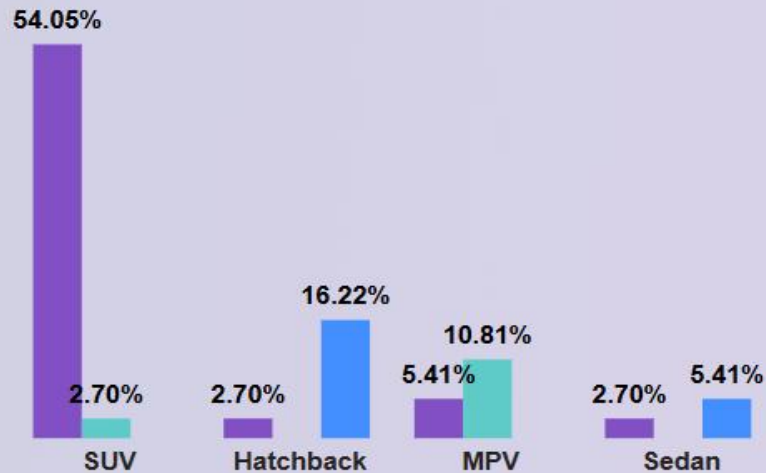
### Price Group Vs Age Group

● Middle ● Senior ● Young



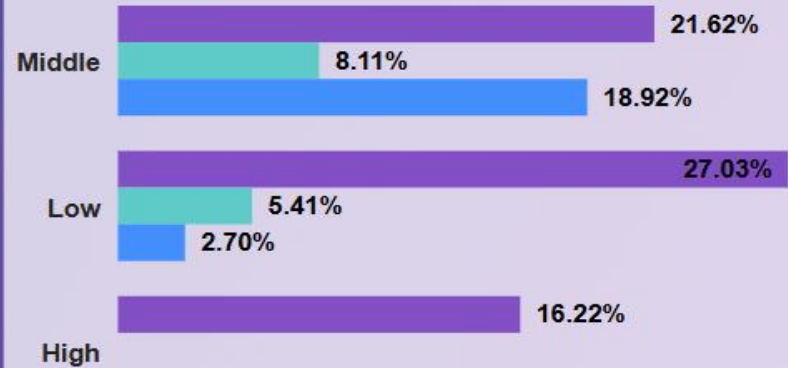
### Segment Vs Age Group

● Middle ● Senior ● Young



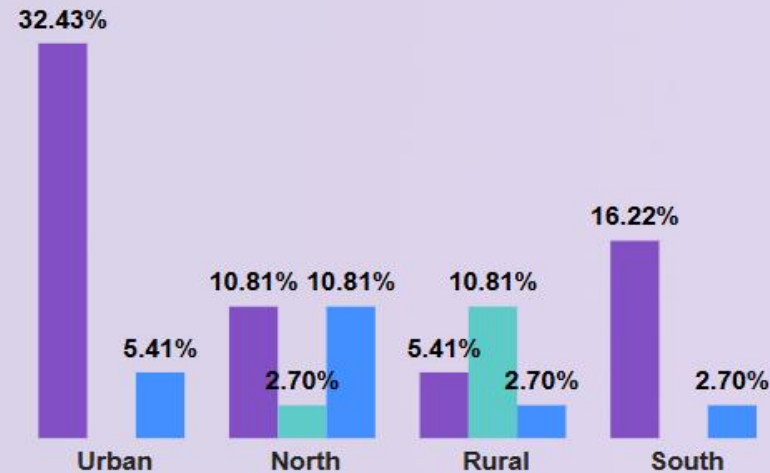
## Mileage Group Vs Age Group

● Middle ● Senior ● Young



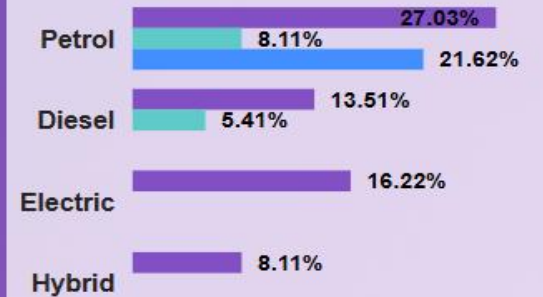
### Region Vs Age Group

● Middle ● Senior ● Young



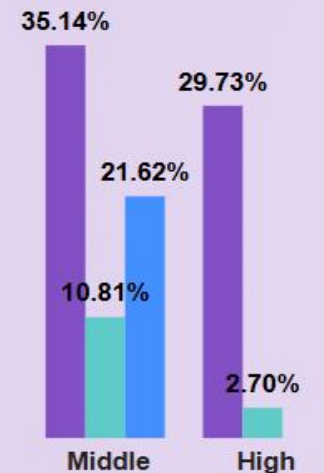
### Fuel Type Vs Age Group

● Middle ● Senior ● Young



### Segment Vs Safety Group

● Middle ● Senior ● Young

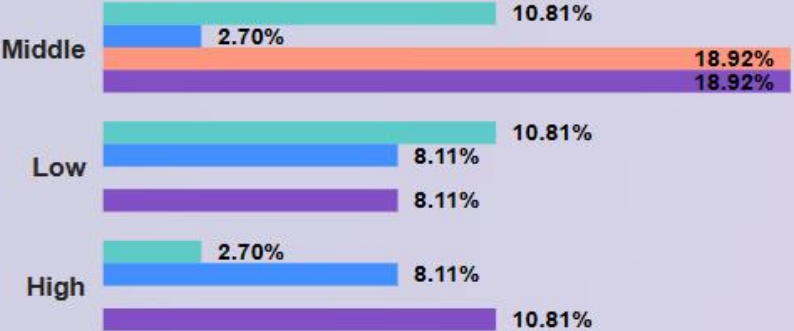




# REGION

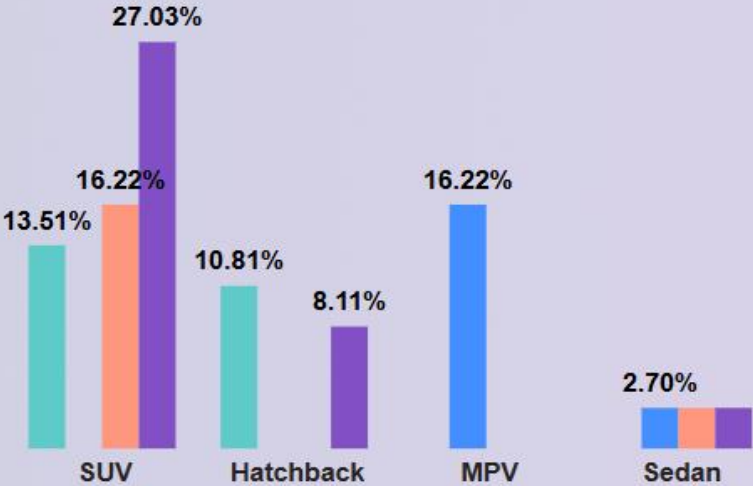
