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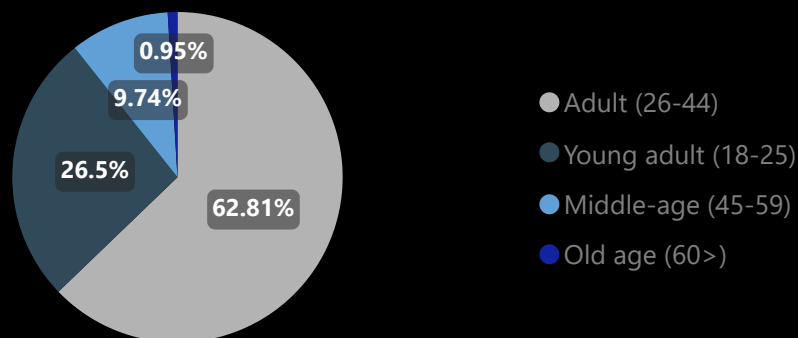


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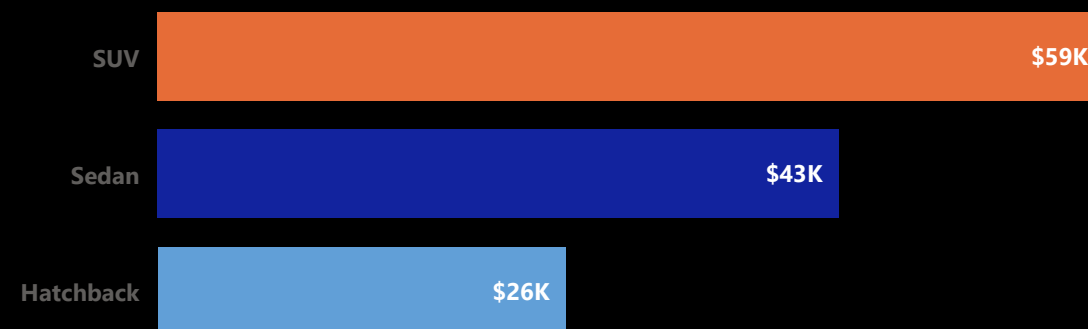


