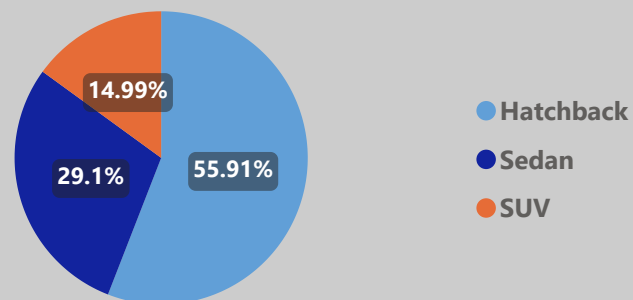


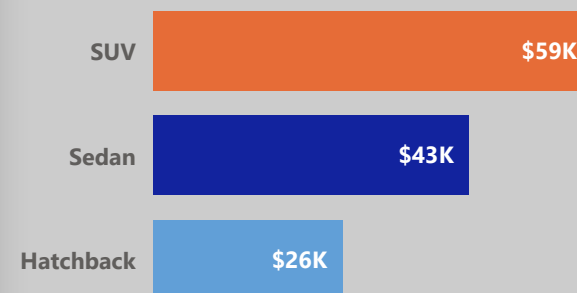
AUSTO AUTOMOBILE US EXPANSION ANALYSIS

» Quick measure

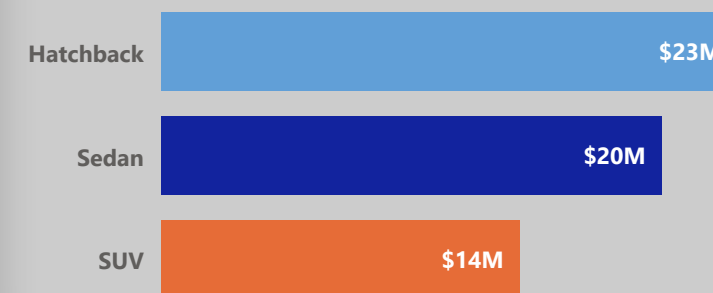
Make of Car Preference



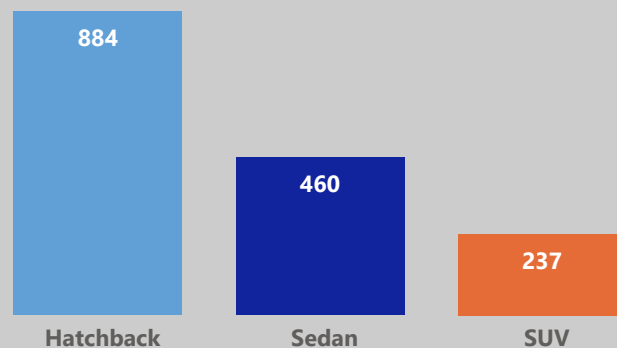
Make Average Price



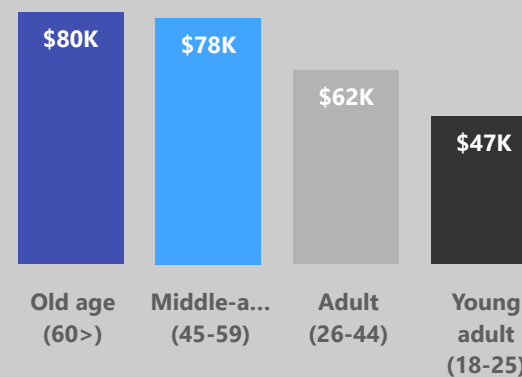
Revenue per Make



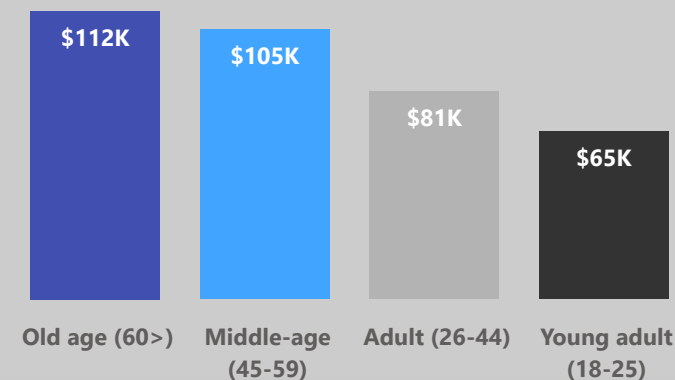
Unit Sold per Make



Annual Salary

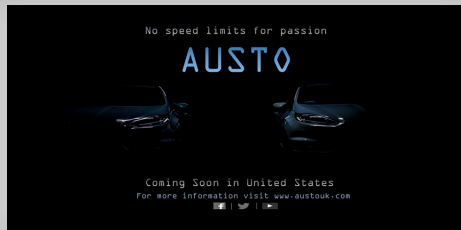


Annual Family Income



[DRILL-THROUGH ON PIE CHART](#)

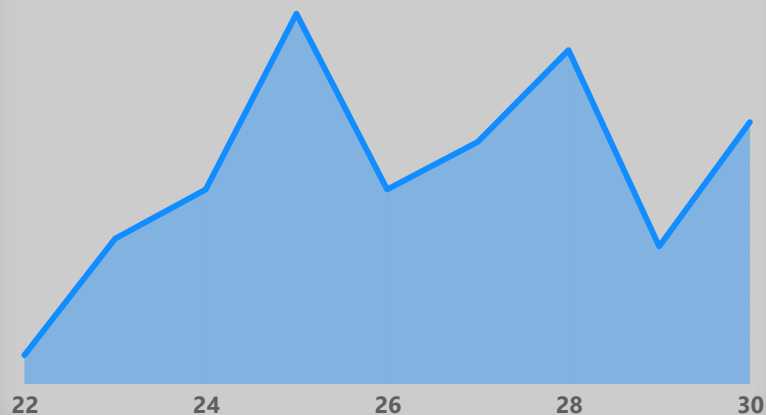
[OVERVIEW PAGE](#)



