



Insights to an Automotive company on Electric vehicles launch
in India

Problem Statement



AtliQ Motors is an automotive giant from the USA specializing in electric vehicles (EV). In the last 5 years, their market share rose to 25% in electric and hybrid vehicles segment in North America. As a part of their expansion plans, they wanted to launch their bestselling models in India where their market share is less than 2%. Bruce Haryali, the chief of AtliQ Motors India wanted to do a detailed market study of existing EV/Hybrid market in India before proceeding further. Bruce gave this task to the data analytics team of AtliQ motors and Peter Pandey is the data analyst working in this team.

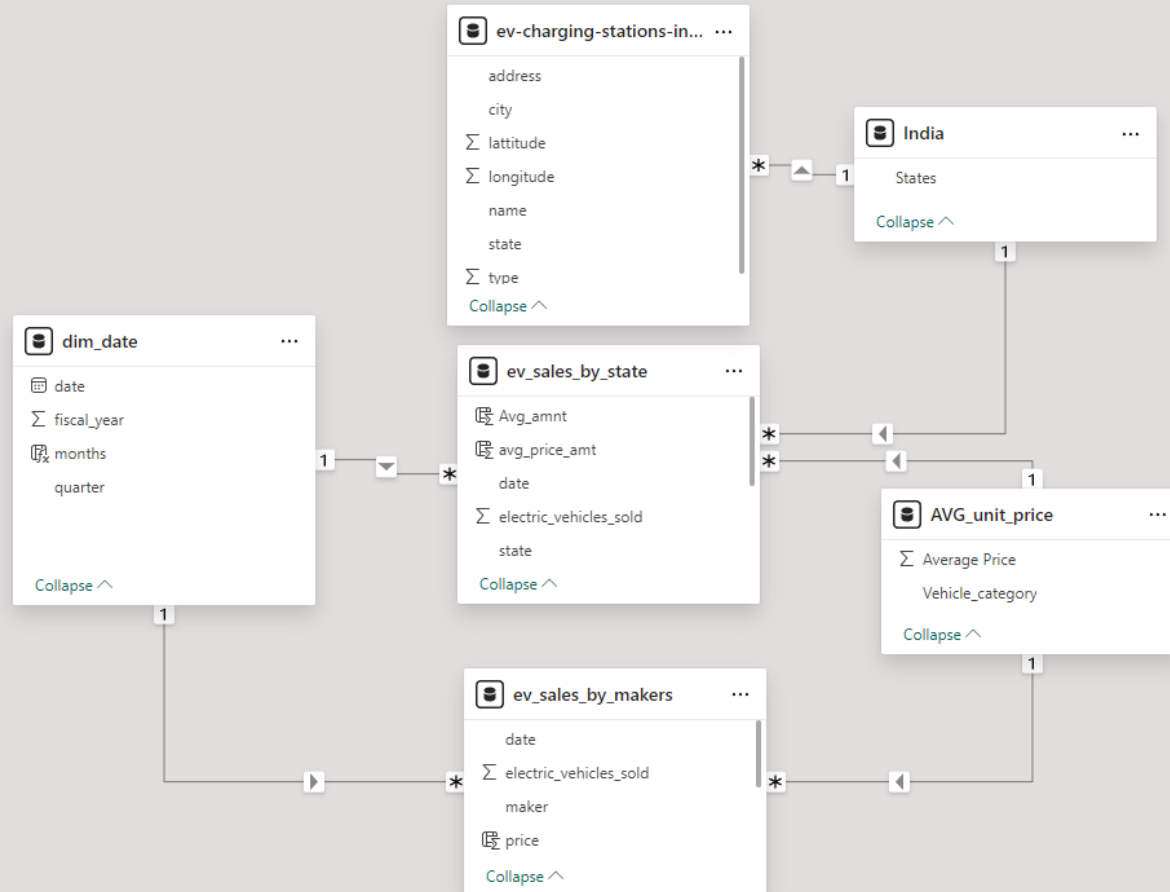
Tools used:



