

Team

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MARKET ENTRY ANALYSIS

FOR ABG MOTORS

DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

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| ABSTRACT | Implementation / Screenshots |
| This project analyzes the potential market entry of ABG  Motors into India using data-driven insights. A Machine  Learning model was built on Japanese customer data to predict  buying behavior and applied to Indian data to estimate  potential sales. The study combines machine learning, business  insights, and visualization to support strategic decision-making. |  |
| Problem Statement | Results / Outcome |
| ABG Motors aims to evaluate the feasibility of entering the  Indian market by predicting if at least 12,000 annual car sales  are achievable. Using Japanese customer data to build a  predictive model, the goal is to estimate potential buyers in  India and support a data-driven market entry decision. | Built classification model using Japanese customer data.  Predicted potential buyers in India.  Identified key purchase patterns and trends. |
| Objectives | Conclusion |
| Design a robust ML model for car purchase prediction.  Implement cross-market prediction to assess potential buyers  Integrate model insights with Power BI for decision-making. | A supervised classification model was developed using  Japanese data to predict car purchases. The model  performed well and was effectively applied to Indian data, confirming its reliability for cross-market prediction and  data-driven forecasting. |
| Methodology / Architecture Diagram | Future Work |
|  | Use domain adaptation for cross-region performance.  Apply stacking/blending for stronger ensemble models.  Leverage AutoML for automated feature engineering.  Deploy with Docker and CI/CD for scalability. |
| Tools & Technologies | QR Code Placeholder |
| * Python * Excel * ML Model * Power BI |  |