Price Group Vs Region

North Rural South Urban



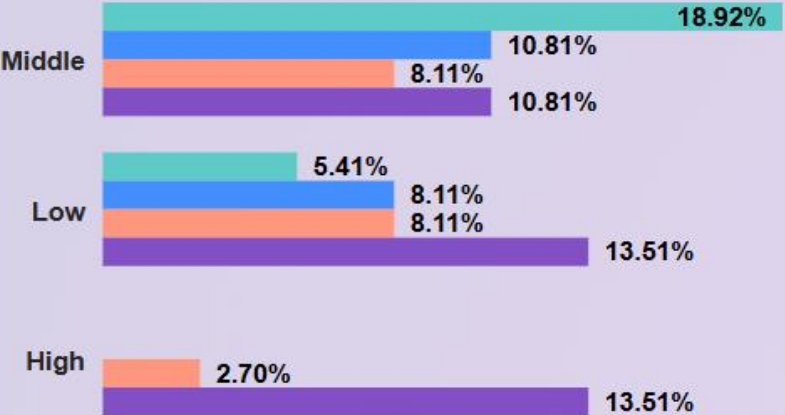
Segment Vs Region

North Rural South Urban



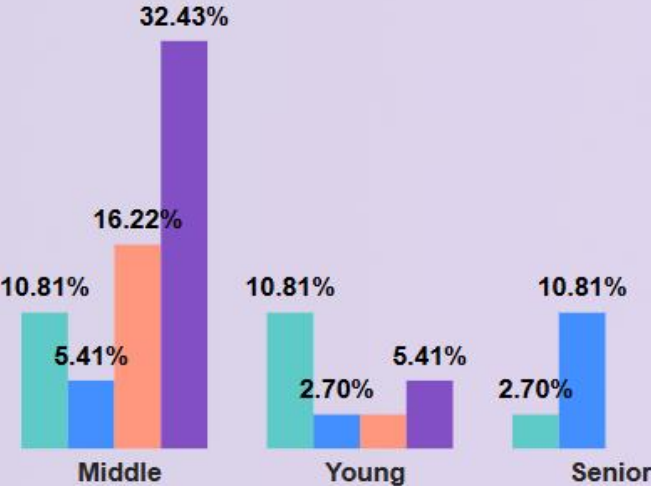
Mileage Group Vs Region

North Rural South Urban



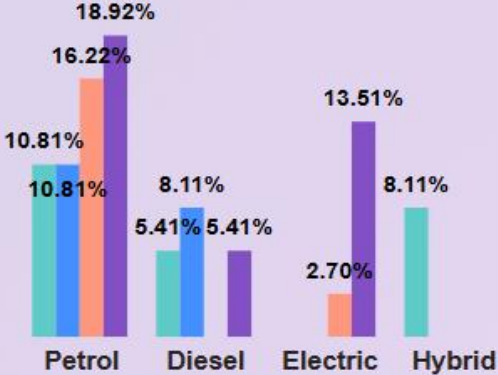
Age Group Vs Region

North Rural South Urban



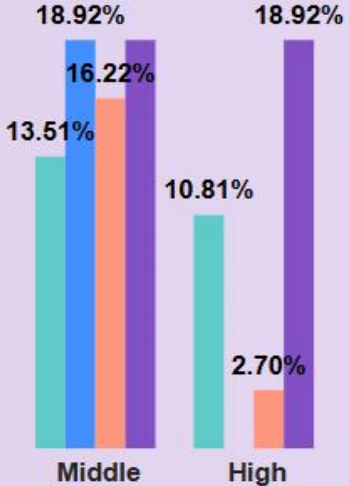
Fuel Type Vs Region

North Rural South Urban



Segment Vs Region

North Rural South Urban

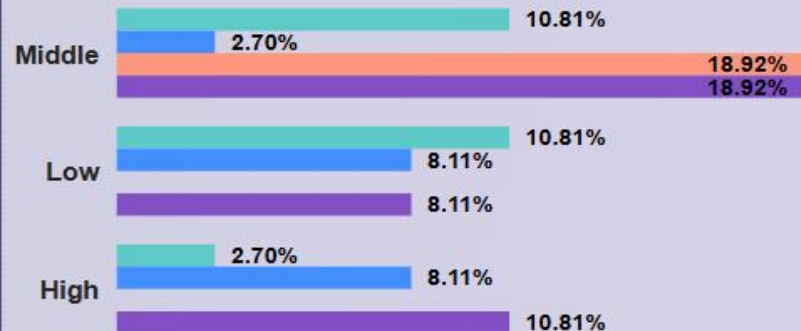




## REGION

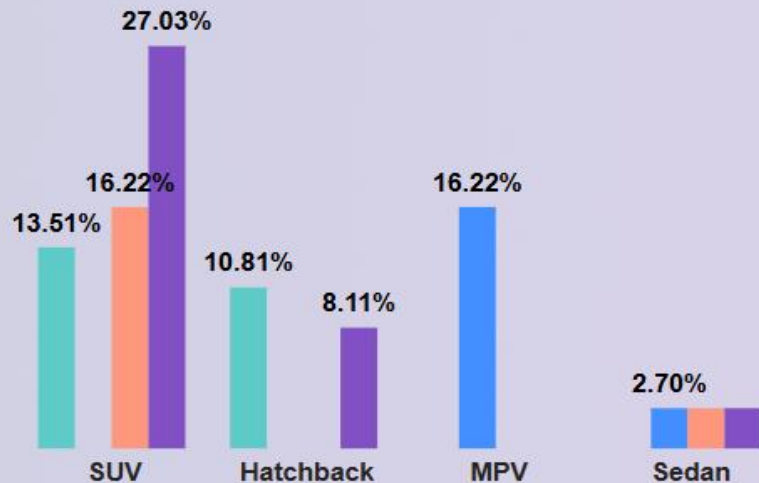
### Price Group Vs Region

North Rural South Urban