Data Modelling



- dim_date
- electric_vehicle_sales_by_makers
- electric_vehicle_sales_by_state



Power BI Dashboard



AtliQ Motors

state

All

2022

2023

2024

Bottom 3

2-Wheelers

4-Wheelers

392bn

EV Revenue

2M

EV sold

57M

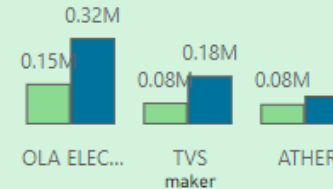
EV + ICE sold

4%

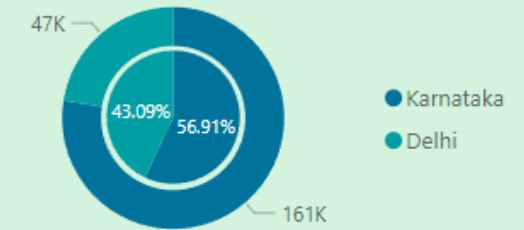
penetrationrate

Top 3(2W) makers

2023 2024

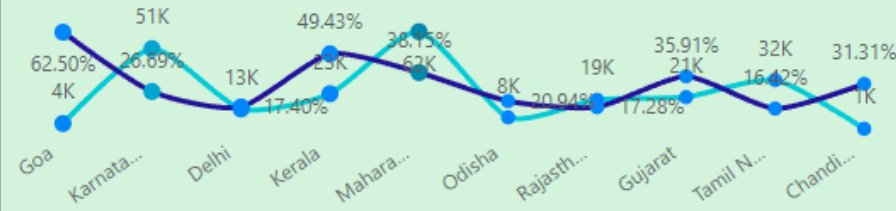


EV sales and penetration rates in Delhi compare to Karnataka for 2024

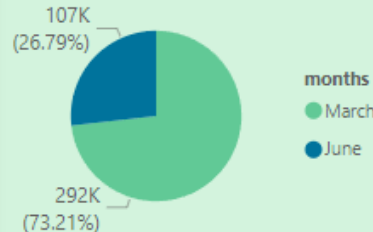


projections_2030, CAGR of top10states by penetrationrate

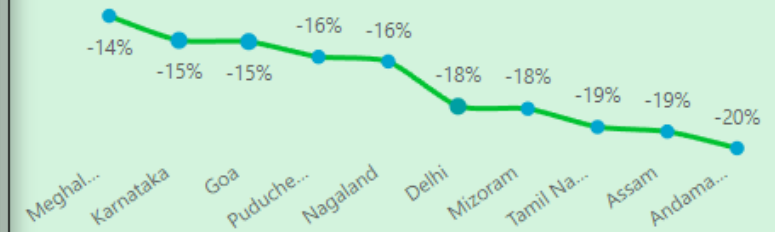
projections_2030 CAGR_EV_top10states



peak and low season months of EV sales 2022 to 2024

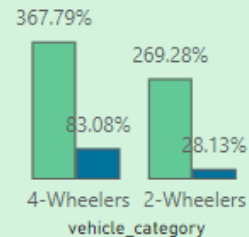


top 10 states with highest CAGR(EV+ICE) from 2022 to 2024

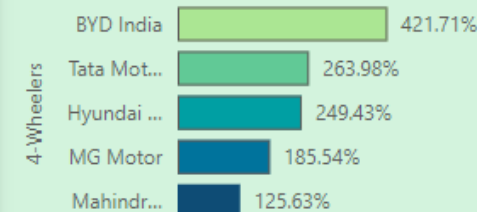


Revenue growth rate

2022vs2024 2023vs2024

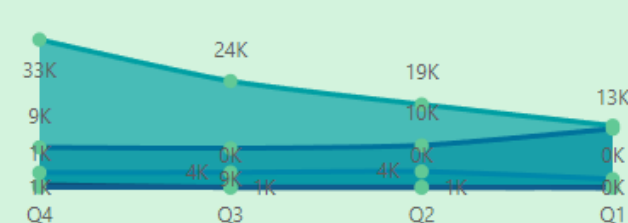


CAGR for 4W Top 5 EV makers 2022 to 2024

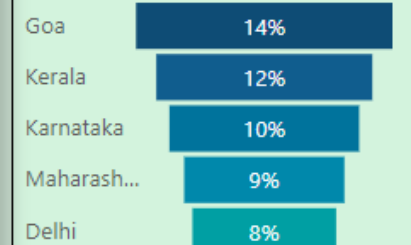


top 5 EV(4W) maker Trend from 2022 to 2024

maker BYD India Hyundai ... Mahindra ... MG Motor Tata Mot...



the top 5 states with the highest EV penetration



ANALYSIS



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penetrationrate

Business Standard Report

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**Despite subsidy cuts, EV sales zoom 41% in FY24;
penetration at 6.8%**