AUSTO AUTOMOBILE US EXPANSION ANALYSIS

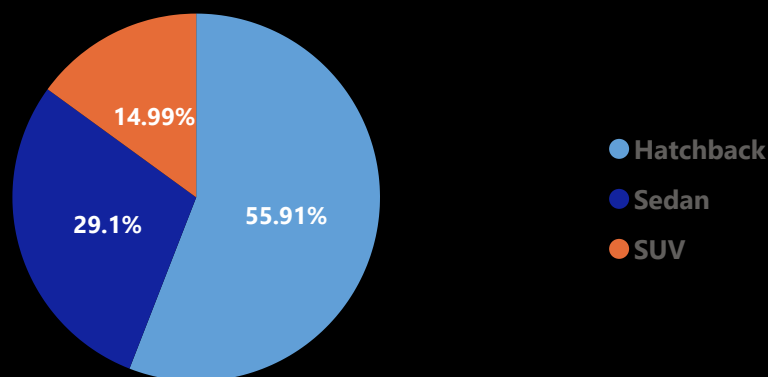
Age distribution of Car Buyers



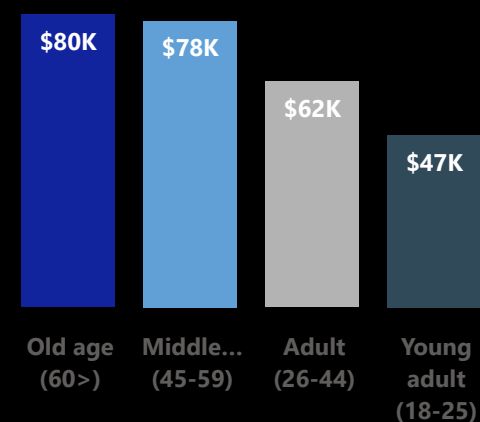
Make Average Price



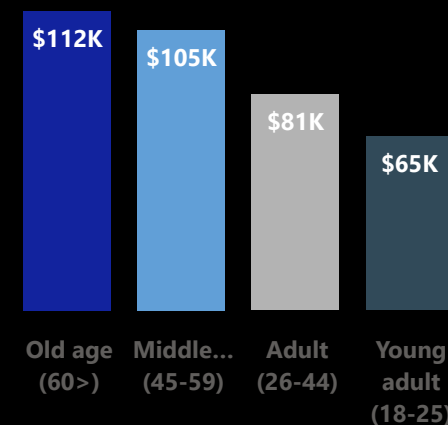
Make of Car Preference



Annual Salary



Annual Family Income



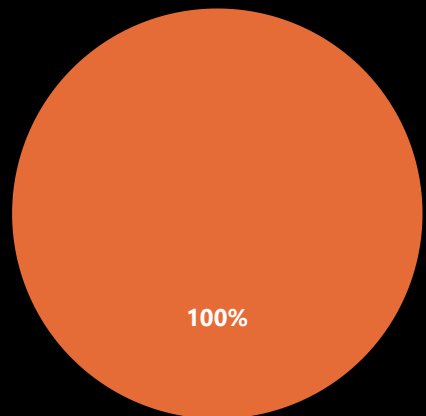
DRILL-THROUGH ON PIE CHARTS

DASHBOARD



AUSTO AUTOMOBILE US EXPANSION ANALYSIS

Car preference by age grouping

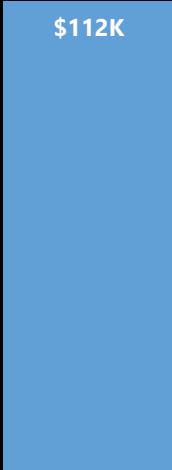


● SUV

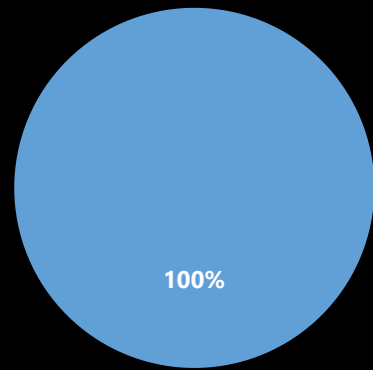