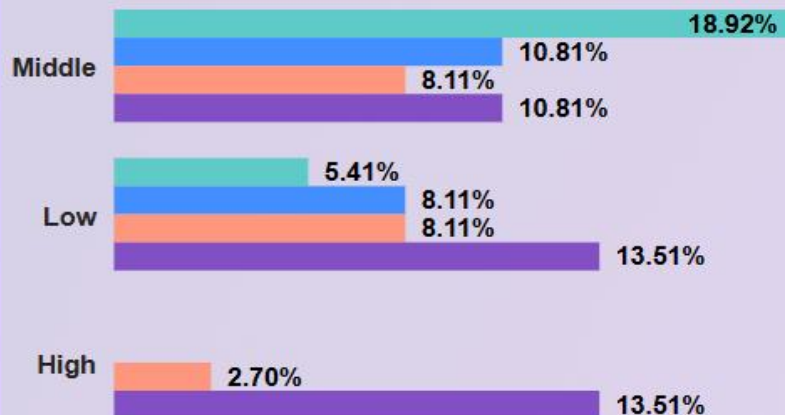
### Segment Vs Region

North Rural South Urban



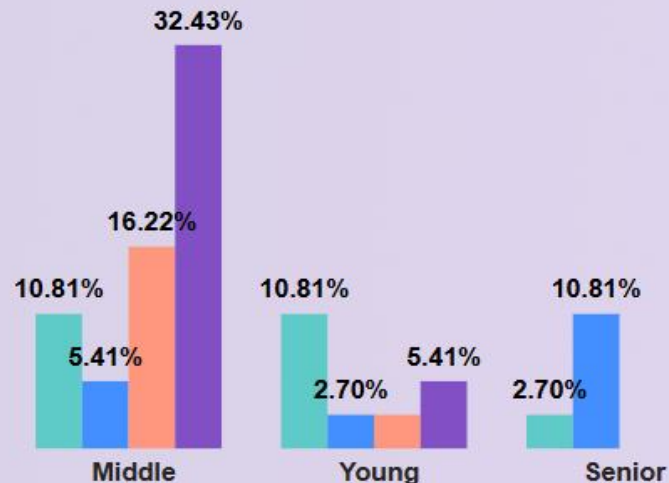
### Mileage Group Vs Region

North Rural South Urban



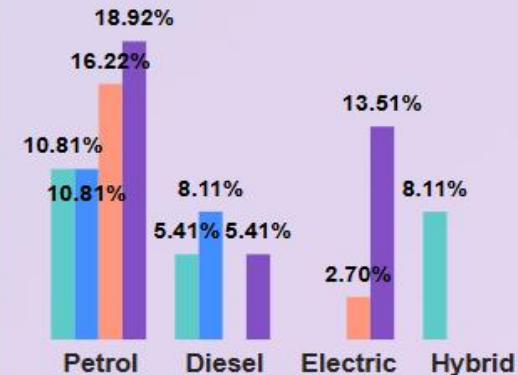
### Age Group Vs Region

North Rural South Urban



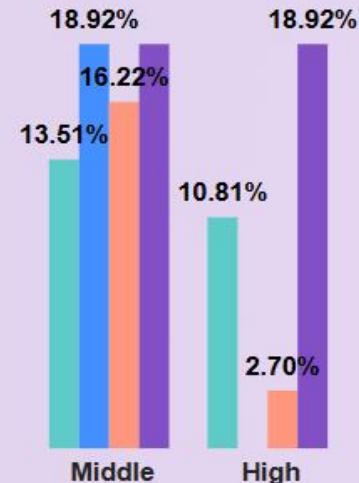
### Fuel Type Vs Region

North Rural South Urban



### Segment Vs Region

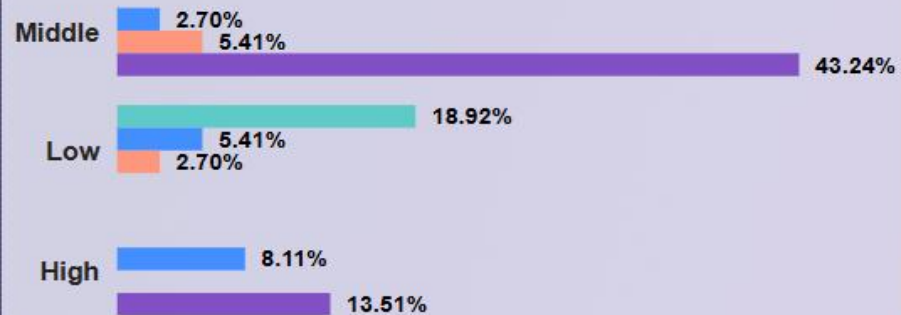
North Rural South Urban



## SEGMENT

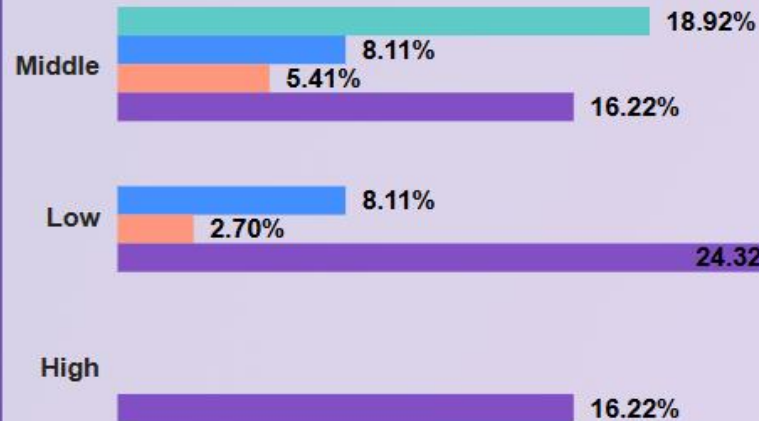
### Price Group Vs Segment

Hatchback MPV Sedan SUV



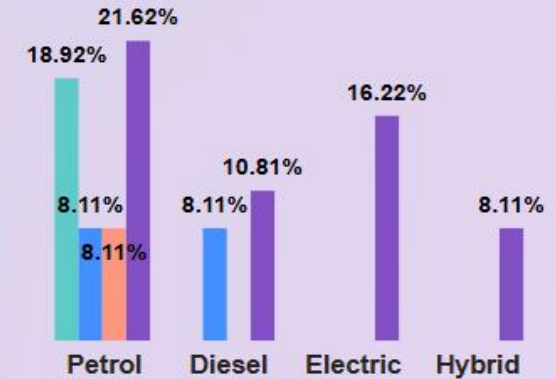