The e2W category contributed around 60 per cent in the overall EV sales

ANALYSIS



392bn

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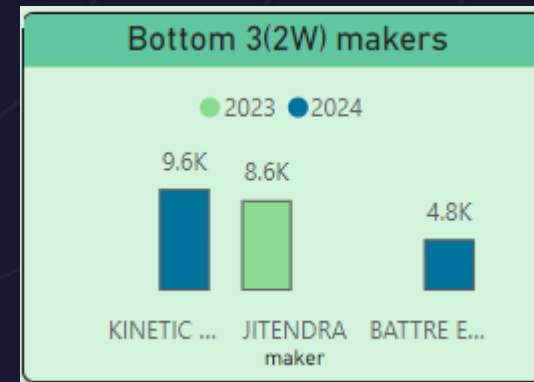
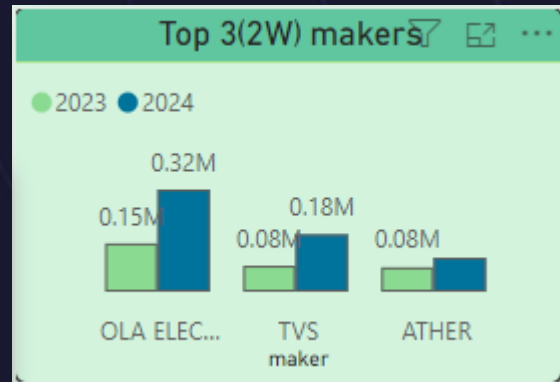
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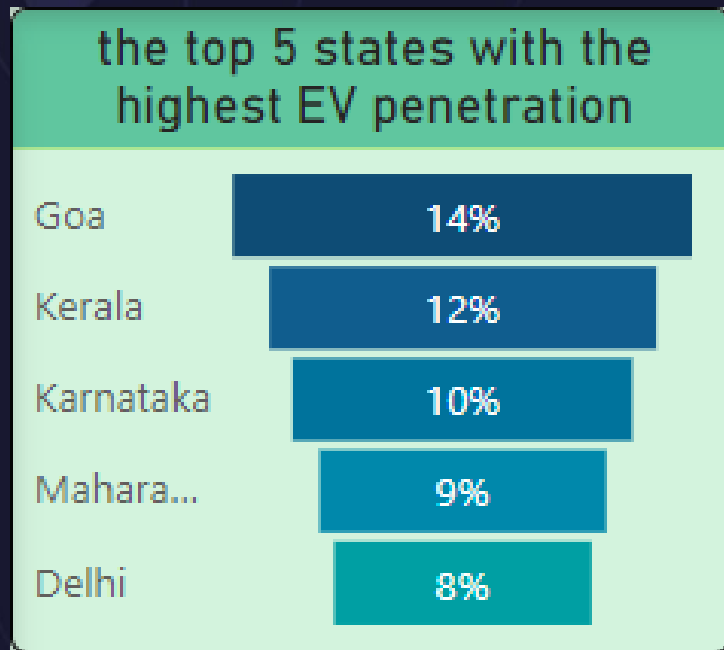
penetrationrate

List the top 3 and bottom 3 makers for the fiscal years 2023 and 2024 in terms of the number of 2-wheelers sold.





Identify the top 5 states with the highest penetration rate in 2-wheeler and 4-wheeler EV sales in FY 2024.