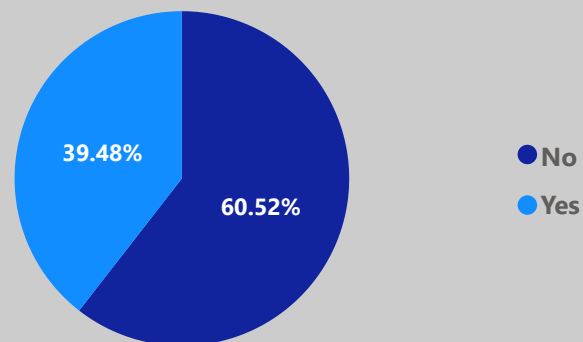
AUSTO AUTOMOBILE US EXPANSION ANALYSIS

» Quick measure

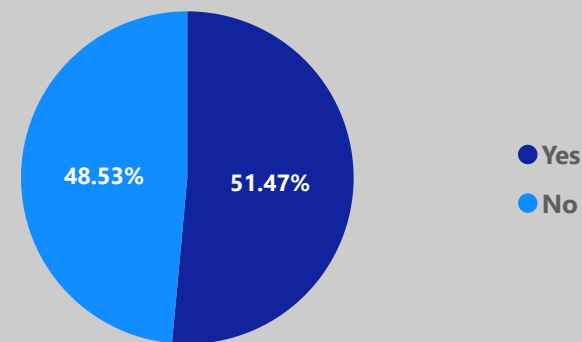
Age distribution of Car Buyers



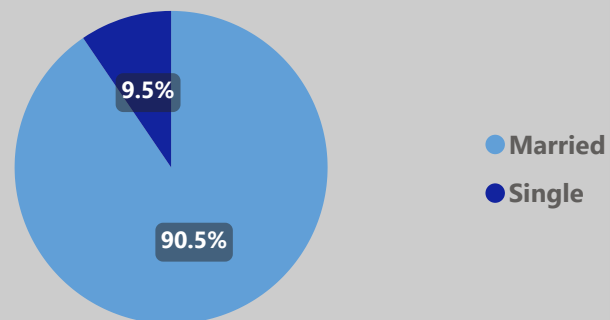
House loan



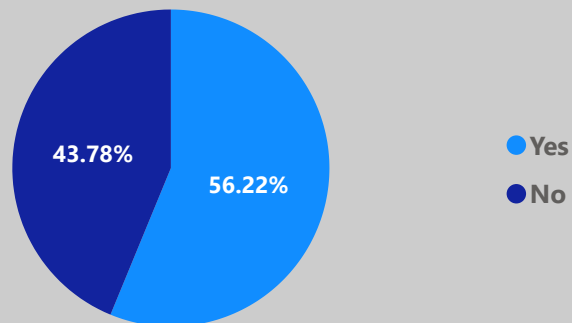
Personal loan



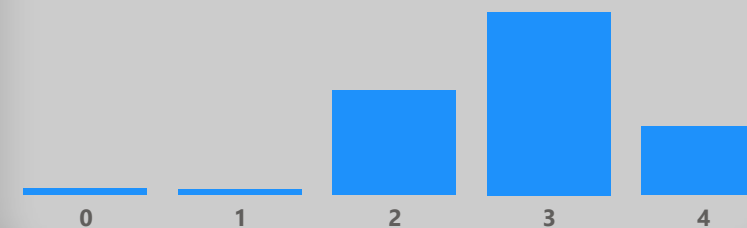
Marital status



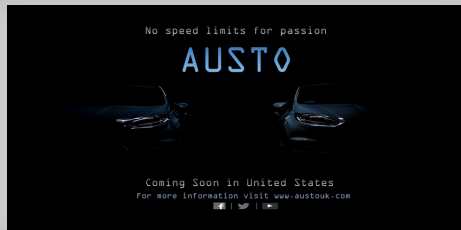
Partner contribute to Family Income



Number of dependent



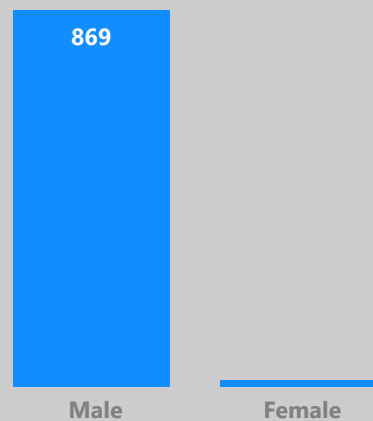
HATCHBACK- FACTORS INFLUENCING CAR CHOICE