Annual Salary



Annual Family Income

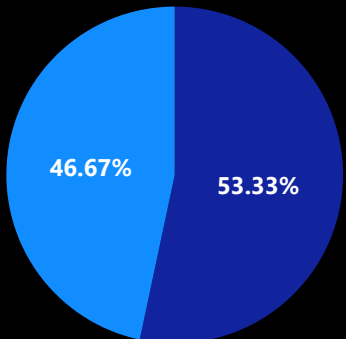


Marital status



● Married

Partner contribute to Family Income



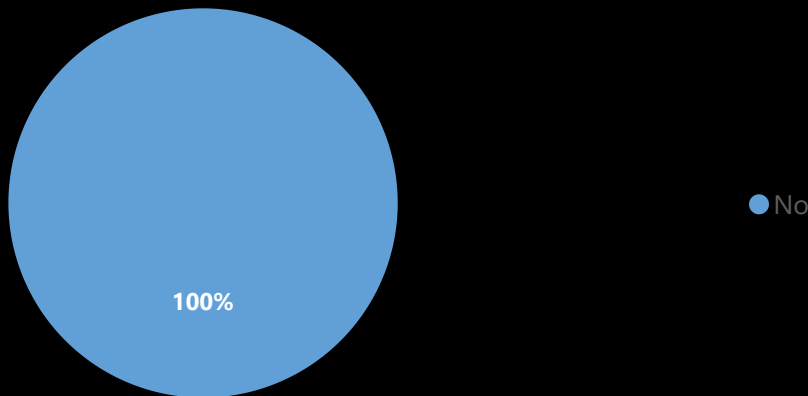
● Yes
● No

OLD AGE-CAR CHOICE DETERMINANT

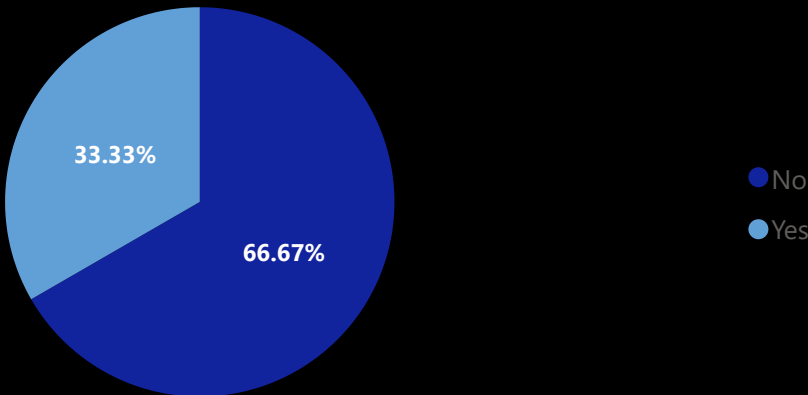


AUSTO AUTOMOBILE US EXPANSION ANALYSIS

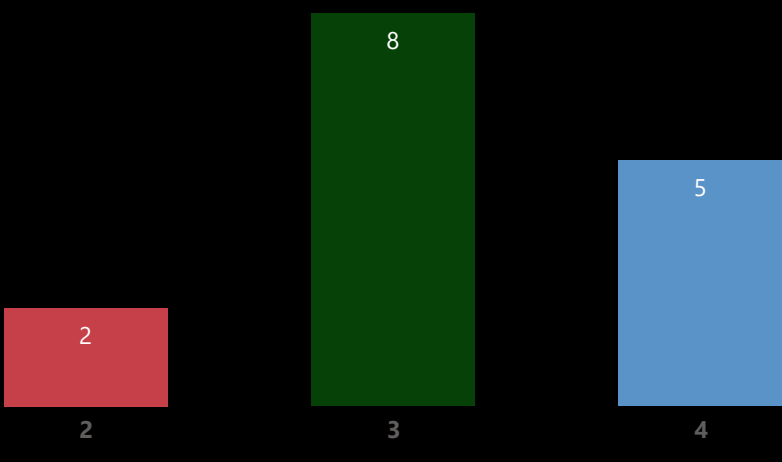
House loan



Personal loan



Number of dependent

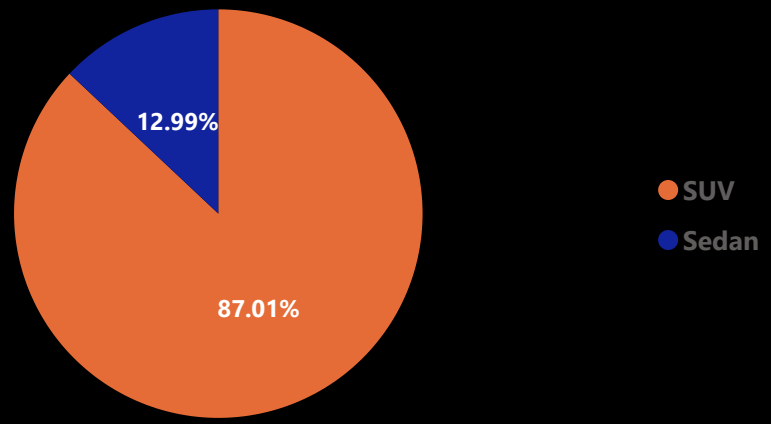


OLD AGE-PURCHASING POWER DETERMINANT



