Automobile Sales Analysis

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Description:

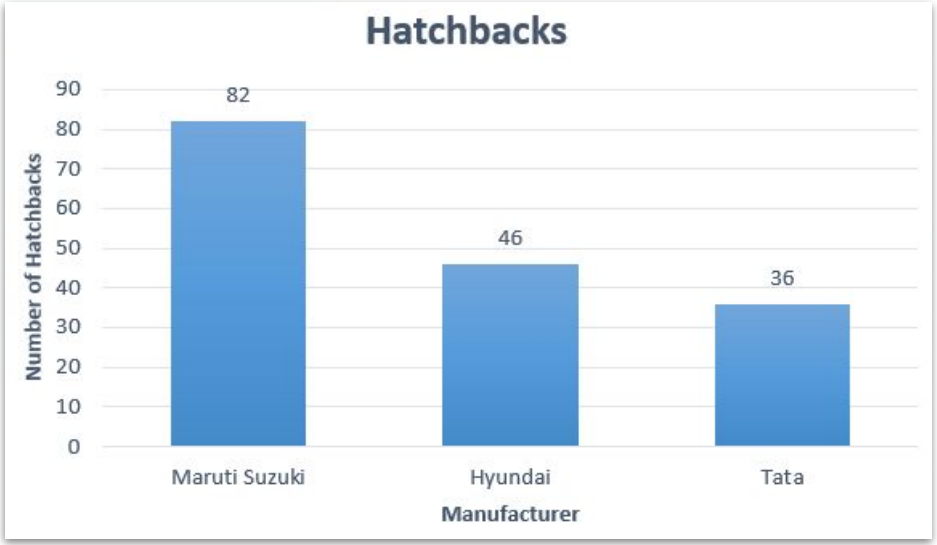
During my Data Analytics Bootcamp with Auburn University, I completed many projects. The first 8 weeks of the course involved Excel - learning how to clean data, analyze data, create and manipulate pivot tables and graphs.

Learning Excel for 8 weeks may seem unnecessary, however, 60 percent of businesses still prefer to use Excel in their workplace. (Source) Learning Excel allowed me to use my skills in my current workplace and become more efficient with data cleaning.

This presentation highlights the practice assignment I completed with the Automobile Sales Analysis Dataset.

Task 1: Identify the top three car manufacturers who have the highest number of variants in the hatchback, sedan, and SUV.

The highest number of variants in the hatchback category is **Maruti Suzuki** with 82 hatchbacks, **Hyundai** with 46 hatchbacks, and **Tata** with 36 hatchbacks.

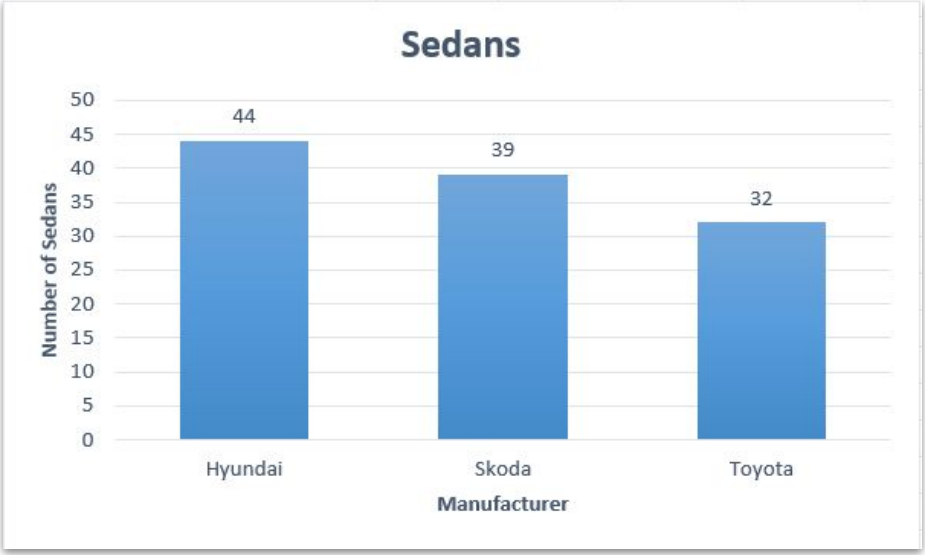


In a real-world situation, I would not use Excel for this project's visualizations. My go-to tool would be Tableau. For this project, I was instructed to use Excel for practice.

** I obtained all my answers using a pivot table and bar chart functions in Excel.

Task 1: Identify the top three car manufacturers who have the highest number of variants in the hatchback, sedan, and SUV.

The highest number of variants in the sedan category is **Hyundai** with 44 sedans, **Skoda** with 39 sedans, and **Toyota** with 32 sedans.