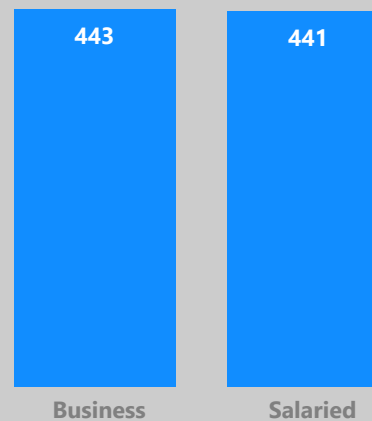
AUSTO AUTOMOBILE US EXPANSION ANALYSIS

» Quick measure

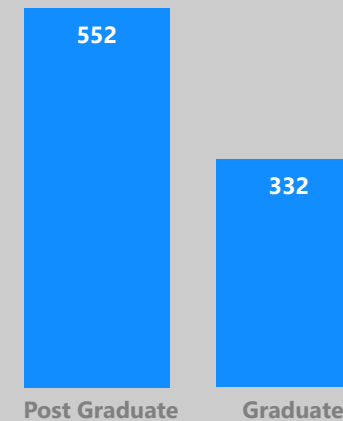
Gender



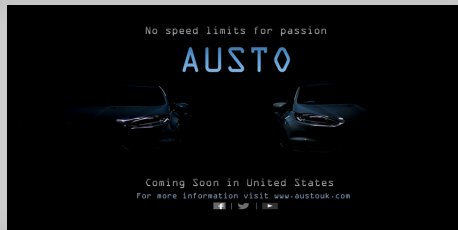
Profession



Education



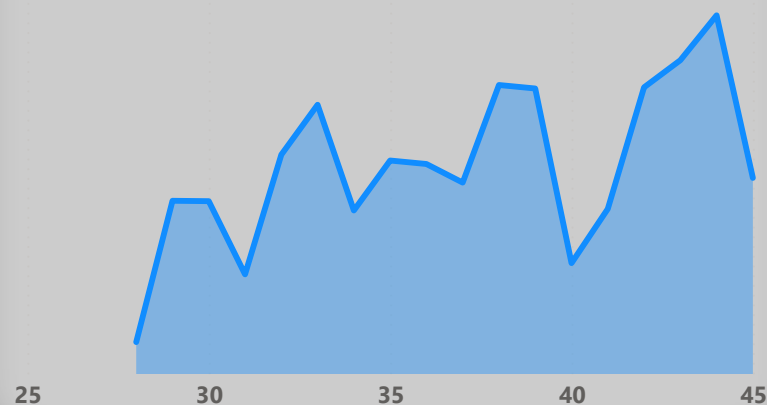
HATCHBACK- SOCIAL STATUS DETERMINANT



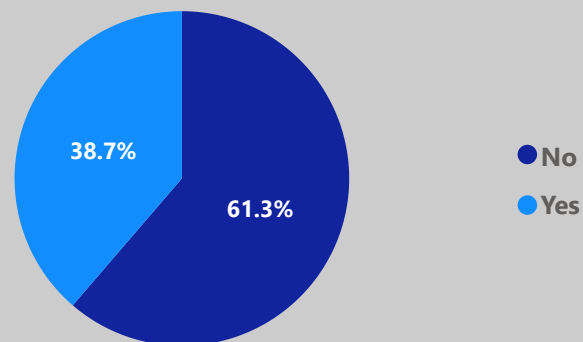
AUSTO AUTOMOBILE US EXPANSION ANALYSIS

» Quick measure

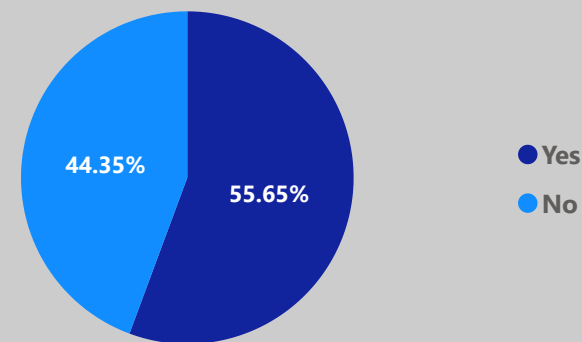
Age distribution of Car Buyers



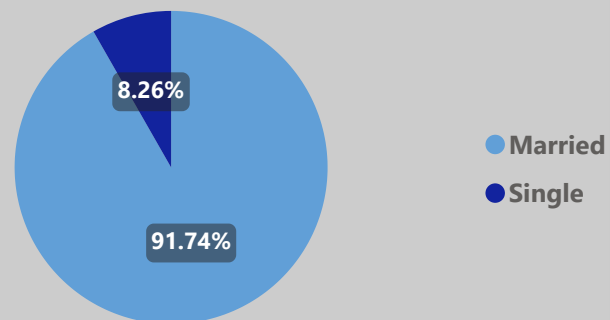
