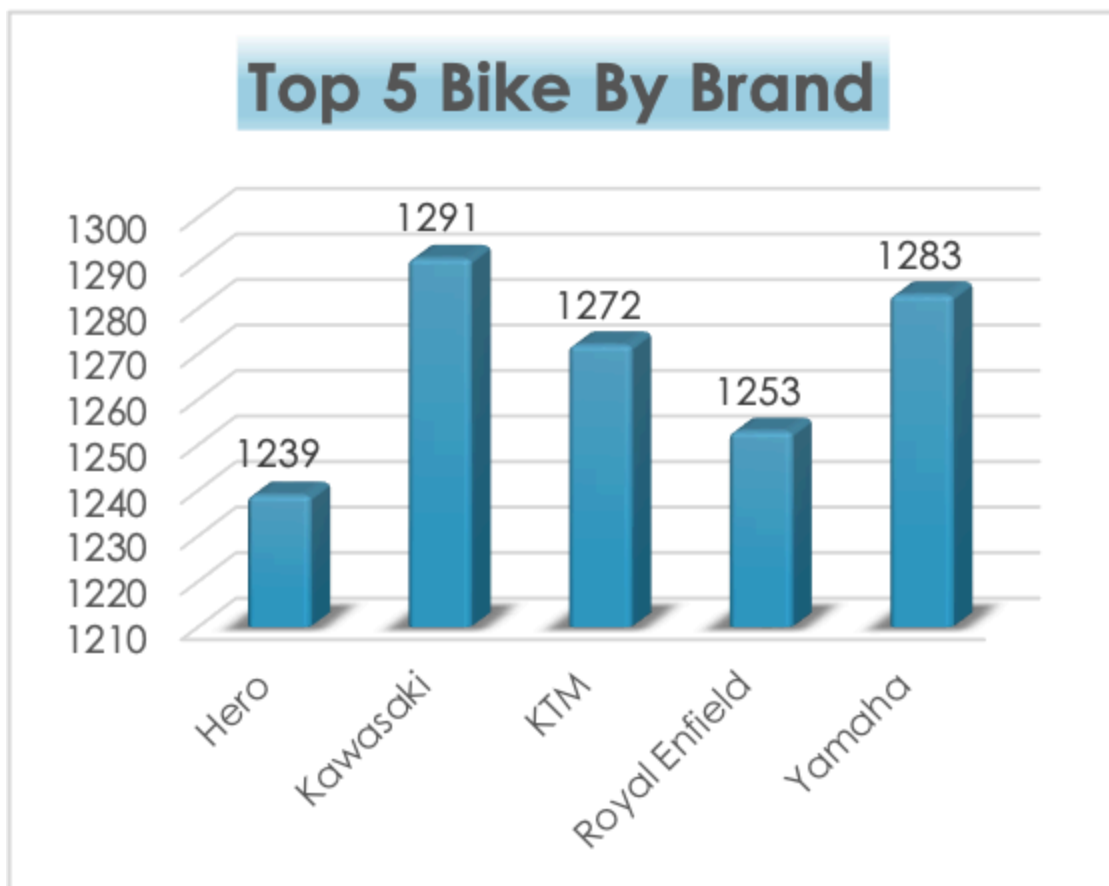


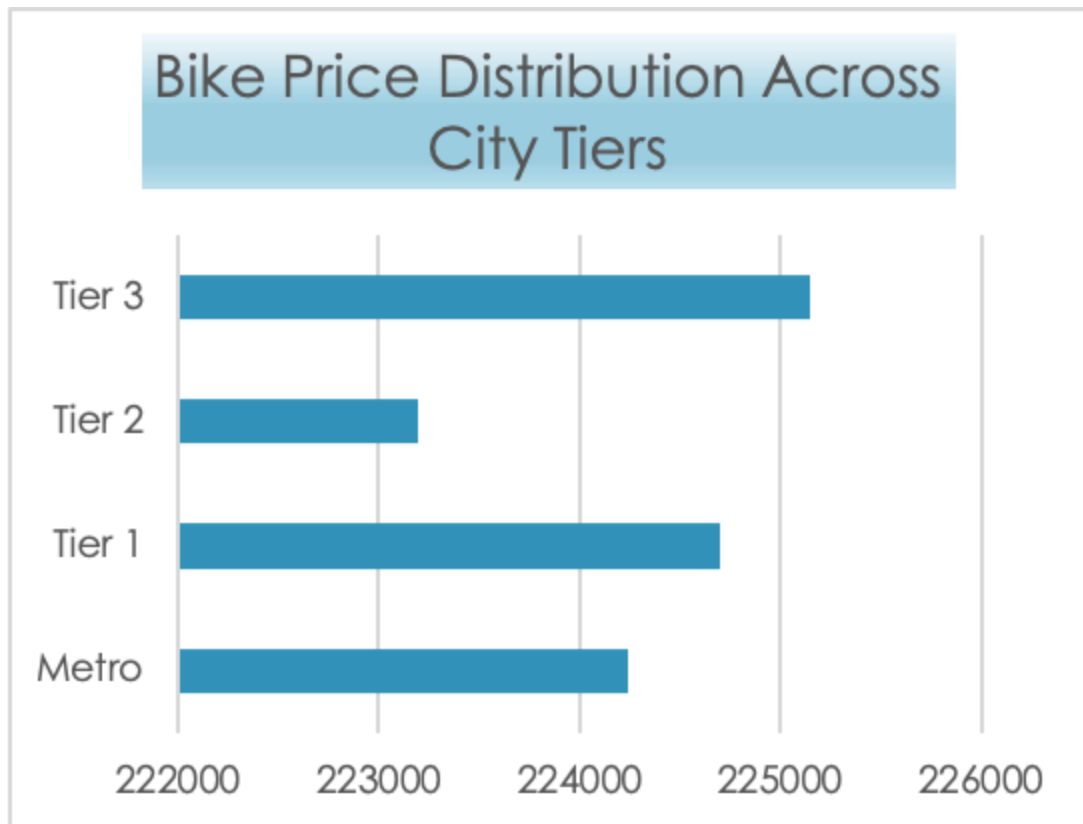
KEY INSIGHTS AND TOOLS USED

KEY INSIGHTS

