

# Analysis of Deceptive Visualization: Ola Electric's Market Position

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## 1 Introduction

This report analyzes a deceptive visualization presented by Ola Electric, an Indian electric vehicle manufacturer, regarding its global market position. The visualization, shared on social media and at the Ola Sankalp event on August 15, 2024, claims to show Ola Electric as the 4th largest EV company by revenue and 5th largest by market cap globally. However, these claims are misleading due to the deliberate exclusion of data from China, the world's largest EV market.

## 2 The Visualization

Figure 1 shows the presentation slide used by Ola Electric. The image was shared on X (formerly Twitter) by user @AbhishekSay. Source: <https://x.com/AbhishekSay/status/1824038970537222157>

This visualization was also featured at the Ola Sankalp event on August 15, 2024, held in India. The event is available on YouTube: <https://www.youtube.com/watch?v=ITNse4Z54DA>.

## 3 Analysis of Deception

The visualization is deceptive for several reasons:

### 3.1 Selective Data Exclusion

The most glaring issue is the footnote "Excluding China" at the bottom of both charts. China is the world's largest EV market, home to several major EV manufacturers. By excluding this crucial market, Ola Electric artificially inflates its global ranking.

### 3.2 Misleading Headline

The headline "4th Largest EV Company by Revenue" and "5th Largest EV Company by Market Cap" are presented without immediate qualification. The asterisk is easy to overlook, leading viewers to initially perceive these rankings as global and comprehensive.

### 3.3 Lack of Context

The visualization fails to provide context about the global EV market. It doesn't mention the size of the excluded Chinese market or how Ola's figures compare to Chinese competitors.

### 3.4 Cherry-Picked Comparisons

By selecting specific non-Chinese companies for comparison, Ola creates a narrative that places it among global leaders while ignoring significant players in the industry.



Figure 1: Ola Electric’s presentation slide showing global EV company rankings

### 3.5 Visual Emphasis

Ola’s position is highlighted with a blue-to-red gradient bar, drawing attention to its rank and visually reinforcing its supposed importance in the global market.

## 4 Implications

This deceptive presentation has several implications:

- It misleads investors and the public about Ola’s true global market position.
- It undermines trust in the company’s communications and potentially in the broader EV industry.
- It demonstrates the ease with which data can be manipulated to create a desired narrative.

## 5 Conclusion

While Ola Electric may be a significant player in the Indian EV market, this visualization grossly misrepresents its global standing. By excluding the world's largest EV market and presenting selective data, Ola creates a misleading picture of its importance in the global EV industry. This case serves as a reminder of the importance of critical analysis of data presentations, especially when they make bold claims about market positions.