Mahindra Sales — EDA Report (2024)

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Key Metrics (2024)
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Total Revenue : ₹9,819,219,298
Total Units Sold: 6,037
Average Selling Price: ₹1,656,833

Top Models (by Units Sold):
Model
XUV700         1532
Thar           1105
Scorpio-N      1020
XUV300          960
Bolero          775

Top Models (by Revenue):
Model
XUV700         3.357324e+09
Scorpio-N      1.746875e+09
Thar           1.654237e+09
XUV300         1.149604e+09
Alturas G4     7.007696e+08
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Summary Statistics

| index	count	mean	std	min	25%	50%	75%	max
Units_Sold	35.08452380952381	1.9834299567285193127060316		1.0	20.75	32.5	49.5	95.0
Selling_Price	1656833.0297610749	16833.0297690497.032467109		848787.0	1221015.0	1492676.0	2143877.25	2956237.0
Revenue	58446703.91646606495	447033.91646606456.44043663		2589768.0	25899523.0	46962591.0	78360024.0	208880680.0

Total Units Sold by Model (2024)
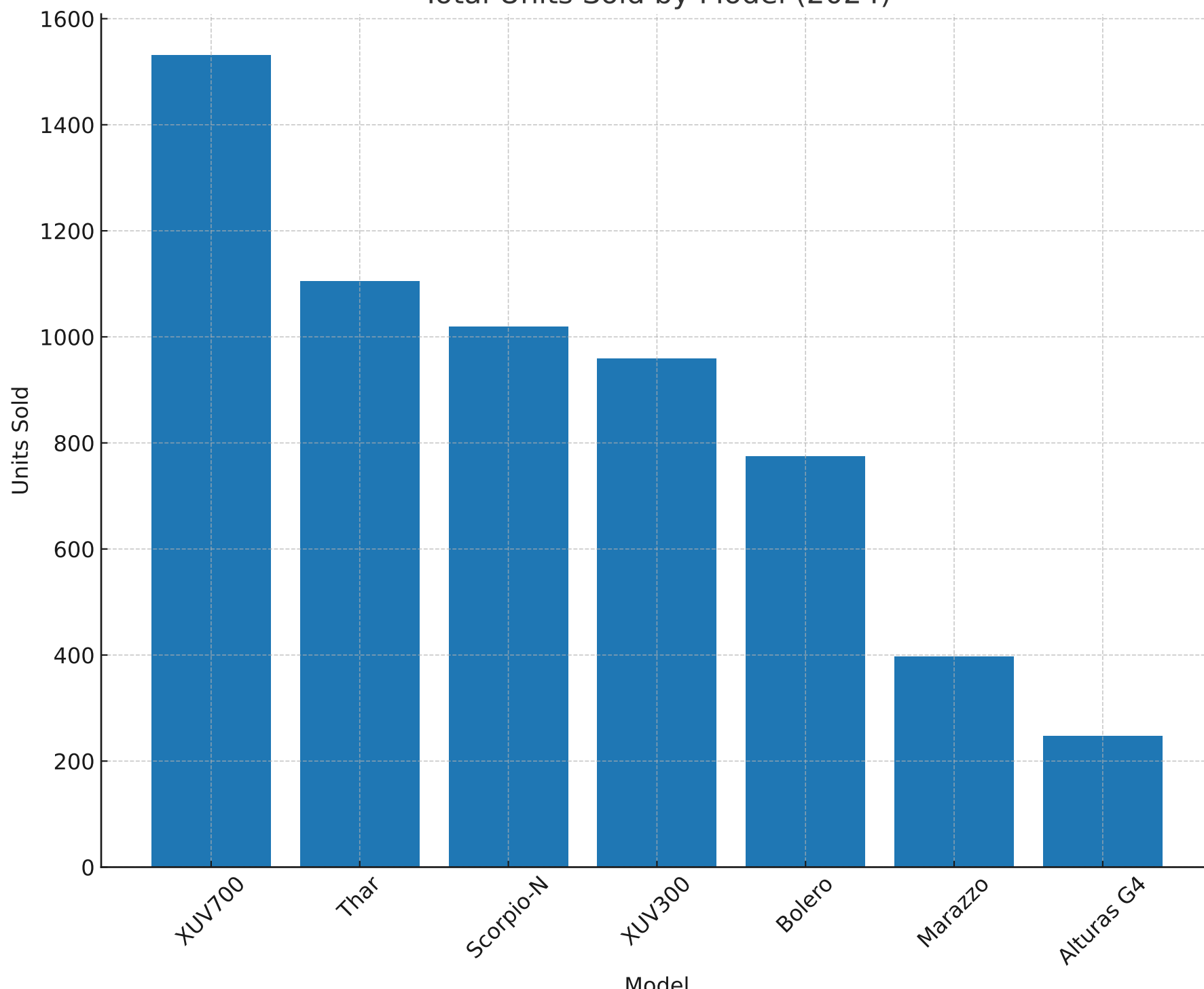
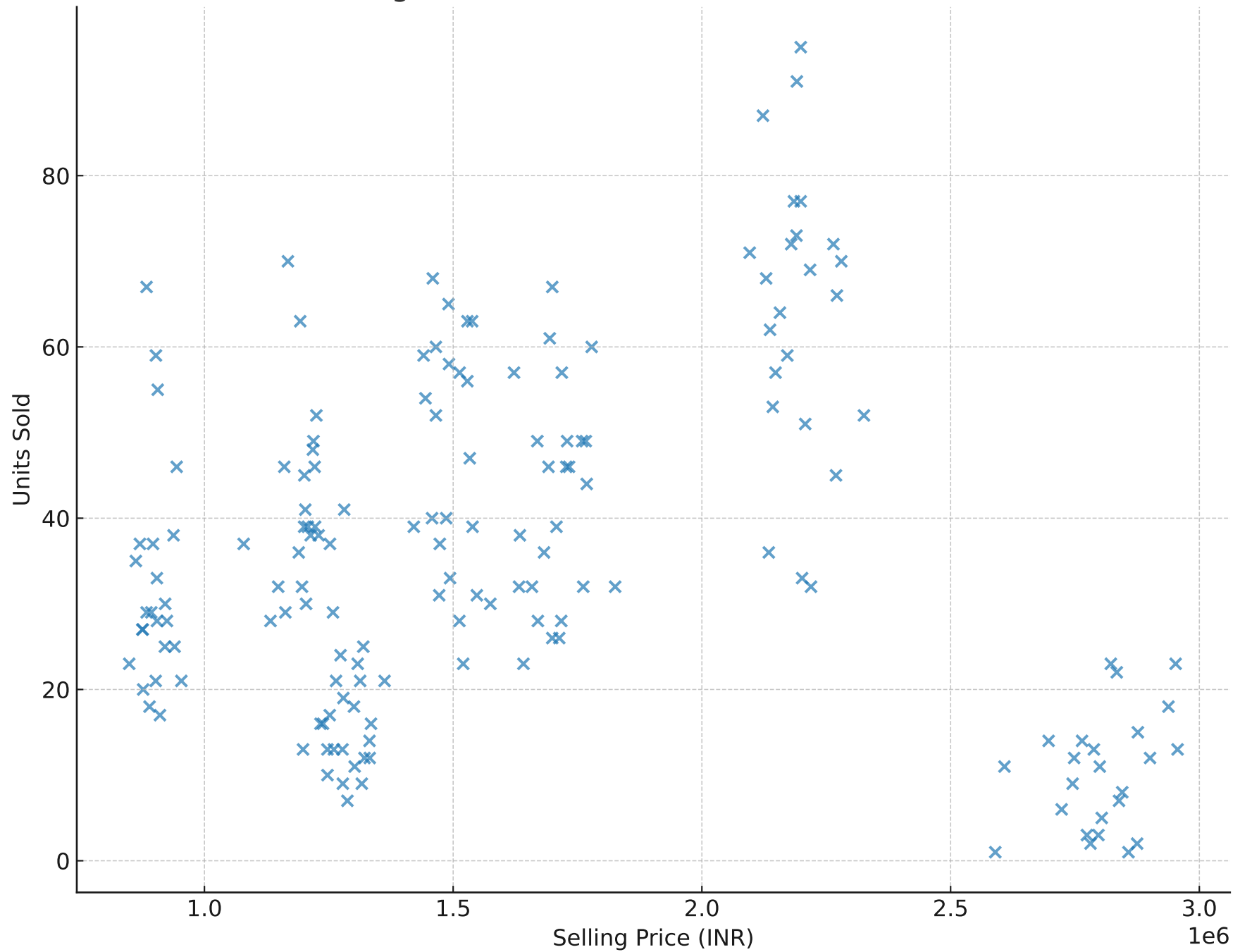Monthly Units Sold Trend (2024)
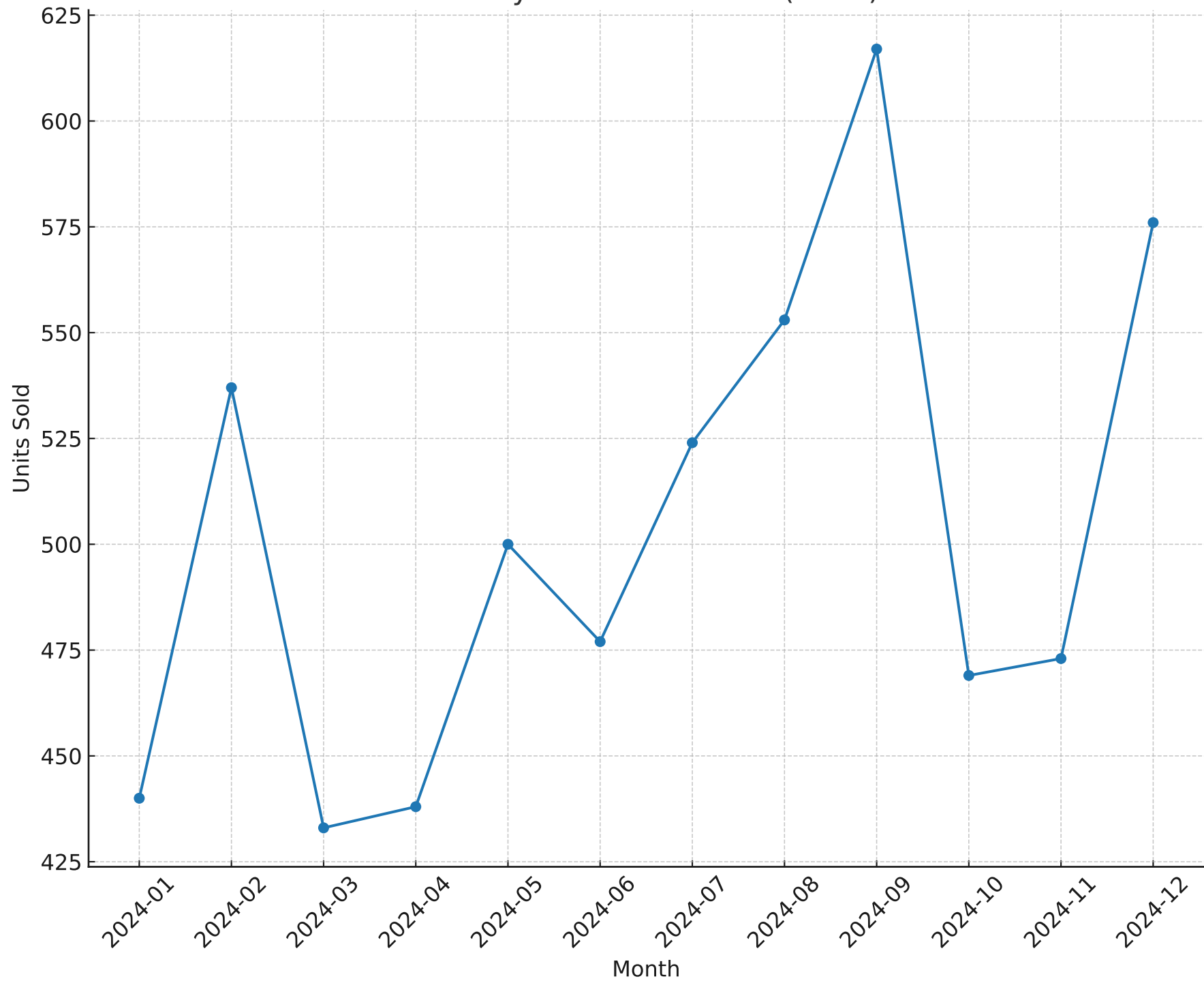
Engine Type Distribution (by Units Sold)
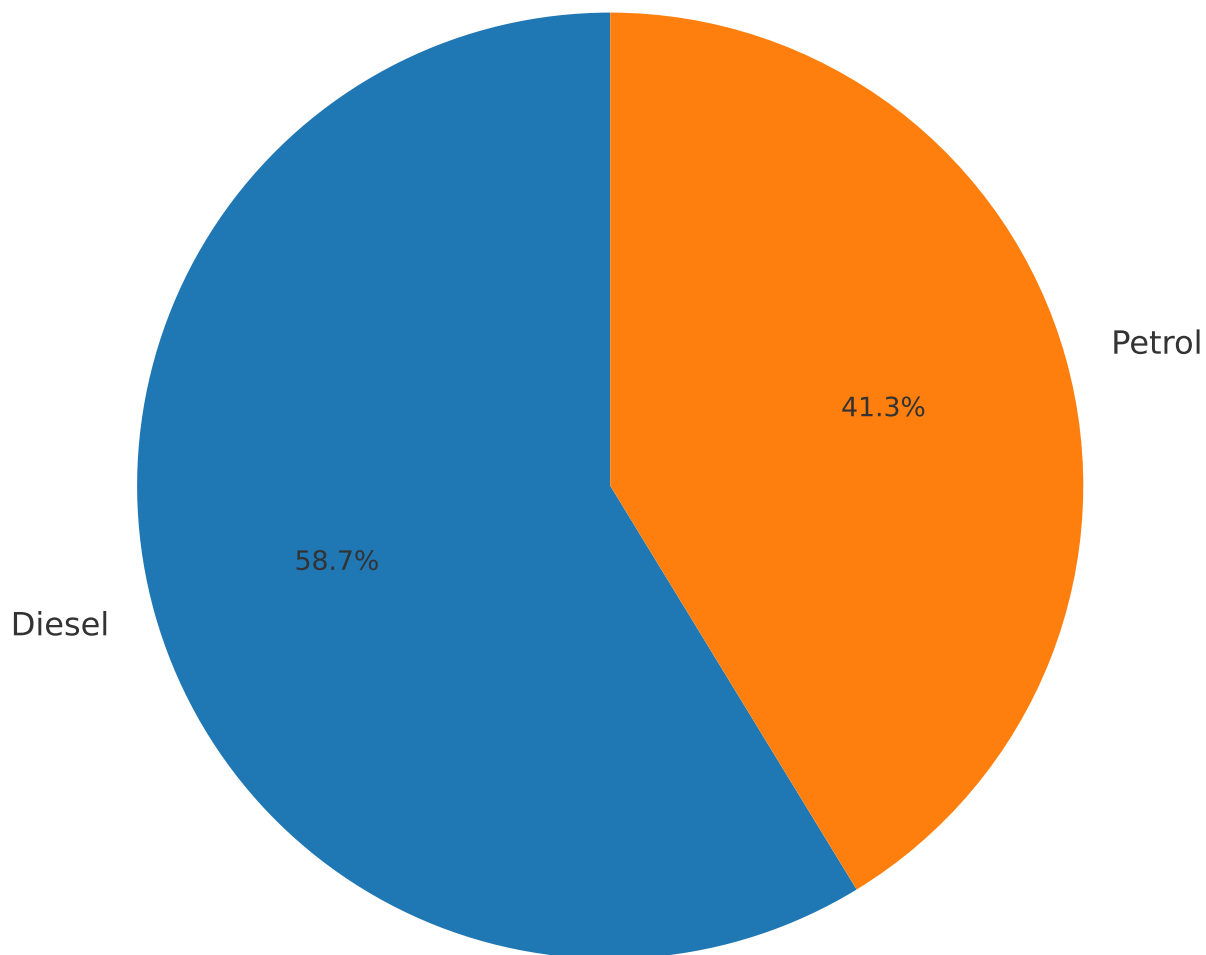
