

## Problem Statement

AtliQ Motors is an automotive giant from the USA specializing in electric vehicles (EV). In the last 5 years, their market share rose to 25% in electric and hybrid vehicles segment in North America. As a part of their expansion plans, they wanted to launch their bestselling models in India where their market share is less than 2%. Bruce Haryali, the chief of AtliQ Motors India wanted to do a detailed market study of existing EV/Hybrid market in India before proceeding further. Bruce gave this task to the data analytics team of AtliQ motors and Peter Pandey is the data analyst working in this team.

### Task:

Imagine yourself as Peter Pandey and perform the following tasks.

1. Begin your analysis by referring to the 'primary\_and\_secondary\_questions.pdf'. You can use any tool of your choice (Python, SQL, PowerBI, Tableau, Excel, PowerPoint) to analyze and answer these questions. More instructions are provided in this document.
2. Design a dashboard with your metrics and analysis. The dashboard should be self-explanatory and easy to understand.
3. You can use additional data based on your own research to support your recommendations and provide more insights.
4. Be creative with your presentation, audio/video presentation will have more weightage. You will be presenting these insights to the chief Bruce Haryali – he appreciates good storytelling and concise presentation.

### Other resources Provided:

- Dataset required to answer preliminary analysis questions.
- Metadata
- Supporting document