

Auto utomobile Market Analysis

Understanding US Consumer Preferences and Trends

» Quick measure

Average car price

35.60K

Average Total Salary

79.45K

SUV Purchased

237

Sedan Purchased

460

Hatchback Purchased

884

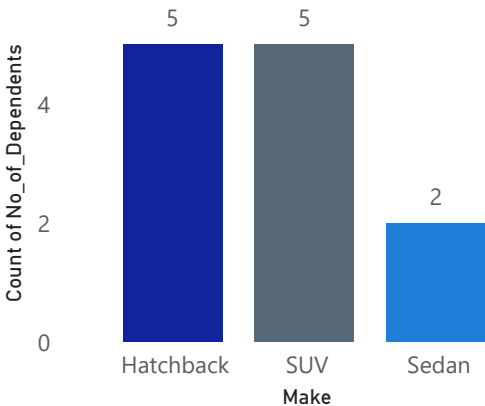
Hatchback

Sedan

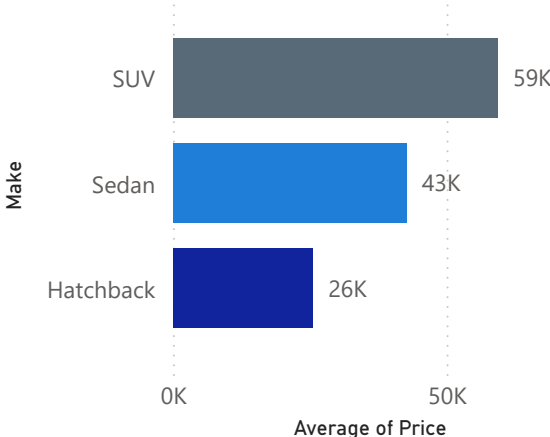
SUV

Car preference by Number of Dependants

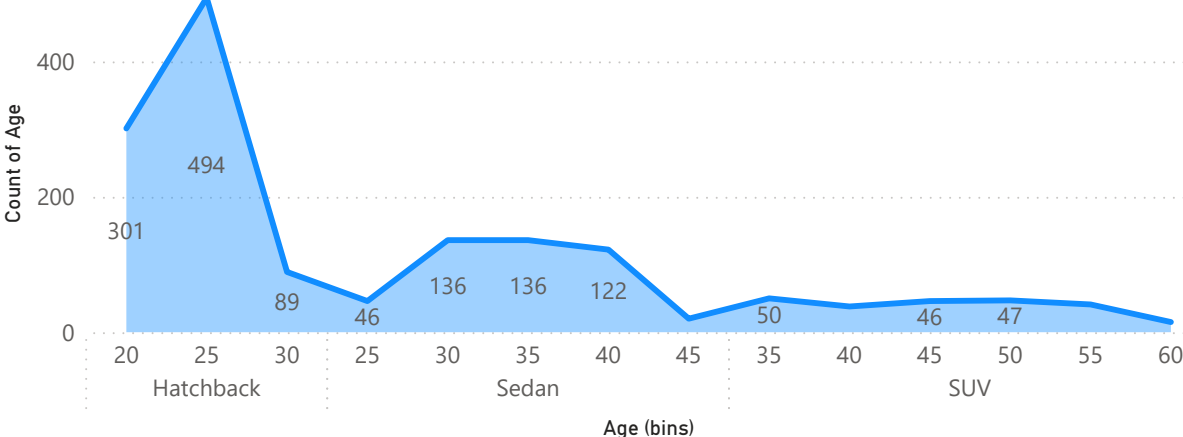
Count of No_of_Dependants



