

KEY INSIGHTS AND TOOLS USED

KEY INSIGHTS

1. Tier 3 Resale Premium

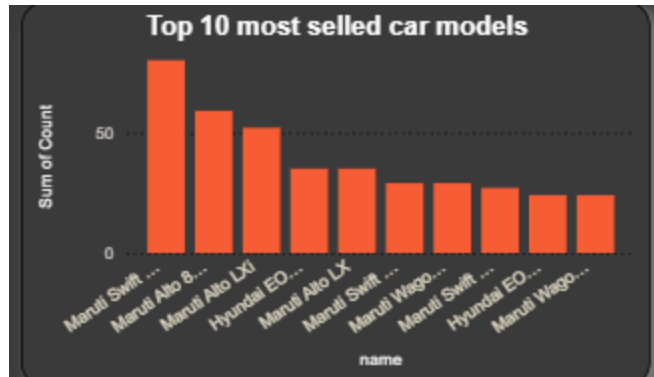
- **Insight:** The highest average resale prices are achieved in **Tier 3 cities**, not Metro or Tier 1 areas, which defies standard market assumptions.
- **Action:** Prioritise used bike acquisition and sourcing from smaller Tier 3 markets to maximise profit margins on resale inventory.

2. Non-Linear Depreciation (The Sweet Spot)

- **Insight:** Bike age is not a direct, linear depreciator. The data shows a "sweet spot" where bikes that are **6 to 8 years old** retain surprisingly high average value.
- **Action:** Target older, well-maintained models in this age range for inventory acquisition, as they offer the best balance of lower initial cost and strong price retention.

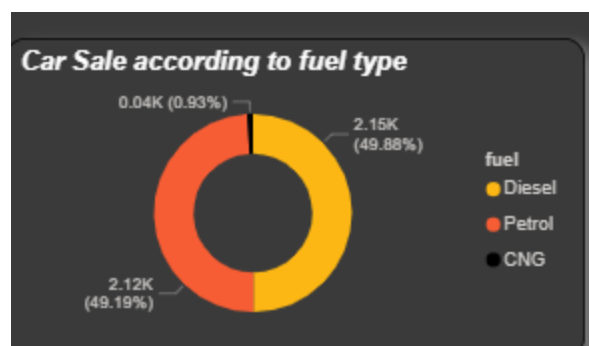
3. Highly Fragmented Market Share

- **Insight:** The market is intensely competitive, with sales volume **nearly evenly split** among all major brands (each holding approximately 12–13% market share).
- **Action:** Marketing efforts must shift from general brand promotions to **model-specific differentiation** and targeted campaigns, as no single brand enjoys a dominant market position.



4. 🛢️ Hybrid Efficiency Value

- **Insight:** **Hybrid** fuel-type bikes have the highest average resale value in the entire market, surpassing both Electric and Petrol models.
- **Action:** Prioritise the acquisition and aggressive marketing of Hybrid models. Position them as the most "future-proof" option, balancing range/convenience (Petrol) with efficiency (Electric) to capture the highest resale premium.
- **Data Point:** Average resale price for **Hybrid** bikes (≈135,764 INR) is highest across all fuel types.



5. 💰 Original Price Consistency

- **Insight:** The **Average Original Price** is surprisingly high and stable across *all* engine capacity groups (from <150cc to >600cc). There is no clear, linear pricing jump based on engine size alone.

- **Action:** Pricing models must not rely on Engine Capacity as the sole input. The original price is likely dictated by **Brand Prestige, Model Reputation, and Features**, confirming the necessity of a granular, model-level pricing strategy.
- **Data Point:** The average original price across all groups hovers tightly around 2,20,000 to 2,25,000 INR.

TOOLS USED

- **Power BI Desktop** - Platform
- **Power Query** - Transform
- **DAX** - Calculate
- **Visualisations** - Present
- **Slicers** - Filter