### Mileage Group Vs Segment

Hatchback MPV Sedan SUV



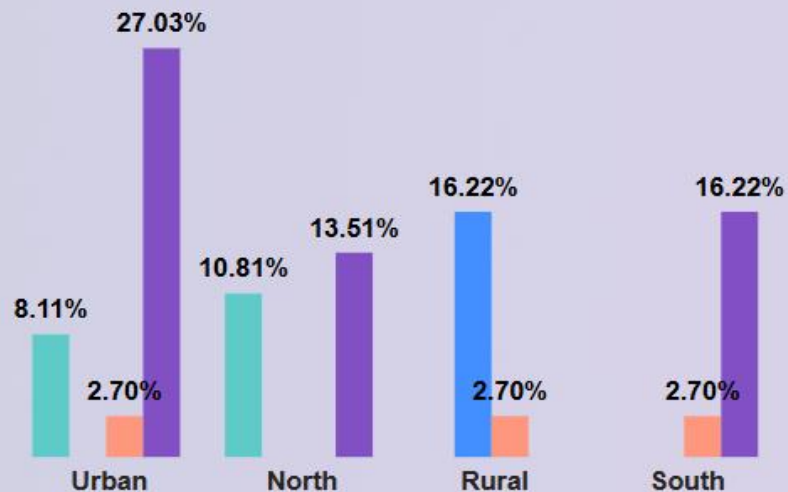
### Fuel Type Vs Segment

Hatchback MPV Sedan SUV



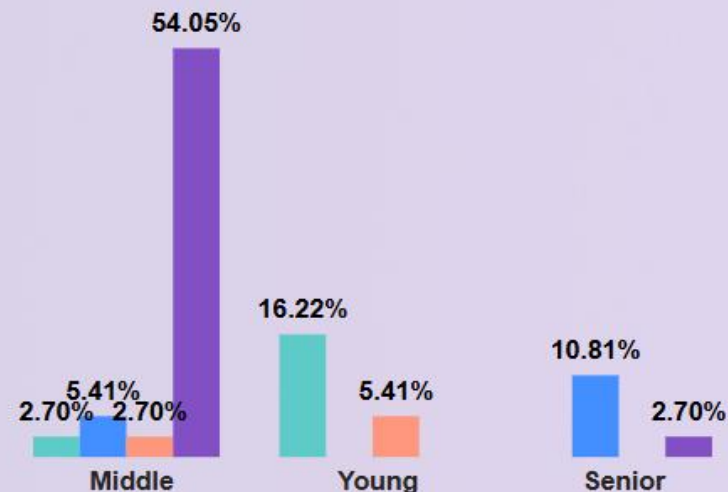
### Region Vs Segemt

Hatchback MPV Sedan SUV



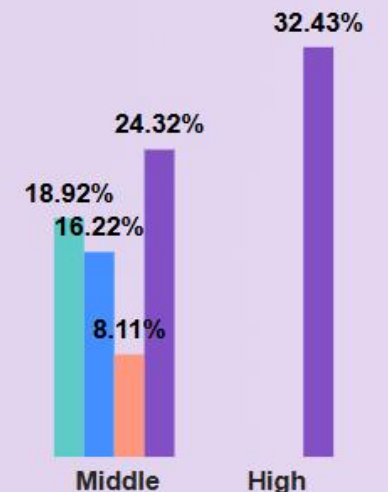
### Age Group Vs Segment

Hatchback MPV Sedan SUV



### Safety Group Vs Segment

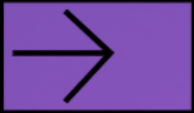
Hatchback MPV Sedan SUV



ELECTRIC VEHICLE

Total Models  
3

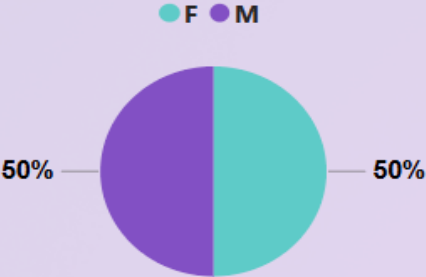
Total Sales  
6



Total Sales By Brand, Model, Segment, Safety Group, Price Group and Age Group

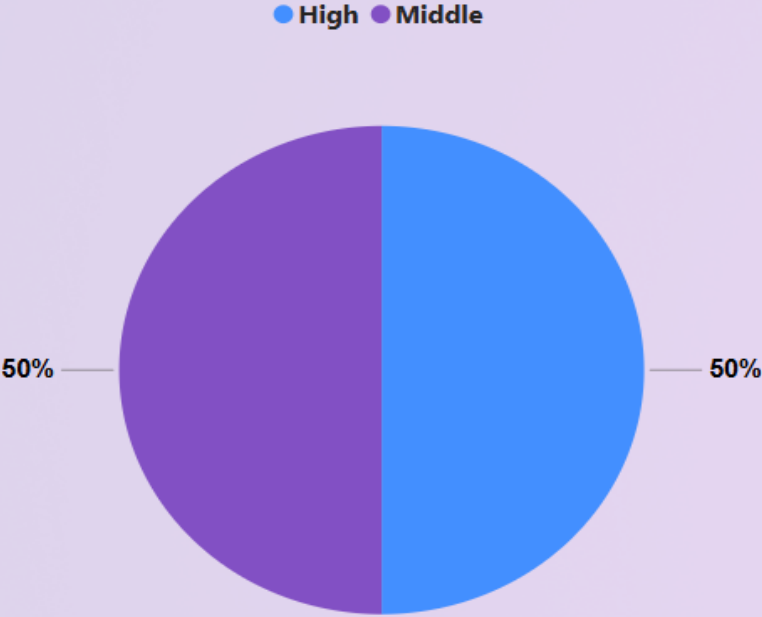