House loan



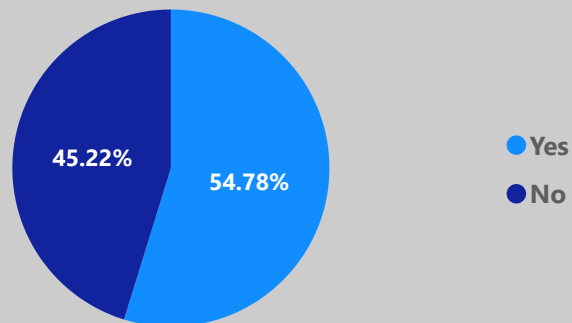
Personal loan



Marital status



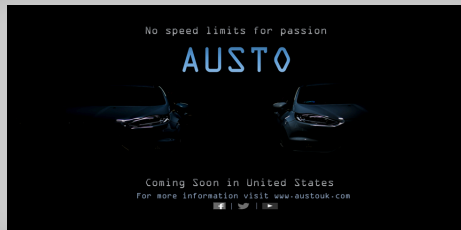
Partner contribute to Family Income



Number of dependent



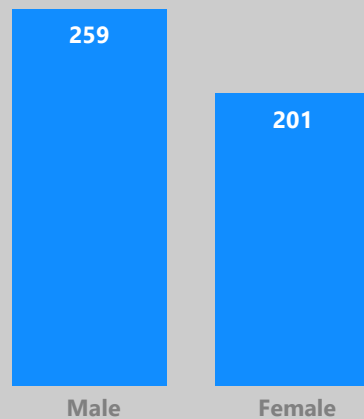
SEDAN- FACTORS INFLUENCING CAR CHOICE



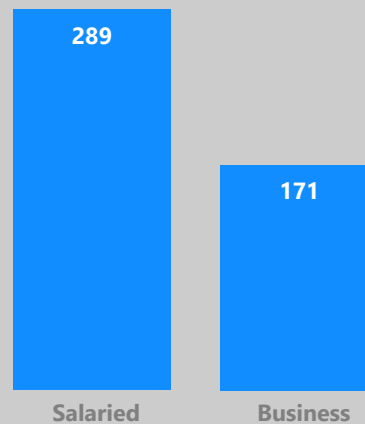
AUSTO AUTOMOBILE US EXPANSION ANALYSIS

» Quick measure

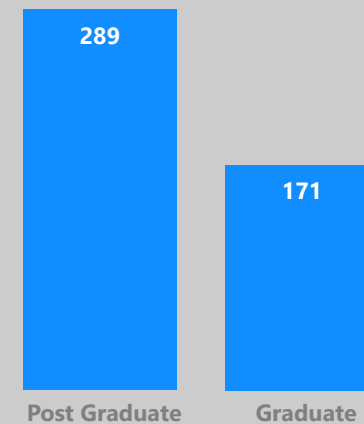
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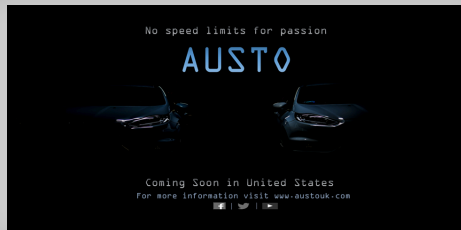
Profession