AUSTO AUTOMOBILE US EXPANSION ANALYSIS

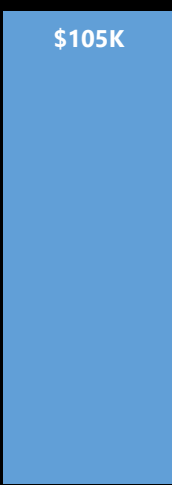
Car preference by age grouping



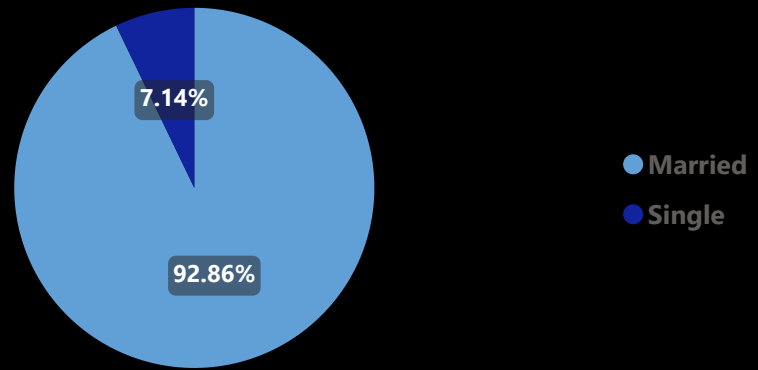
Annual Salary



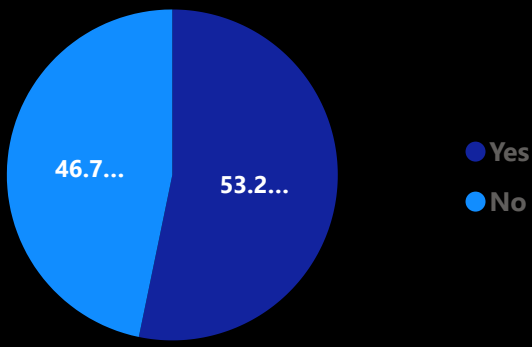
Annual Family Income



Marital status



Partner contribute to Family Income

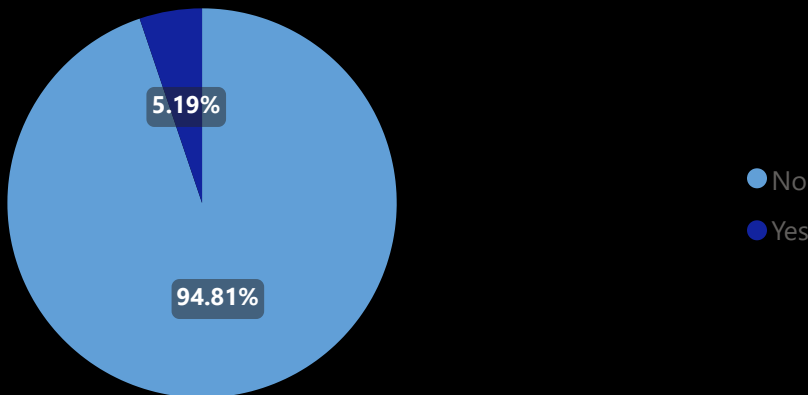


MIDDLE AGE-CAR CHOICE DETERMINANT

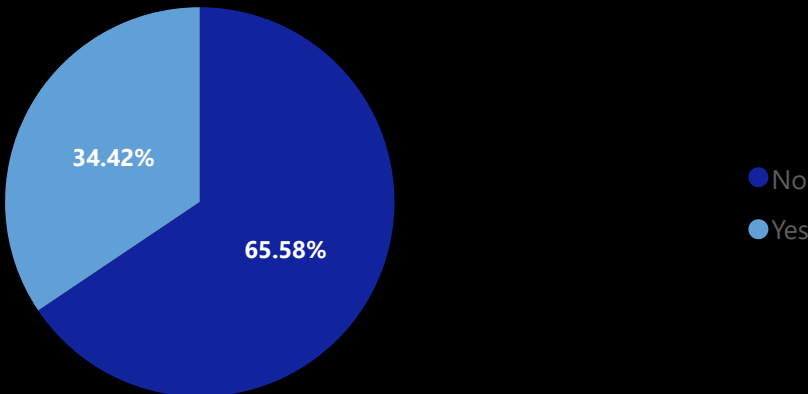


AUSTO AUTOMOBILE US EXPANSION ANALYSIS

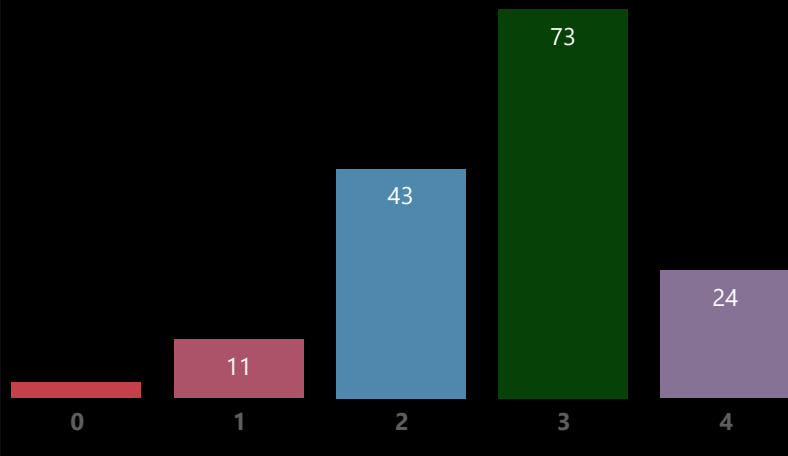
House loan



Personal loan