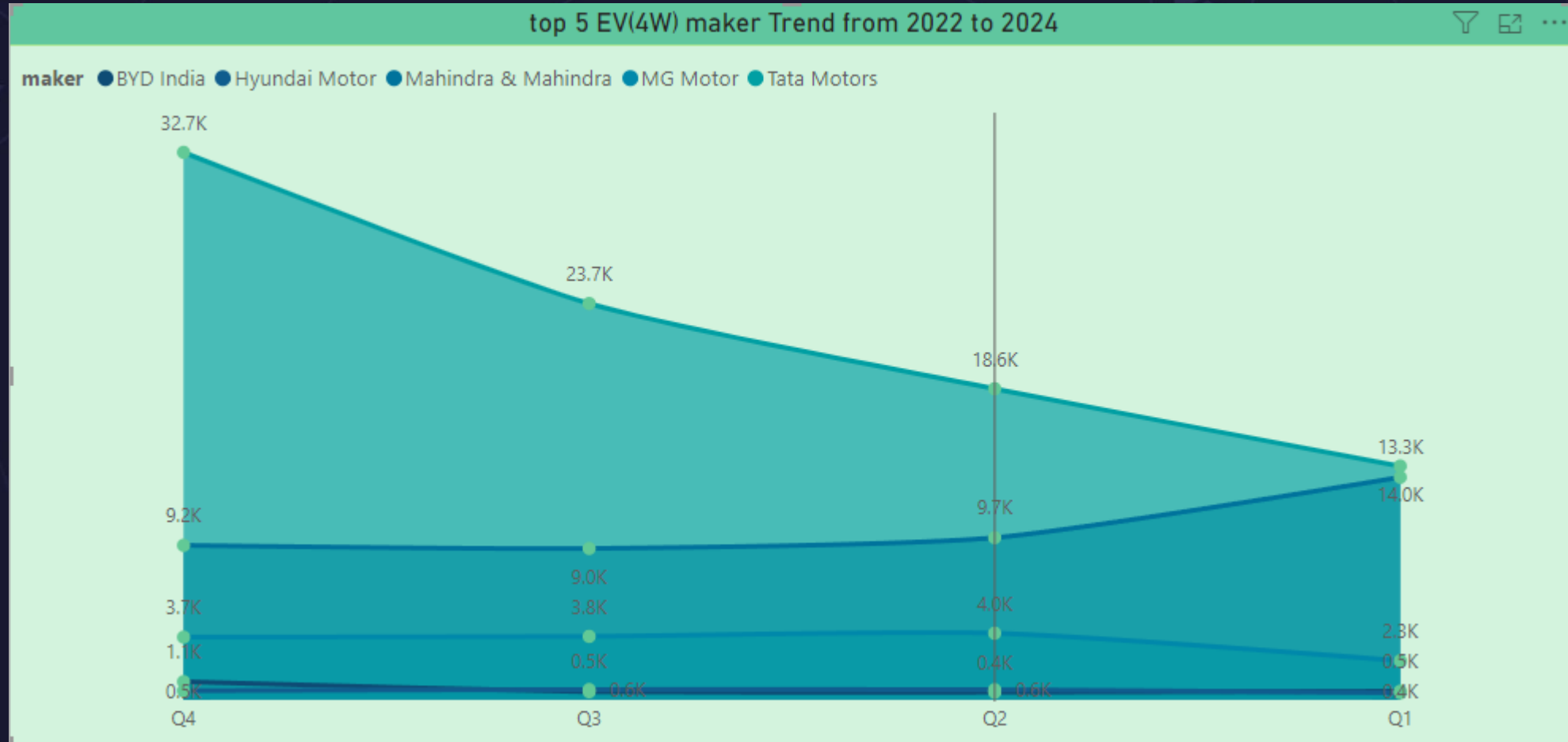
Article: The Goan EVERYDAY

According to data from the Transport Department, 16,639 are non-transport vehicles and 304 are transport vehicles, with the highest being two-wheelers (14,674) followed by four-wheelers (1,999). Besides these, 108 are buses, primarily from KTCL, 111 three-wheelers, 49 goods carriers and 2 'other' vehicles.

Assistant Director of Transport Francisco Vaz has conceded a rise in the e-vehicle trend. "The purchase of e-vehicles is certainly on the rise," he said, speaking to The Goan.

List the states with negative penetration (decline) in EV sales from 2022 to 2024? NIL

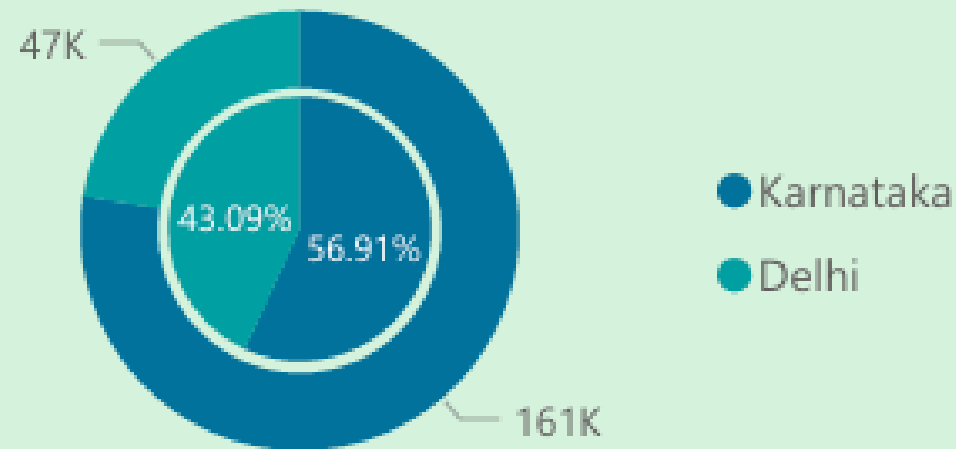
What are the quarterly trends based on sales volume for the top 5 EV makers (4-wheelers) from 2022 to 2024?