Education



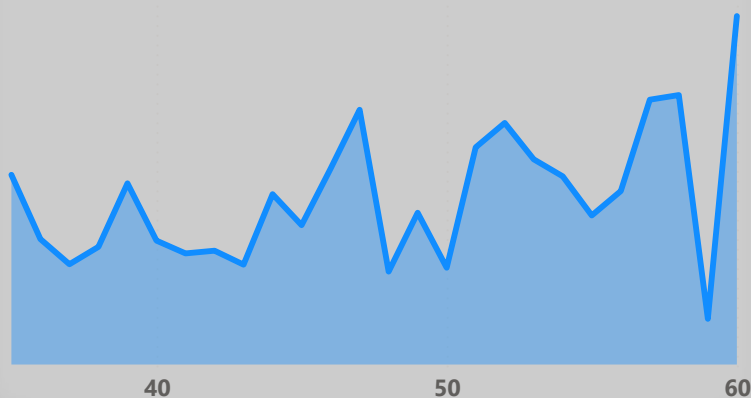
SEDAN- SOCIAL STATUS DETERMINANT



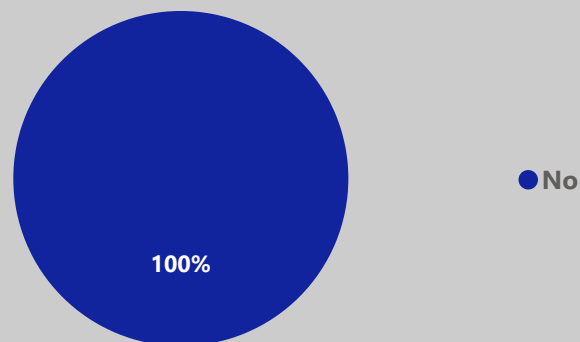
AUSTO AUTOMOBILE US EXPANSION ANALYSIS

» Quick measure

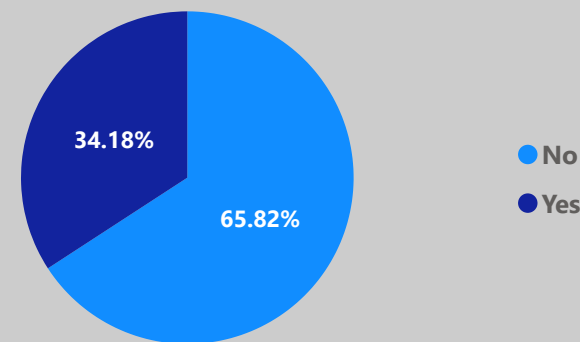
Age distribution of Car Buyers



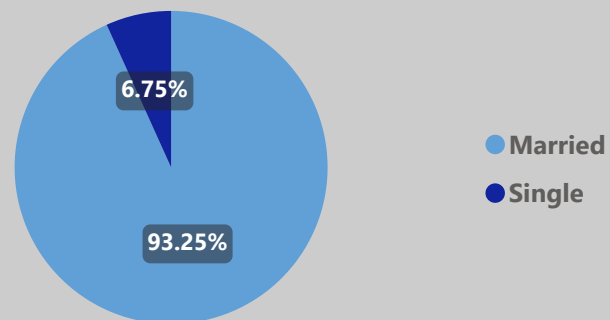
House loan



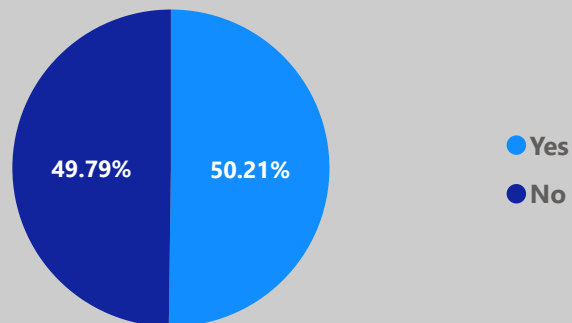
Personal loan



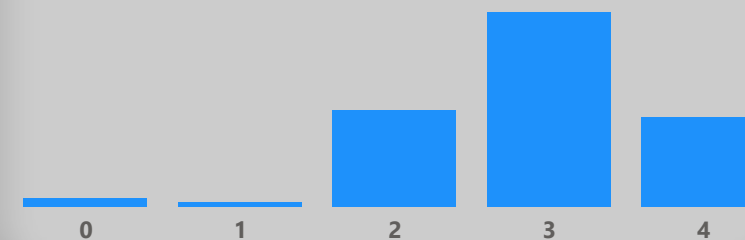
Marital status



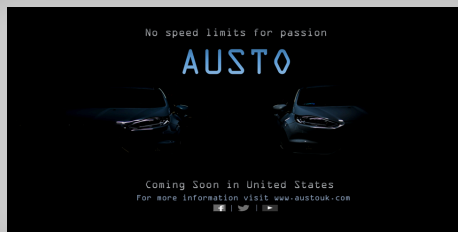
Partner contribute to Family Income



Number of dependent



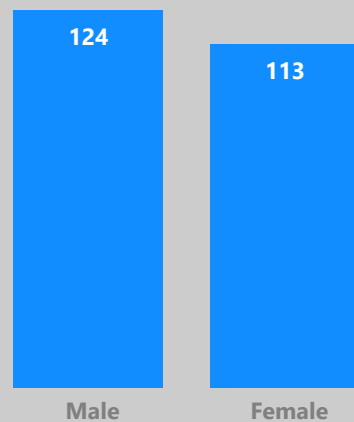
SUV- FACTORS INFLUENCING CAR CHOICE



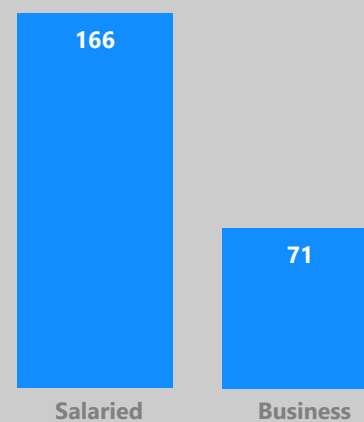
AUSTO AUTOMOBILE US EXPANSION ANALYSIS

» Quick measure

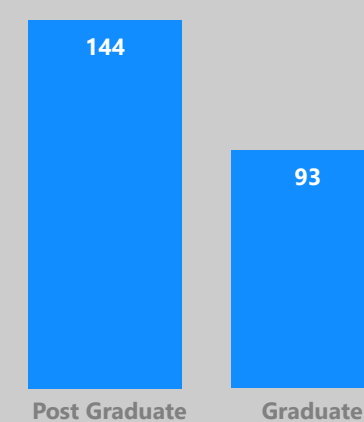
Gender



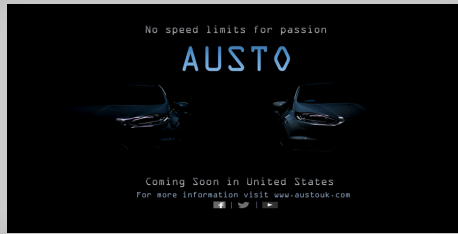
Profession



Education



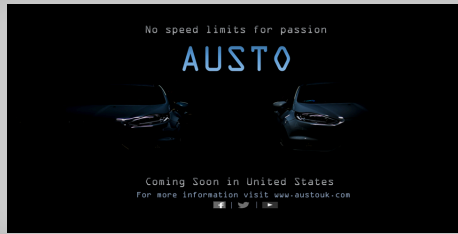
SUV- SOCIAL STATUS DETERMINANT



AUSTO AUTOMOBILE US EXPANSION ANALYSIS

INSIGHT

1. Hatchbacks lead as the most prevalent car make, comprising 56% of total car usage. They also generated the highest revenue at \$23 million. Sedans followed with a revenue of \$20 million, and SUVs brought in \$14 million. In terms of units sold, hatchbacks saw 884 units move, sedans had 460 units, and SUVs totaled 237 units sold.