Number of dependent

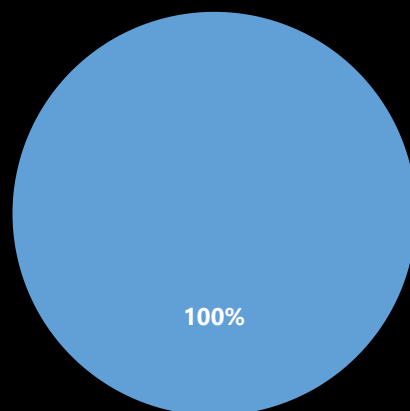


MIDDLE AGE-PURCHASING POWER DETERMINANT



AUSTO AUTOMOBILE US EXPANSION ANALYSIS

Car preference by age grouping



● Hatchback

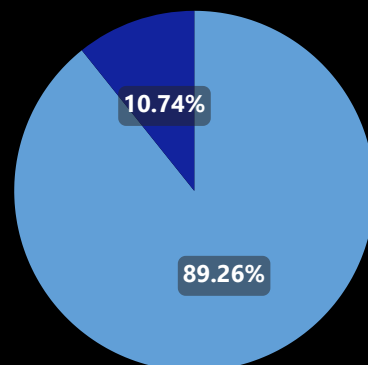
Annual Salary



Annual Family Income

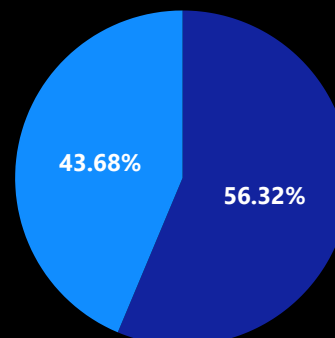


Marital status



● Married
● Single

Partner contribute to Family Income



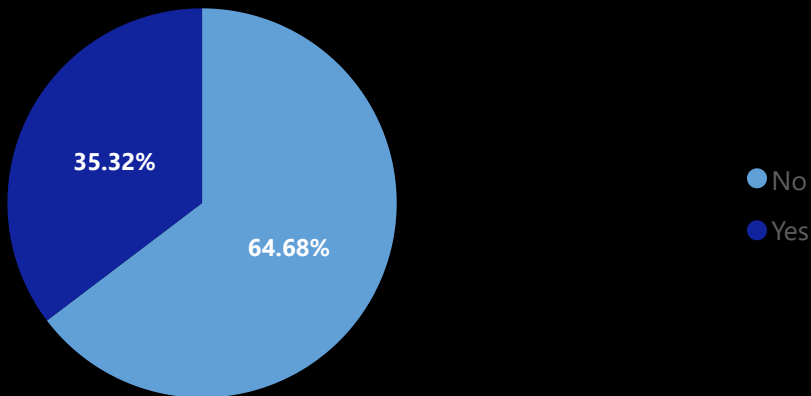
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YOUNG ADULT-CAR CHOICE DETERMINANT