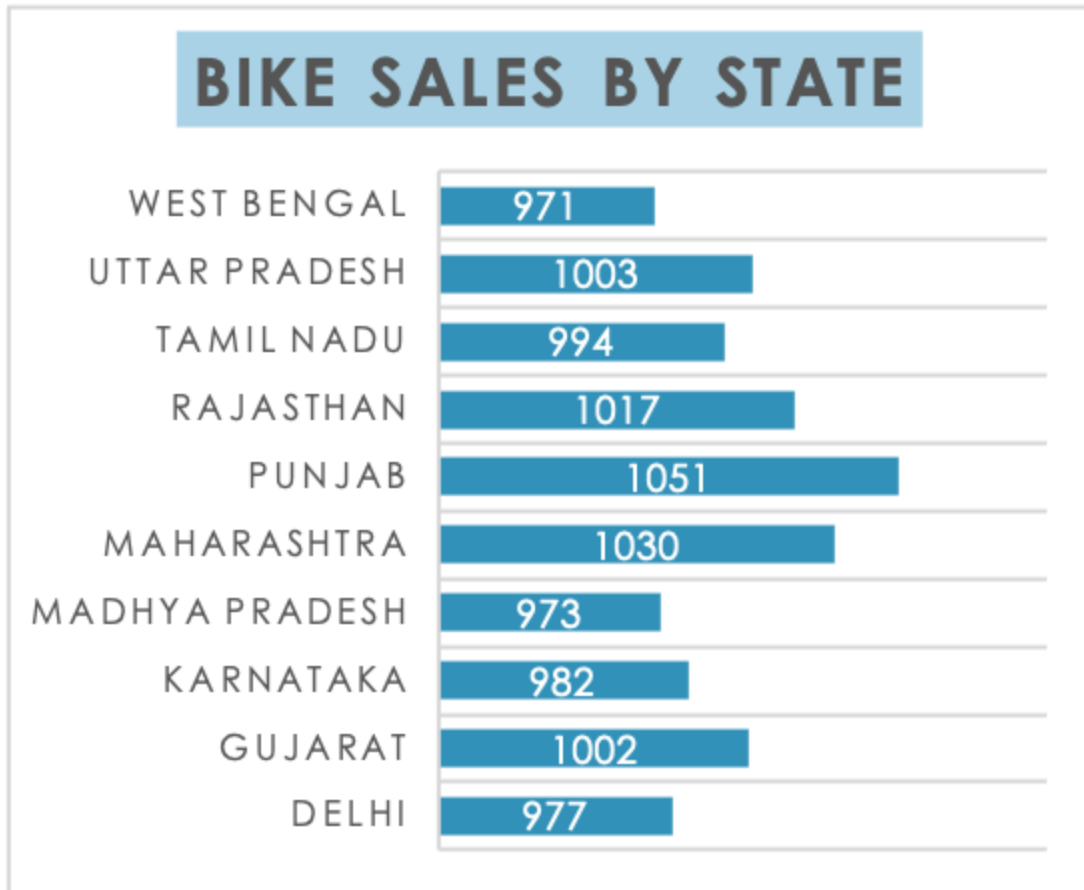
- **Market Dynamics:-** Sales volume is highly distributed, with no single brand holding dominant market share.