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 charts, we can observe that Hatchback with AN average price of \$26k while SUV happened to be the most expensive make with an average price of \$59k.
4. A deep dive into the factors influencing car choice shows that:-
 - For Hatchback purchases, the typical buyer's age falls between 22 and 30 years old. A significant 91% of these buyers are married, with 56% having a spouse who contributes to the family income. The majority have three dependents, although the range varies from one to four. Financially, 39% have a house loan, and 51% carry a personal loan. Interestingly, the data indicates that males (98) predominantly use this car make, and their profession does not significantly influence their choice of car.
 - Sedan buyers are typically aged between 27 and 45 years old, with 92% being married and 55% having a spouse that contributes to the family income. They tend to have one to two dependents. Financially, 39% have a house loan, and 56% have a personal loan. The majority of Sedan users are salaried professionals with postgraduate education, and gender does not play a significant role in their choice of this car make.
 - SUV purchasers are generally between 35 and 60 years old, with a high marriage rate of 93% and half of their spouses contributing to the family income. Dependents among these buyers vary from none to four, with three being the most common number. Financially, none hold house loans, while 34% have personal loans. The typical SUV user is a salaried professional with postgraduate education, and their choice of vehicle is not significantly influenced by gender.



AUSTO AUTOMOBILE US EXPANSION ANALYSIS

RECOMMENDATION

Based on the insights generated, here are my recommendations to Austro Automobile for the US business expansion:

- 1.. Scaling-up Hatchback Production: Given their popularity and revenue generation, increasing production capacity for hatchbacks could meet the high demand and further boost sales.
- 2.. Targeted Marketing Strategies:
 - For hatchbacks, focus marketing efforts on young married men aged 22-30, emphasizing affordability and practicality.
 - For sedans, target married professionals aged 27-45 with postgraduate education, highlighting comfort and sophistication.
 - For SUVs, cater to older professionals aged 35-60, showcasing luxury and performance.
- 3.. Financial Services: Offer tailored financial services such as personal loans or flexible payment options to address the financial needs of each demographic.
- 4.. Price Adjustments: Consider adjusting prices or offering promotions for SUVs to make them more accessible, given their higher average price point.
- 5.. For Customer acquisition and retention/Gaining of Market shares: Develop loyalty programs or incentives for families, especially those with multiple dependents, to encourage purchases.