Total Revenue by Dealer (2024)
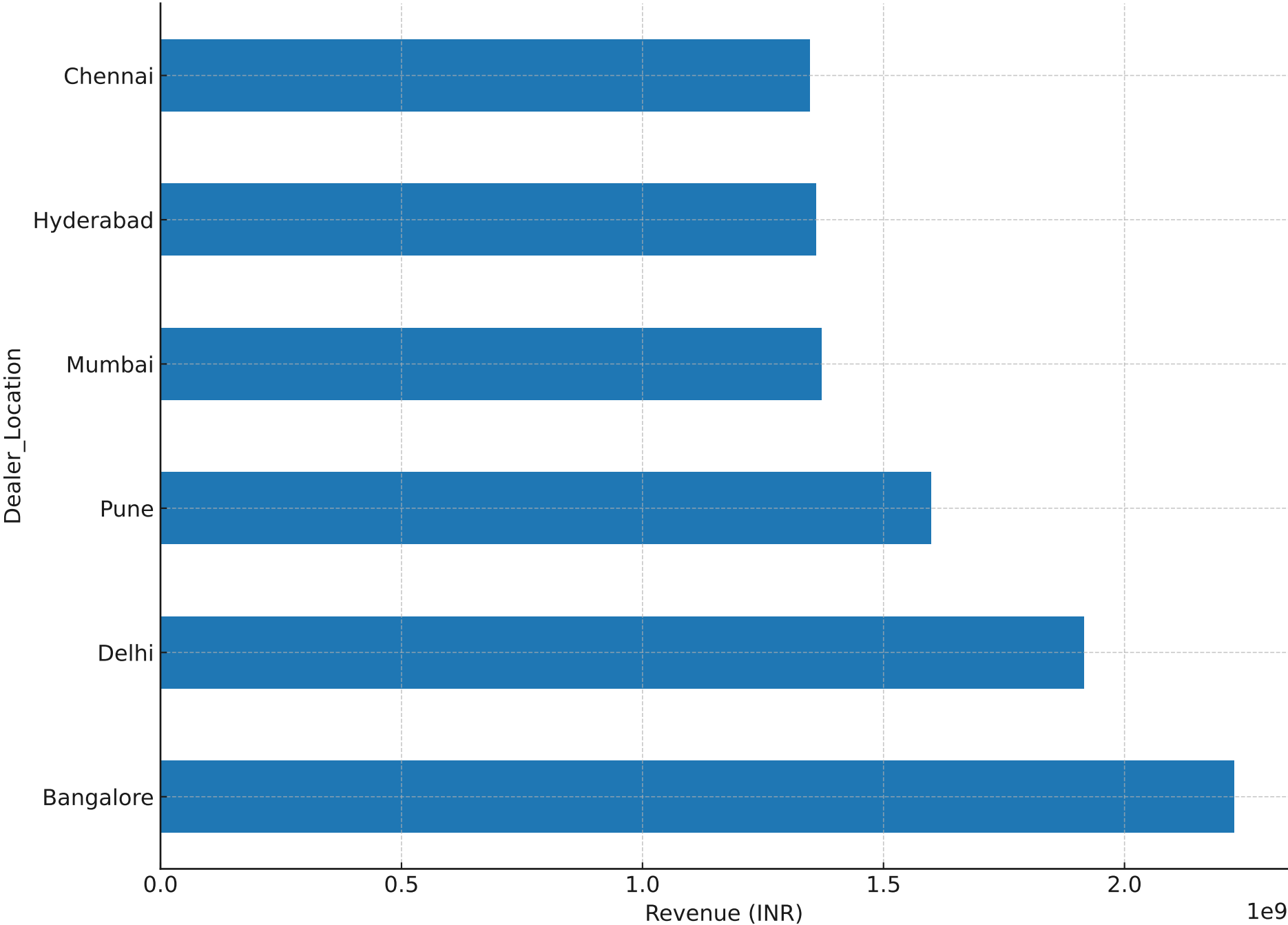
Selling Price vs Units Sold (individual records)

Insights & Recommendations

Insights:
1. Top selling models by volume: XUV700 and Thar. Focus marketing and inventory on these.
2. Diesel models still contribute a large portion of units sold (Diesel units: 3,545).
3. Dealer revenue is concentrated: top dealer is Bangalore with revenue ₹2,227,505,721. Consid
4. Monthly trend shows peaks and troughs — consider promotions in months with lower demand.

Recommendations:
- Increase inventory for top models and ensure availability in top-performing dealers.
- Run targeted campaigns for petrol/electric models in locations where they underperform.
- Review pricing/discount strategies where selling price correlates with lower units (see scat