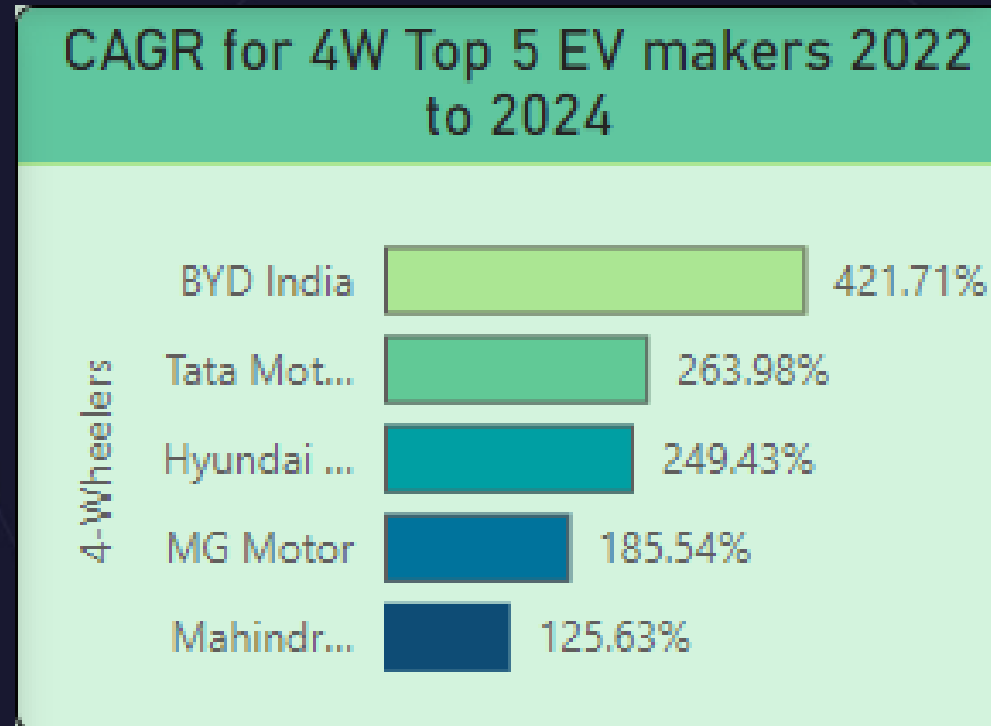
How do the EV sales and penetration rates in Delhi compare to Karnataka for 2024?