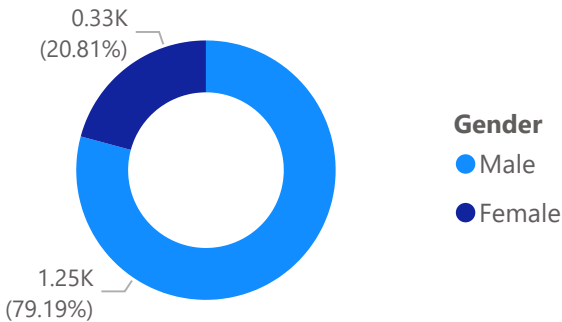
Average of Price of cars



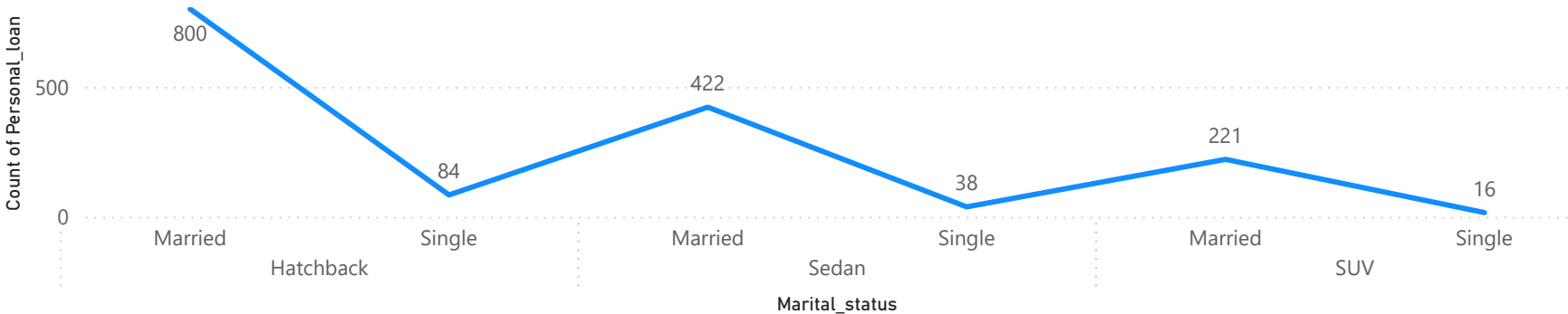
Age Distribution and car Preference



Gender Distribution and car Preference



Car Preference by Marital Status

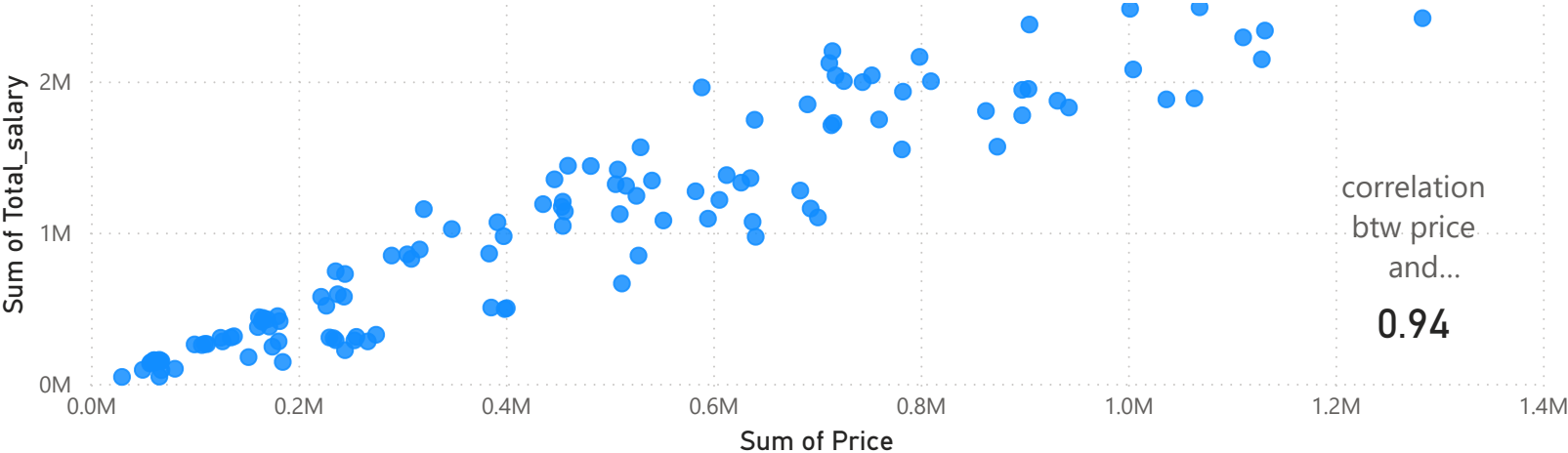


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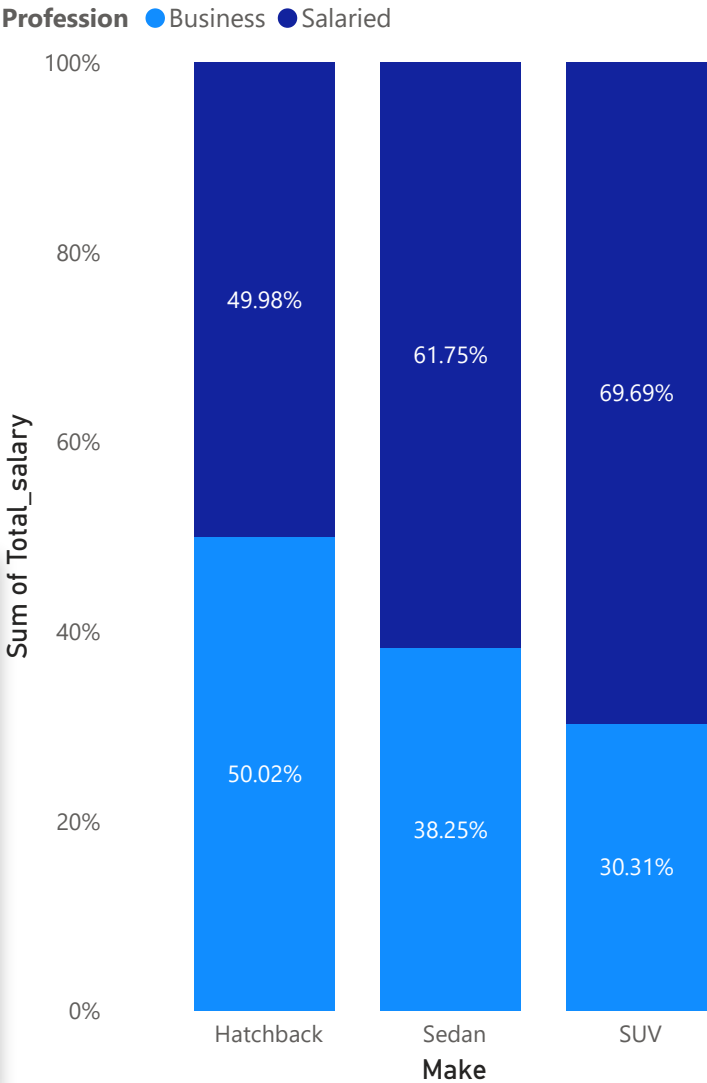
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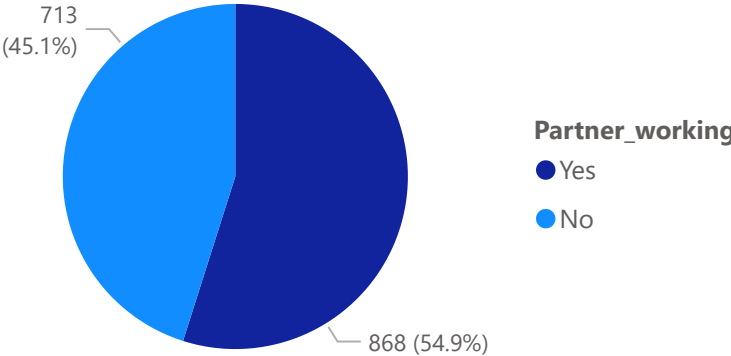
Relationship between Income and Price