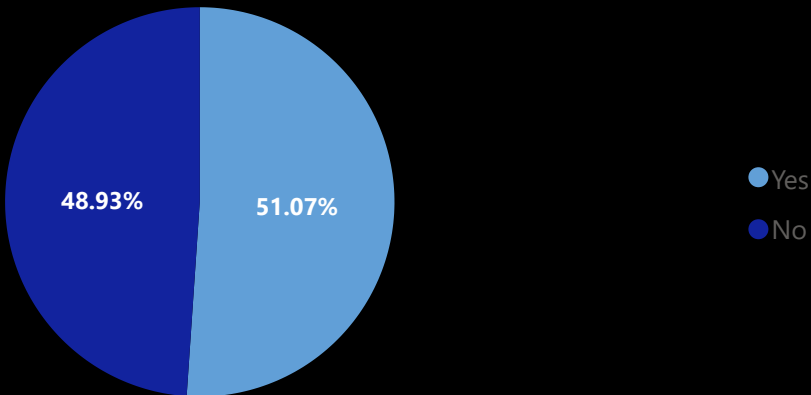


AUSTO AUTOMOBILE US EXPANSION ANALYSIS

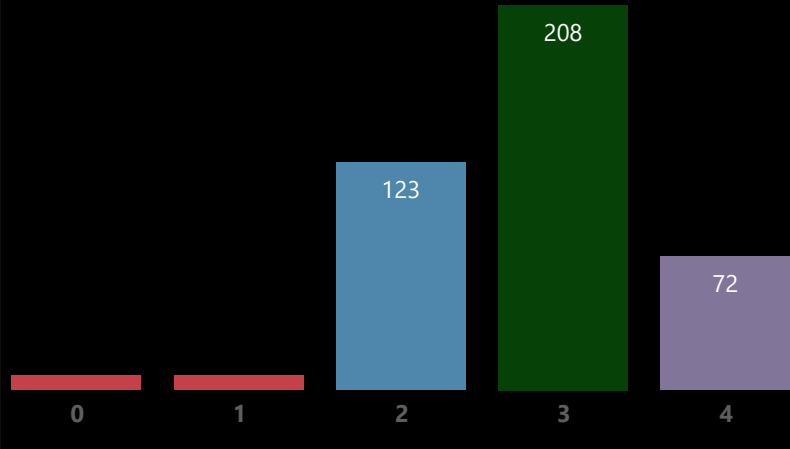
House loan



Personal loan



Number of dependent

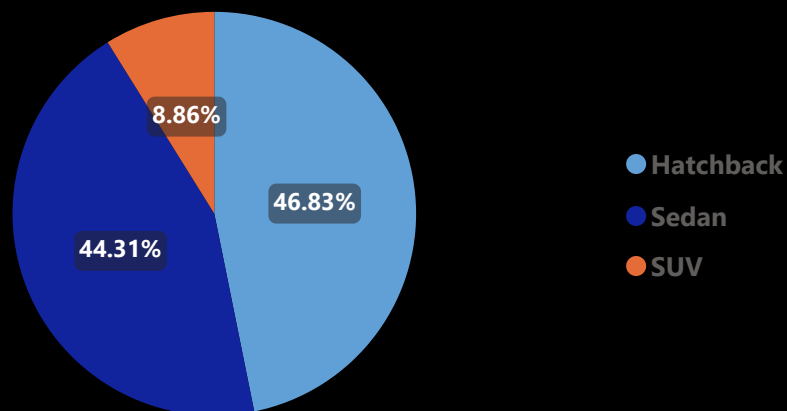


YOUNG ADULT-PURCHASING POWER DETERMINANT



AUSTO AUTOMOBILE US EXPANSION ANALYSIS

Car preference by age grouping



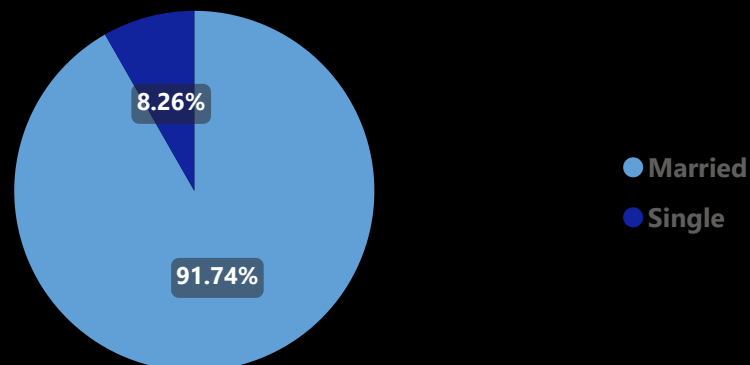
Annual Salary



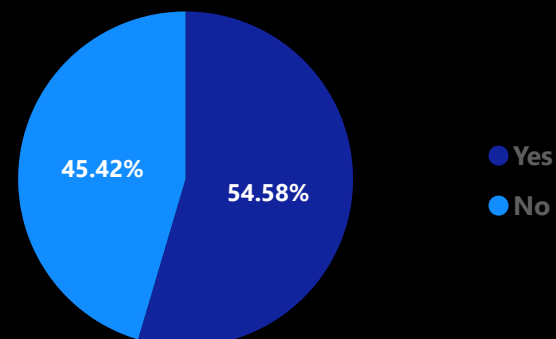
Annual Family Income



Marital status



Partner contribute to Family Income

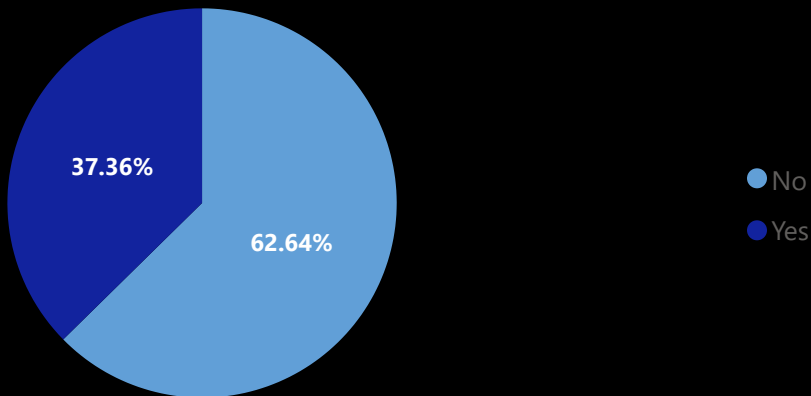


ADULT-CAR CHOICE DETERMINANT

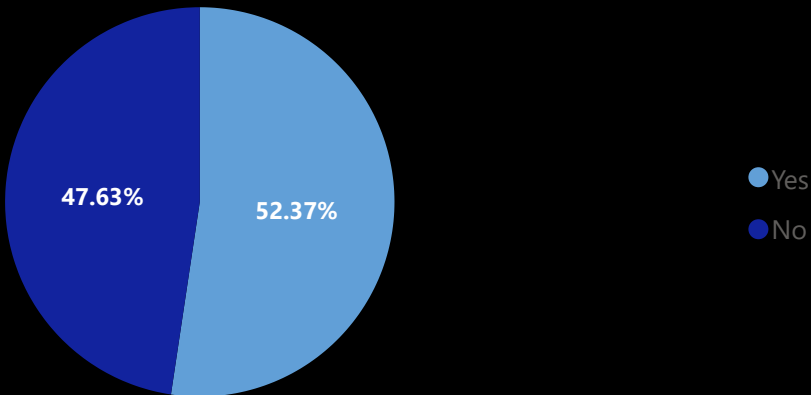


