

EV Sales Analysis in India (2014-2024)

Project Summary

This Power BI dashboard explores electric vehicle (EV) sales trends across Indian states from 2014 to early 2024. It analyzes total and average EV sales by vehicle type, category, and geography. The dashboard was created to understand adoption patterns, highlight top-performing regions, and identify potential growth opportunities.

Key Insights

- EV sales in India have grown significantly, with over 4 million EVs sold by 2024.
- A major spike occurred post-2020 due to government incentives (FAME-II), infrastructure improvements, and rising fuel costs.
- Two-wheelers and three-wheelers dominate the EV market, especially for personal and shared use.
- Top performing states include Uttar Pradesh, Maharashtra, Karnataka, and Delhi.
- States with lower adoption, like Kerala and Assam, present opportunities for targeted investment and awareness.
- Seasonal trends suggest sales often spike during festive or financial year-end periods.
- Note: 2024 data includes only January, which alone recorded over 143K EV sales - demonstrating extremely strong momentum going into the year.

Technical Details

Platform Used: Power BI Desktop

Key Features:

- Dynamic DAX measures for total sales, average monthly/yearly sales, and top N rankings
- Interactive visuals: maps, bar charts, line graphs
- Data modeling and time-based filtering
- Custom EV-themed dashboard background
- Linked visuals for user-driven exploration

How to Use the Dashboard

Open the .pbix file in Power BI Desktop to explore EV sales trends interactively.

Use slicers to filter by year, state, vehicle type, or category.

Hover over charts for details and use dynamic tooltips to view contextual breakdowns.