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Mercedes-Benz Group General Analysis

PROPOSED BY

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# OVERVIEW

The Mercedes-Benz Group AG (former Daimler AG) is one of the world's most successful automotive companies. It’s, needless to say, one of the leading global suppliers of high-end passenger cars and premium vans. Mercedes-Benz Mobility AG offers financing, leasing, car subscription and car rental, fleet management, digital services for charging and payment, insurance brokerage, as well as innovative mobility services. Considering how huge the amount of service a company offers, many people don’t know much about the company itself.

# GOALS

1. The objective is to extend understanding of the company, thus attracting investors and informing the public.
2. Provide examples of work with tools like Power BI, Python etc.
3. Showcase US and KZ website demographics and provide descriptive information about them.
4. Present how COVID influenced the company and its country.

# METHODOLOGY

**Power BI** — a business intelligence tool that optimizes data to create analytical reports in insightful visual formats.

Datasets provided are either scraped from websites or gathered on data analysis platform Kaggle. Most of the data provided (incl. financial data: stock prices, revenues, ebit) is authentic.

Every dashboard contains tables connected (joined), thus presenting responsive infographics. You can choose a year, city etc.

# DATASETS

## REVENUE BY SEGMENT AND REGION.

## KEY FIGURES BY THE YEAR

The data was collected from the official Mercedes–Benz websites annual reports;

[Full Year Results and Annual Report](https://group.mercedes-benz.com/investors/reports-news/annual-reports/2023/)

[Investor Relations](https://group.mercedes-benz.com/investors/)

## GDP OF GERMANY

Official data gathered from *Statistisches Bundesamt* *- Destatis*

[Federal Statistical Office of Germany](https://www.destatis.de/EN/Home/_node.html)

## CARS FOR SALE FROM KOLESA.KZ

[KOLESA.KZ](http://kolesa.kz)

## XETRA STOCK EXCHANGE PRICES

**Open, Highest, Lowest, Close Share Prices;**

Open: The stock price at the opening of trading.

High: The highest stock price during the day.

Low: The lowest stock price for the day.

Close: The stock price at the close of trading.

Gathered from official Mercedes-Benz website.

[Mercedes-Benz Share - Share Price](https://group.mercedes-benz.com/investors/share/)

## MERCEDES-BENZ CARS

Mercedes-Benz. It contains information about various models, their characteristics and prices, which allows for a comparative analysis of the various parameters of these cars.

## CRAIGSLIST DATA

[craigslist: boston jobs, apartments, for sale, services, community, and events](https://boston.craigslist.org/)

Collected data from craigslist.

# INFOGRAPHICS

## ANALYSIS OF MERCEDES-BENZ CARS DATASET

You can observe that the average price of cars in the dataset is about 24 thousand euros.

## COVID-19 INFLUENCE

We can witness that the spread of COVID-19 virus has significantly impacted the company's revenue, as well as share prices. That is a great example of how an unprecedented catastrophe on the economy of the whole World can greatly impact the company itself and beneficiaries.

General number of employees in every branch of (Daimler) Mercedes-Benz Group has decreased by 40%!

One might assume that some people have greatly benefited from that decrease, as later shares prices went up.

## SHARE HISTORY

This data can be used to analyze the price dynamics of Mercedes-Benz Group AG shares on the Xetra exchange for the specified period. They can be included in financial models, market research, and to assess the impact of external factors on the value of a company's shares.

## KOLESA.KZ DATASET ANALYSIS

You can choose the city and info about every car. Helps to understand demographics of the site. Almaty, as expected, has most people selling cars.

## CRAIGSLIST.COM ANALYSIS

Craigslist is a privately held American company operating a classified advertisements website with sections devoted to jobs, housing, for sale, items wanted, services, community service, gigs, résumés, and discussion forums.

You can observe most of the cars there are either not priced (seller didn’t put the price on) or 32590; Sedan is the most popular type. That is true for Mercedes-Benz cars as they mostly produce sedans.

# SUMMARY

The proposal presents a simple framework for analyzing the Mercedes-Benz Group AG, understanding diverse datasets and analytical tools to inform investors and the public about the company's performance, market presence, and potential opportunities for growth. Our team recommends considering investing in it.