Automobile Sales – Analytical Business Report

This report analyzes the automobile sales dataset to uncover customer insights, preferences, and purchasing behavior. It includes gender-based preferences, salary segmentation, loan impact, and recommended marketing focus groups.

Key Insights:

1. Women prefer SUVs more than men (SUV share: Female 52.58%, Male 9.84%).
2. No meaningful difference between Sedan and Hatchback for salaried individuals.
3. Partner's employment has minimal impact on purchase price.
4. Married Females → High-spend SUV buyers.
5. Married Males → Largest volume buyers for Sedans/Hatchbacks.

Dashboard Overview:

The Power BI dashboard visualizes relationships between demographics and automobile choices, featuring Make distribution, Gender trends, Loan effects, and Age-based pricing.