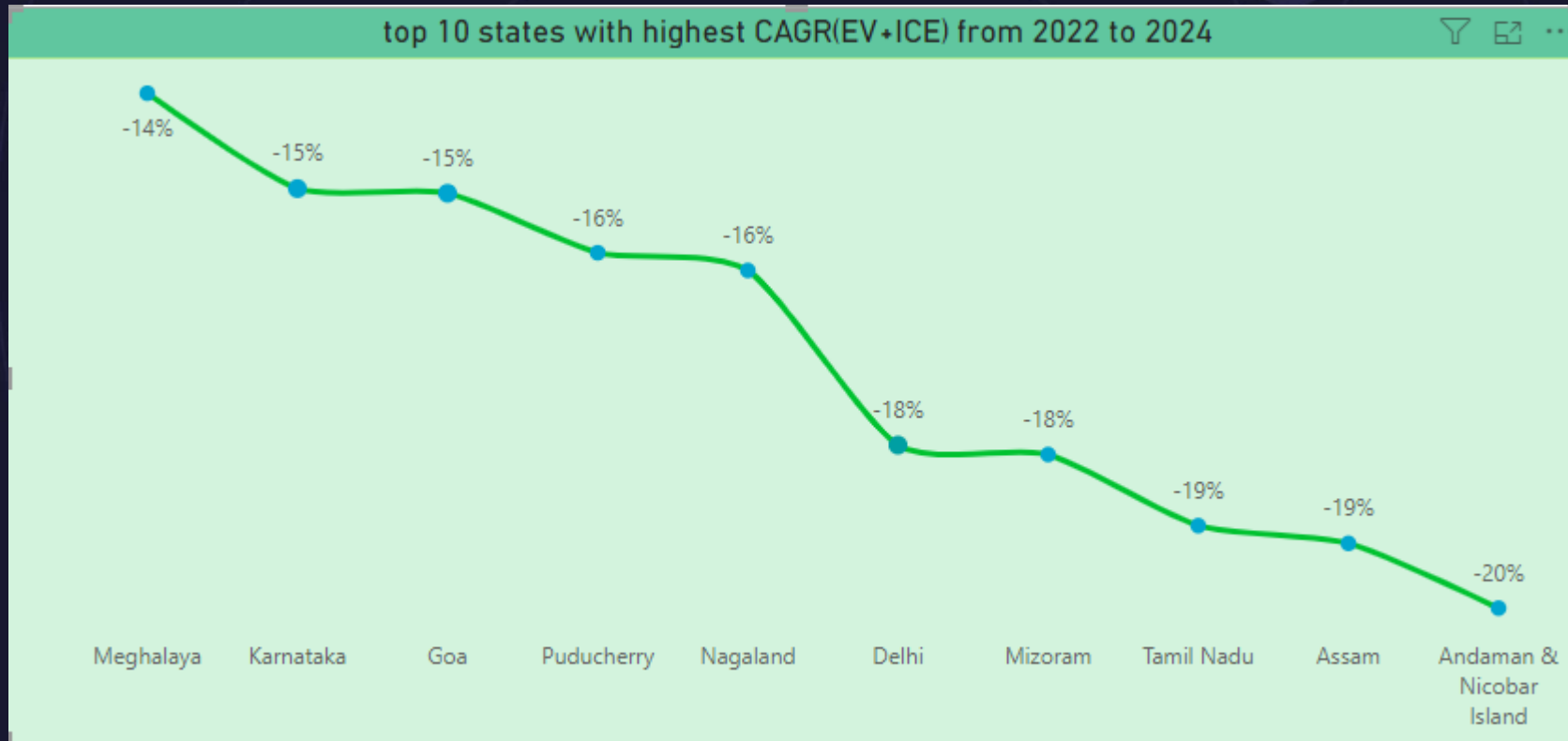
EV sales and penetration rates in Delhi compare to Karnataka for 2024



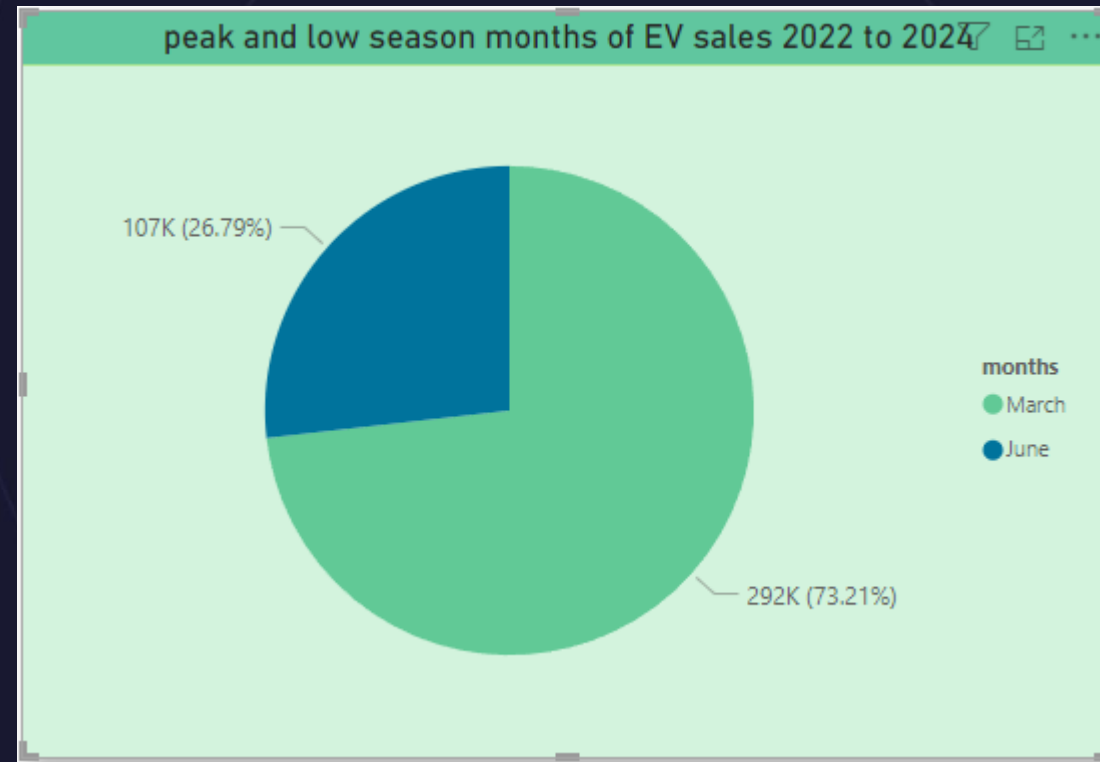
List down the compounded annual growth rate (CAGR) in 4-wheeler units for the top 5 makers from 2022 to 2024.