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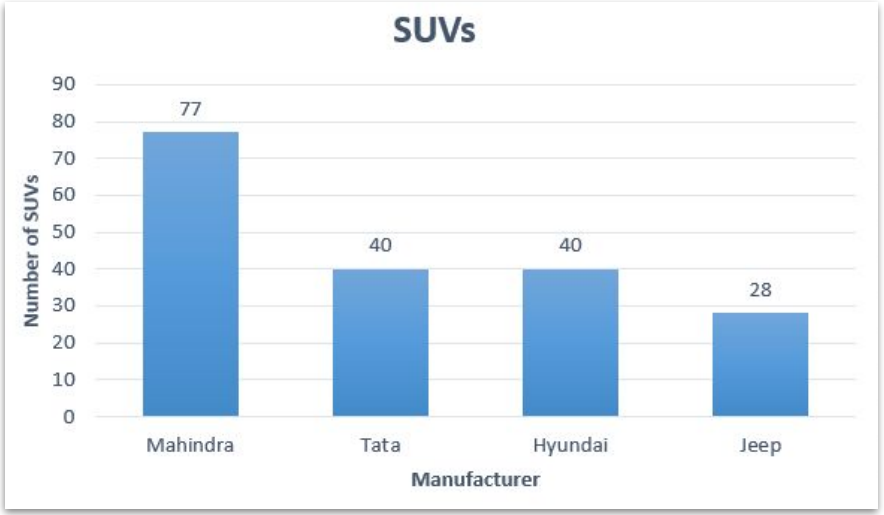
Task 1: Identify the top three car manufacturers who have the highest number of variants in the hatchback, sedan, and SUV.

The highest number of variants in the SUV category is **Mahindra** with 77 SUVs, **Tata** and **Hyundai** tied in second with 40 SUVs each, and **Jeep** in third with 28 SUVs.



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Task 2: Find the most popular car body type, by count, from the analysis of Task 1.

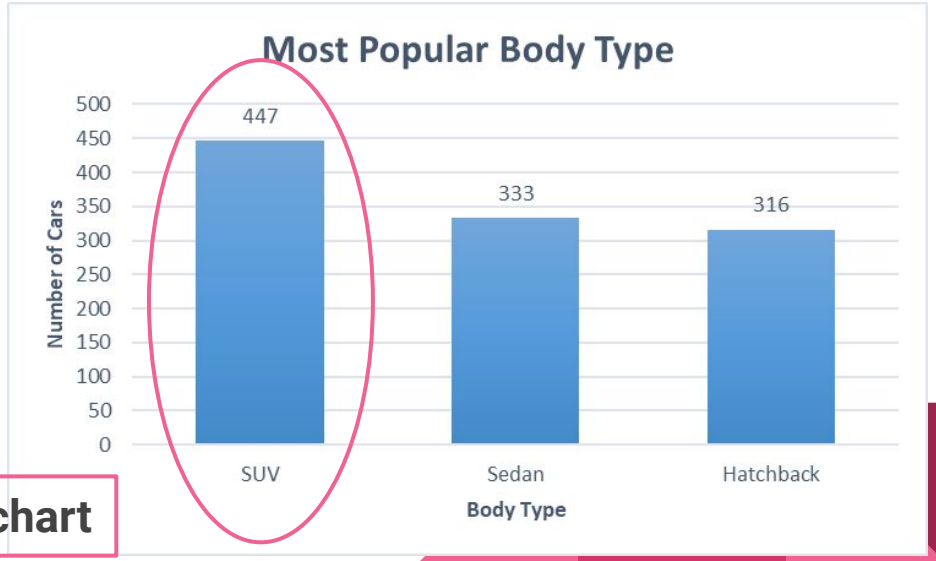
First I created a pivot table to show the count of the Hatchbacks, Sedans, and SUVs in the dataset.

Then I created a bar chart based on the pivot table and formatted it on Excel.

The most popular car body type by count is **SUV** with **447** different cars.

Pivot table

Row Labels	Count of Body_Type
SUV	447
Sedan	333
Hatchback	316



Bar chart

Task 3: Identify the top two manufacturers who offer the widest range of cars variants.

I made a pivot table including the different manufacturers and the body styles for each manufacturer. I then added a section for the count of the variants (trim levels, different car types) for each.

The manufacturers with the widest range of car variants are **Maruti Suzuki** and **Hyundai**.

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Row Labels	Count of Variant
Maruti Suzuki	**149**
Crossover	4
Hatchback	82
MPV	17
MUV	4
Sedan	31
SUV	11
Hyundai	**130**
Hatchback	46
Sedan	44
SUV	40

Task 3: Identify the top two manufacturers who offer the widest range of cars variants.

I then made bar graphs to display this information.