AUSTO AUTOMOBILE US EXPANSION ANALYSIS

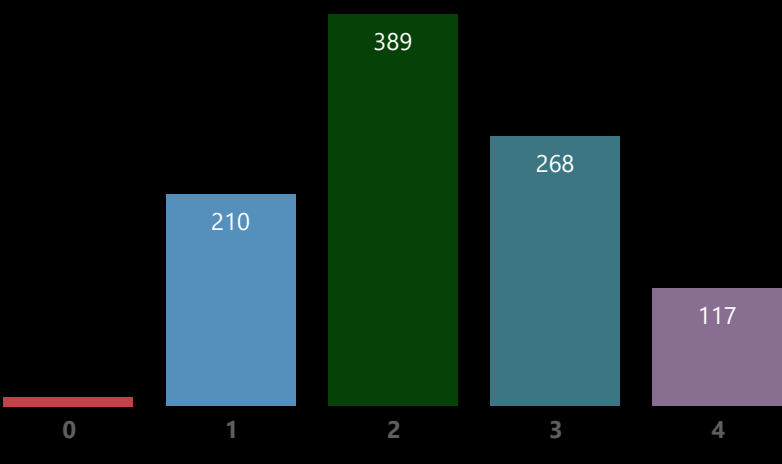
House loan



Personal loan



Number of dependent

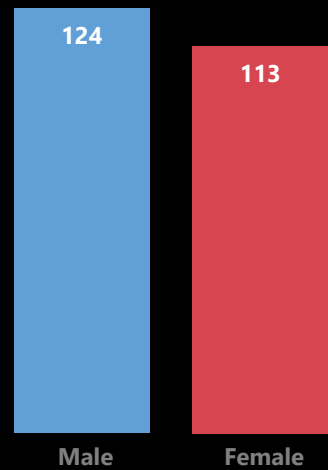


ADULT-PURCHASING POWER DETERMINANT

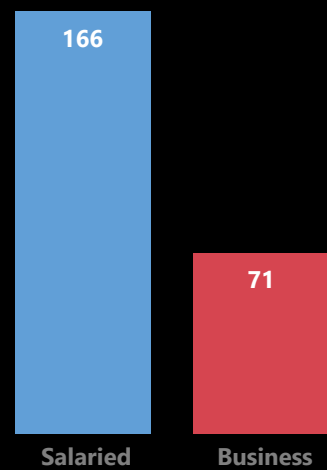


AUSTO AUTOMOBILE US EXPANSION ANALYSIS

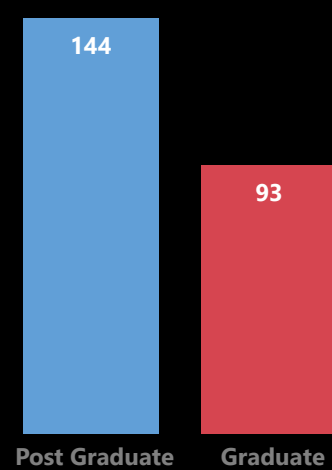
Gender



Profession



Education



SUV- SOCIAL STATUS DETERMINANT



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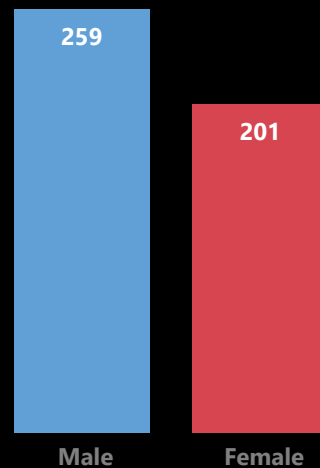


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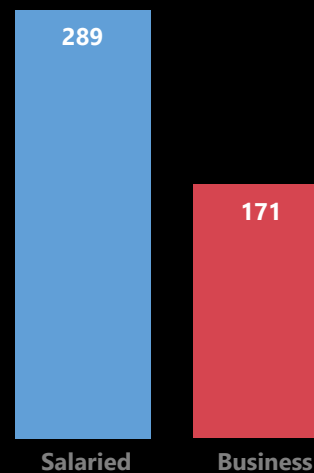