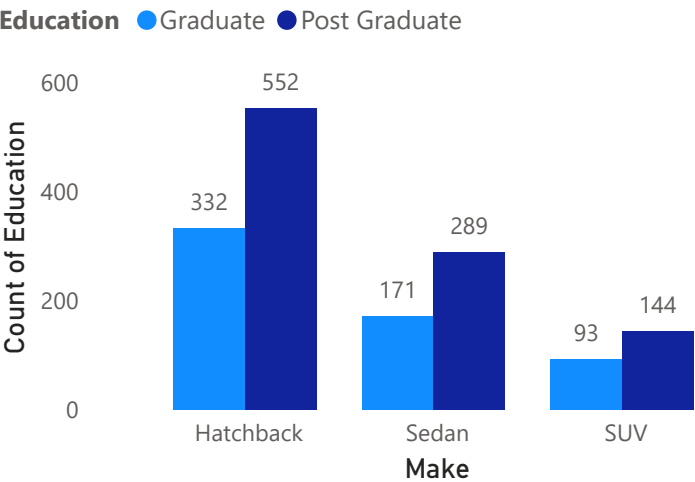
Car preference by Profession



Number of Cars by Partners working



car preference by education



Insights and Recommendation from the Austo Automobile Dataset

Younger Customers (18-30 years):

- Predominantly prefer hatchbacks due to their affordability and practicality for urban driving.
- Insights suggest marketing efforts should focus on features like fuel efficiency and modern design.