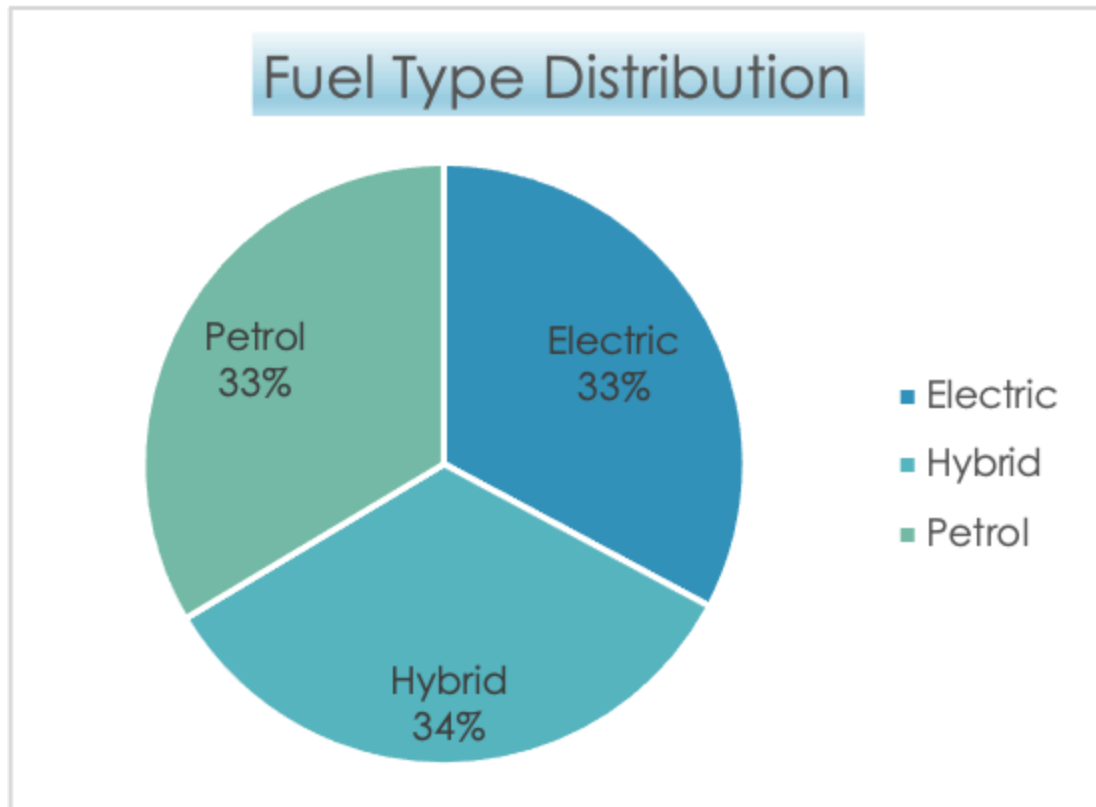
- **Resale Value:-** Tier 3 cities surprisingly exhibit the highest average resale price, suggesting strong demand in smaller markets.



- **Sales Volume Geography:-** Sales volume is concentrated in the North and West, with **Punjab** and **Maharashtra** being the highest contributors. **Punjab (1,051 sales)** and **Maharashtra (1,030 sales)** lead the nation in sales count in the top 10 list.



- **Fuel Type Impact on Resale Value:-** Bikes with **Hybrid** engines command the highest average resale price, narrowly outperforming Electric and Petrol models. The average resale price for **Hybrid** bikes is **135,764.86 INR**, which is approximately 2,600 INR higher than the next category, **Electric** (~133,162 INR). This suggests a **premium on flexible/efficient engine technology** in the secondary market. Dealers should prioritise acquiring and promoting Hybrid models to maximise resale revenue.



- **Insurance Status and Resale Value:-** Bikes with **Expired Insurance** surprisingly sell for the highest average price, slightly exceeding those with Active Insurance. Average resale price for **Expired** status is 1,35,132.70 INR, versus 1,33,794.97 INR for **Active**. This suggests that the high-value segment (perhaps older, well-maintained collectible bikes or specific high-end models) often enters the resale market with insurance allowed to lapse, or that buyers are confident enough in the bike's condition to handle the insurance themselves. Insurance status, in this dataset, is not a clear negative indicator of value.
- **Efficiency:-** Engine capacity has a negligible correlation with average mileage across the models in the dataset.

TOOLS USED

Primary Tool :- Microsoft Excel

Data Visualisation :- PivotCharts, Slicers