AUSTO AUTOMOBILE US EXPANSION ANALYSIS

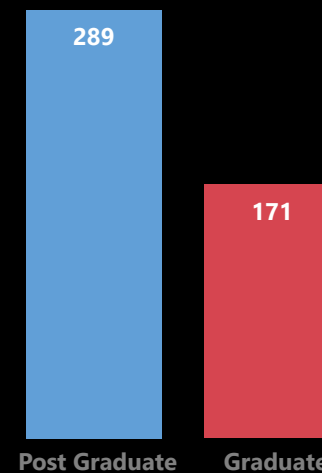
Gender



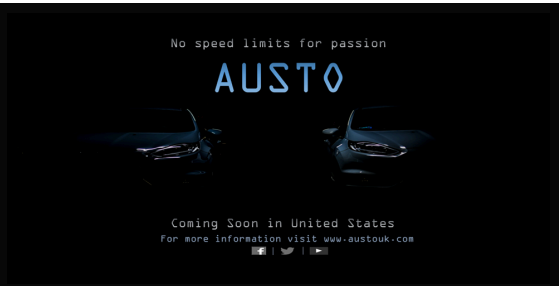
Profession



Education

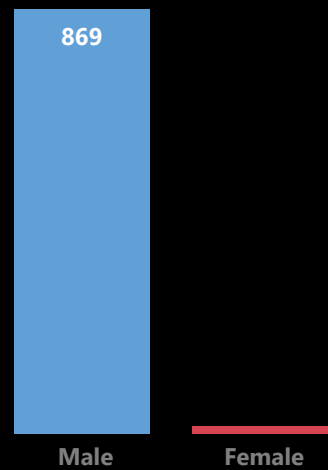


SEDAN- SOCIAL STATUS DETERMINANT

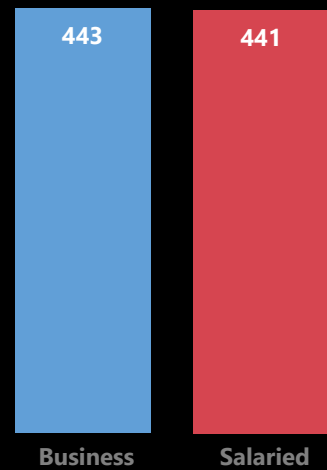


AUSTO AUTOMOBILE US EXPANSION ANALYSIS

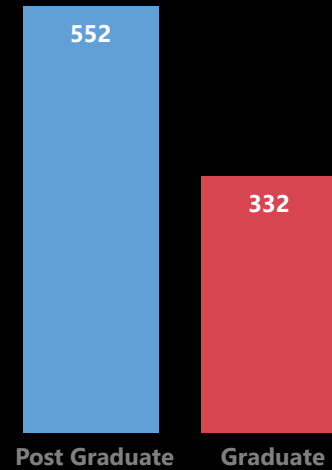
Gender



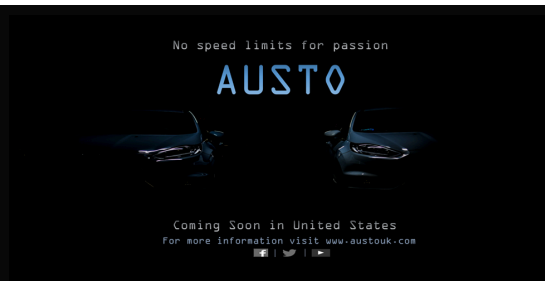
Profession



Education



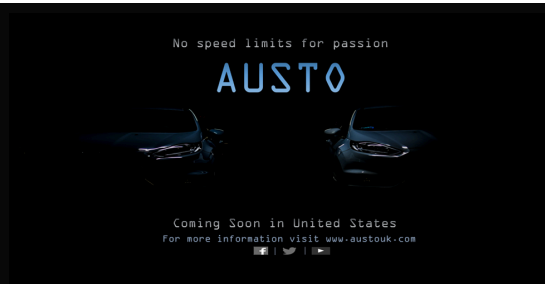
HATCHBACK- SOCIAL STATUS DETERMINANT



AUSTO AUTOMOBILE US EXPANSION ANALYSIS

INSIGHT

1. Based on the age distribution chart, we observe that the highest car user group consists of adults aged 26-44 years old, followed by the young adult group (ages 18-25 years old) and the middle age (45-59 years old). Conversely, the 60 and above years old age group represents the least number of car users.
2. According to the Salary and Family Income charts, the old age group has an average salary of \$80,000 and a family income of \$112,000. The middle age group follows as the second highest earner category, while the young adults have the lowest earnings.
3. From the Make average price and Make preference charts, we can observe that Hatchback is the cheapest make and the most used Car make will SUV happened to be the most expensive and the least used car make.
(Hatchbacks are popular due to their affordability, while SUVs tend to be pricier but less commonly used).
4. A deep dive into each age group show that:
 - For Old age group- Car choice determinant shows that their preference is 100% SUV, 93% are married with 53% of them have their partner contributing to family income. Other factors which could affect their purchasing power shows that they all don't have any house loan with only 33% of them having personal loan. In addition, their number of dependent ranges from 2 to 4 with majority having 3 dependents. These factors affirm their ability to afford SUVs as their preferred make, considering their earning power. **(In summary, the old age group's strong preference for SUVs aligns with their financial stability and family dynamics.)**
 - For middle age group- Car choice determinant shows that their preference is 87% SUV and 13% Sedan, they are all married with 53% of them have their partner contributing to family income. Other factors which could affect their purchasing power aside their strong earnings shows that 95% don't have any house loan with only 34% of them having personal loan. In addition, their number of dependent ranges from 0 to 4 with majority having 3 dependents. **(In summary, the middle age group appears that they have the ability to afford pricier car make.)**
 - For Young Adult age group- Car choice determinant shows that their preference is 100% Hatchback, 89% of them are married with 56% of them have their partner contributing to family income. Other factors which could affect their purchasing power aside their low earnings shows that 35% of them have house loan with 51% having personal loan. In addition, their number of dependent ranges from 0 to 4 with majority having 3 dependents. **(In summary, young adults prioritize hatchbacks, balancing affordability and family needs)**
 - For Adult age group- Car choice determinant shows that their preference is 47% Hatchback, 44% sedan and 9% SUV. 2% of them are married with 55% of them have their partner contributing to family income. Other factors which could affect their purchasing power aside their average earnings shows that 37% of them have house loan with 52% having personal loan. In addition, their number of dependent ranges from 0 to 4 with majority having 2 dependents. **(In Summary, their ability to afford pricier car make may be influenced by their financial situation and family dynamics.)**
- 5.. The key findings from the analysis of car users based on social status and gender preferences: SUVs and sedans are predominantly used by individuals in the salary cadre. Hatchbacks, on the other hand, have an even distribution between business owners and salaried individuals. On Gender, SUVs and sedans exhibit an even distribution across both genders. For hatchbacks, over 90% of the owners are male.



AUSTO AUTOMOBILE US EXPANSION ANALYSIS

RECOMMENDATION

1. Based on the identified business gap, Austo Automobile should allocate the highest production capacity to SUV followed by Sedan with Hatchback having the least allocation.
2. To gain a competitive advantage, the pricing unit should calculate prices for each make that align with the average market prices. This strategic pricing approach would ensure competitiveness in the market.
3. To capitalize on the business opportunity for hatchbacks, the research and development department should focus on designing hatchbacks with a feminine appearance. This approach aims to appeal specifically to the female gender.
4. To enhance customer acquisition and gain market share, the marketing department should create targeted advertisement content as follows:
 - SUV and Sedan: Develop content that resonates with customers aged 45 and above. Highlight features relevant to this age group, such as comfort, safety, and reliability. For professionals, emphasize business-class benefits.
 - Hatchback: Create female-specific content to appeal to women. Emphasize practicality, versatility, and style. By tailoring content to specific demographics, the marketing efforts can effectively engage potential buyers.