Middle-Aged Customers (31-50 years):

- Show a balanced preference for sedans, appreciating their combination of comfort, space, and cost-effectiveness.
- Highlighting family-friendly features and safety can attract this demographic.

Older Customers (51+ years):

- Lean towards SUVs, valuing the comfort, space, and advanced features they offer.
- Emphasize luxury, safety, and reliability in marketing to this group.

Gender Preferences

Male Customers:

- Tend to prefer SUVs, likely due to their performance, size, and versatility.
- Focus on ruggedness, power, and advanced technology features in advertising.

Female Customers:

- Often opt for hatchbacks, appreciating their compact size and ease of maneuverability.
- Highlight convenience, safety, and stylish design in promotions.

Insights and Recommendation from the Austo Automobile Dataset

Higher Income Customers:

- Prefer higher-priced cars, showing a positive correlation between income levels and car prices.
- Targeting high-income segments with premium features and exclusive offers can drive sales.

Mid to Low Income Customers:

- Tend to choose more economical options like hatchbacks and entry-level sedans.
 - Providing competitive financing options and value-for-money propositions can attract these buyers.
- Loan Utilization

Personal Loan Usage:

- A significant portion of customers avail personal loans, indicating a need for flexible financing solutions.
- Partnerships with financial institutions to offer attractive loan rates can enhance affordability.

House Loan Utilization:

- Customers with house loans may have higher financial capacity and are inclined towards premium car models.
- Marketing higher-end models to this segment can prove beneficial

Highly Educated Customers (Postgraduates):

- Show a preference for sedans and SUVs, likely valuing advanced features and status.
- Highlighting technology, safety, and luxury can attract this group.

Customers with High School Education:

- More likely to choose hatchbacks, driven by cost-effectiveness and practicality.
- Emphasizing affordability and low maintenance costs can be effective.

Insights and Recommendation from the Austo Automobile Dataset

Salaried Professionals:

- Prefer sedans, balancing daily commuting needs with comfort and cost.
- Marketing reliable and efficient sedans with comfort features can appeal to this group.

Business Professionals:

- Lean towards SUVs, valuing space, luxury, and versatility for both personal and professional use.
- Promoting SUVs with premium features and flexible financing can attract business owners.

Larger Households (More Dependents):

- Prefer SUVs for the additional space and comfort.
- Emphasizing family-friendly features like safety, space, and entertainment systems can attract this segment.

Smaller Households (Fewer Dependents):

- Opt for sedans and hatchbacks, balancing space needs with cost efficiency.
- Highlighting efficiency, ease of maintenance, and value for money can appeal to smaller families.

Partner's Employment Status

Dual-Income Households:

- Have higher combined incomes, leading to the purchase of higher-end cars.
- Offering luxury models with premium features can attract these customers.

Single-Income Households:

- Prefer more economical options, focusing on affordability.
- Providing competitive pricing and financing options can attract this demographic.

Insights and Recommendation from the Austo Automobile Dataset

Single-Income Households:

- Prefer more economical options, focusing on affordability.
- Providing competitive pricing and financing options can attract this demographic.

Market Share by Car Type

Hatchbacks:

- Most popular due to their affordability and practicality.
- Focus on fuel efficiency, compact design, and affordability in marketing.

Sedans:

- Moderate market share, valued for comfort and balance between cost and features.
- Emphasize comfort, reliability, and safety features.

SUVs:

- Smaller but significant market share, preferred for luxury and versatility.
- Highlight advanced features, comfort, and spaciousness.

Price Distribution by Car Type

SUVs:

- Highest average price, reflecting their premium features.
- Target high-income segments with promotions highlighting luxury and advanced technology.

Sedans:

- Mid-range pricing, appealing to a broad audience.
- Promote as a balance of luxury and affordability.

Hatchbacks:

- Most affordable, appealing to budget-conscious buyers.
- Emphasize cost savings, fuel efficiency, and practicality.