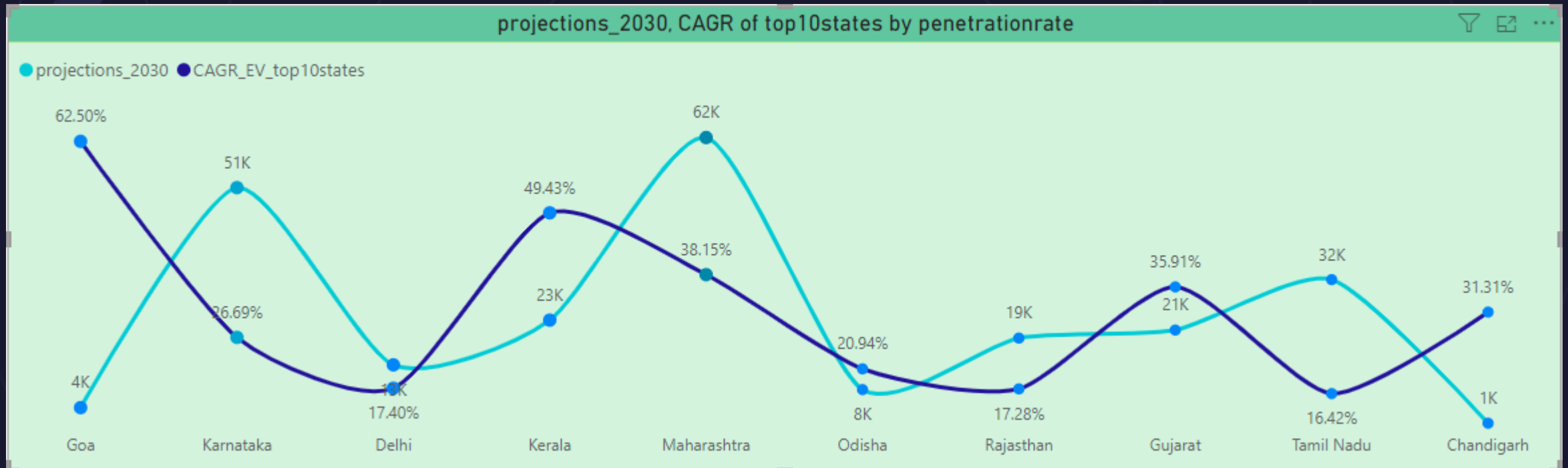
List down the top 10 states that had the highest compounded annual growth rate (CAGR) from 2022 to 2024 in total vehicles sold.