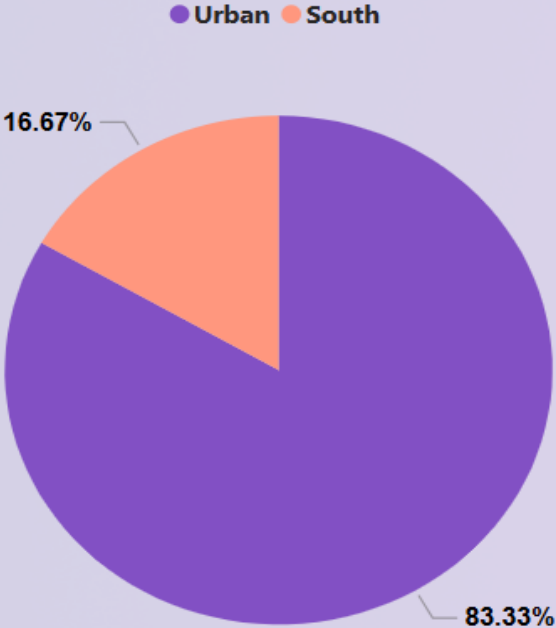
Total By Gender

Brand	Model	Segment	Safety Group	Price Group	Age Group	Total
Tata	Nexon	SUV	High	Middle	Middle	3
Hyundai	Kona	SUV	High	High	Middle	2
Kia	EV6	SUV	High	High	Middle	1



Total By Region

Total By Price Group



# RECOMMENDATIONS

## 1. Inventory Optimization:

- Increase stock of SUVs (especially Maruti, Hyundai, Tata) and Hatchbacks.
- Boost EV inventory, focusing on Urban/South regions and popular models like Tata Nexon.
- Maintain a balanced mix of Petrol and Diesel vehicles; monitor Hybrid trends.



## 2. Targeted Marketing:

- ▶ Focus campaigns on middle-aged buyers, but ensure gender-inclusive messaging.
- ▶ Develop regional promotions (e.g., Hatchbacks in North, MPVs in Rural).
- ▶ Offer discounts/exchange programs for Sedans and Senior buyers.



### 3. Feature Prioritization:

- Highlight middle safety ratings and mid-range mileage in promotions.
- Emphasize affordability and value in the ₹10–20L price segment.



#### **4. EV Strategy:**

- Educate customers about EV benefits, especially in Urban areas.
- Partner with charging infrastructure providers to enhance EV appeal.



# PROJECTED OUTCOME

By implementing these data-driven recommendations-optimizing inventory (SUVs, EVs), refining marketing (targeting key demographics and regions), and offering tailored incentives-Auto Trend Dealerships is projected to improve sales by 15%. This estimate reflects the alignment of stock and strategy with customer preferences, ensuring higher conversion rates and customer satisfaction.



# CONCLUSION

This analysis provides a clear roadmap for inventory management, marketing focus, and customer engagement. By leveraging these insights, Auto Trend Dealerships is well-positioned to enhance its market presence, meet evolving customer needs, and achieve sustainable growth.