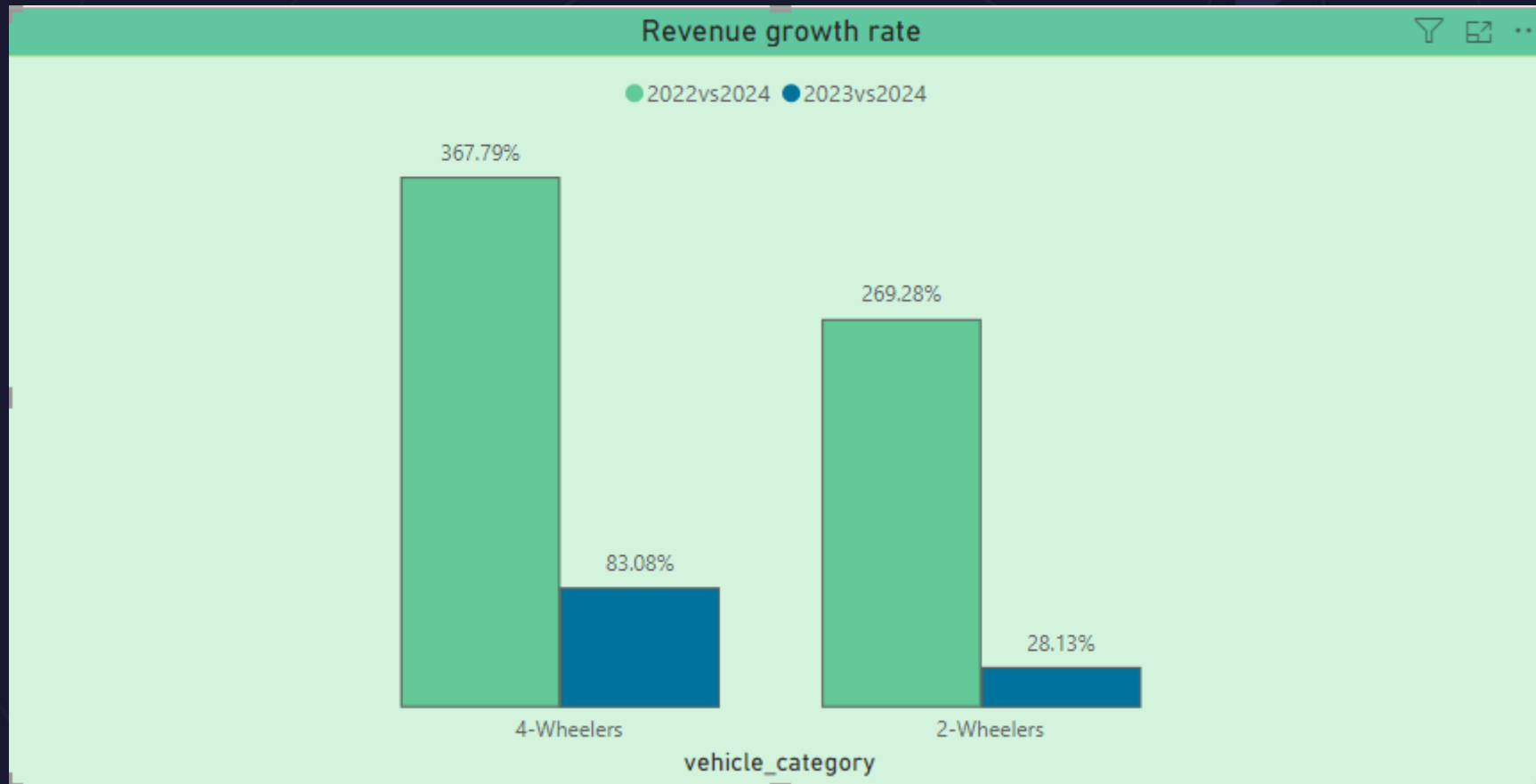
What are the peak and low season months for EV sales based on the data from 2022 to 2024?



What is the projected number of EV sales (including 2-wheelers and 4-wheelers) for the top 10 states by penetration rate in 2030, based on the compounded annual growth rate (CAGR) from previous years?



Estimate the revenue growth rate of 4-wheeler and 2-wheelers EVs in India for 2022 vs 2024 and 2023 vs 2024, assuming an average unit price.



Which state of India is ideal to start the manufacturing unit?



Tamil Nadu - Hosur

Why Hosur

Strategic Location -Hosur is just about 40 kilometers away from Bangalore, Karnataka's capital and a major technology and business center. This proximity allows easy access to Bangalore's IT resources, infrastructure, and talent pool.

Infrastructure-Industrial Estates: The Tamil Nadu government has developed well-planned industrial estates in Hosur, such as the SIPCOT Industrial Complex. These estates provide essential facilities like water supply, electricity, and waste management.

Logistics: The presence of logistics and warehousing facilities supports the smooth operation of manufacturing and industrial activities.

Who should be the brand ambassador if AtliQ Motors launches their EV/Hybrid vehicles in India ?





END

Thank You

