

# AUSTO AUTOMOBILE PROJECT

Quick measure

AVERAGE CAR PRICE

35.60K

AVERAGE TOTAL...

79.45K

SEDAN PURCHASED

460

HATCHBACK...

884

SUV PURCHASED

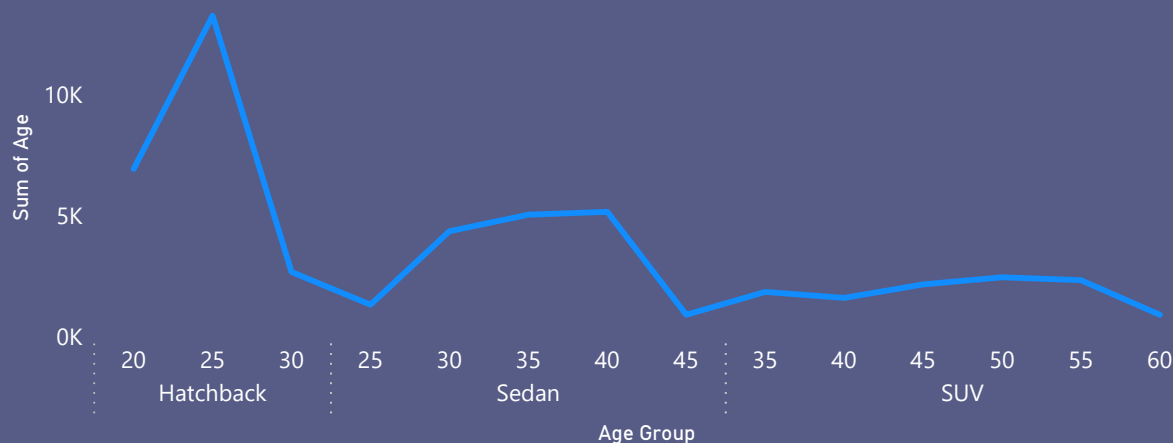
237

Hatchback

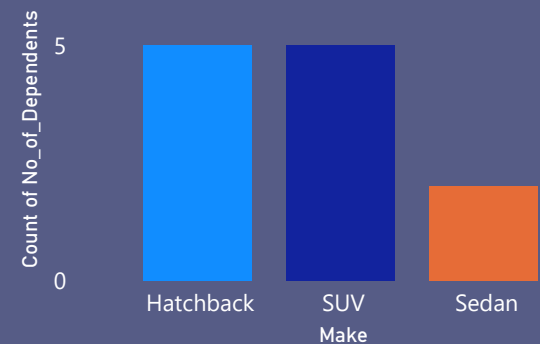
Sedan

SUV

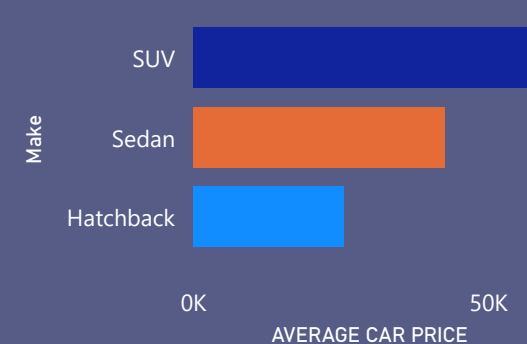
Sum of Age by Make and Age Group



Count of No\_of\_Dependents by Make



AVERAGE CAR PRICE by Make



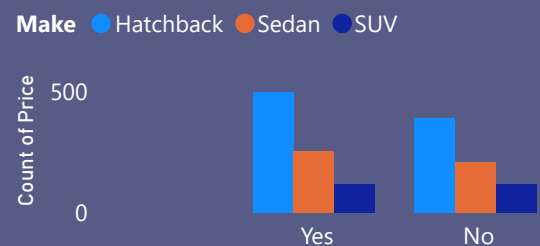
Count of Price and Sum of Total\_salary by Total\_salary



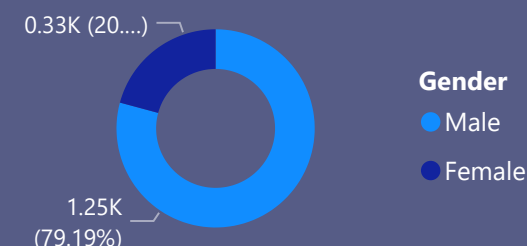
Count of Personal\_loan and Count of Make by Marital\_status and Make



Count of Price by Partner\_working and Make



Count of Make by Gender



# Insights

## Age and Car Type Preferences

**Hatchbacks** are predominantly preferred by younger customers aged 18-30. This demographic values affordability and efficiency.

**Sedans** attract middle-aged customers (31-50) who seek a balance between comfort and cost. These buyers often prioritize reliability and family-friendly features.

**SUVs** are favored by older customers (51+), who often look for spacious, comfortable, and feature-rich vehicles.

## Gender Preferences

**Male customers** show a higher preference for SUVs, likely due to their performance capabilities and larger size.

**Female customers** tend to prefer hatchbacks, which offer practicality and ease of maneuvering, especially in urban environments.

## Annual Salary and Car Prices

A positive correlation exists between **total household income** and **car price**. Higher-income households are more likely to purchase expensive models, such as SUVs and high-end sedans.

**Scatter plot analysis** indicates that households with annual incomes above \$100,000 frequently purchase cars priced above \$30,000.

## Loan Utilization

A significant portion of customers (around 40%) avails **personal loans**, indicating a strong demand for financing options.

Customers with **house loans** often purchase higher-priced cars, leveraging their financial stability to opt for premium models.

## Education Level and Car Choices

Customers with **postgraduate degrees** prefer higher-end models (sedans and SUVs), reflecting their higher earning potential and preference for premium features.

Those with a **high school education** are more likely to purchase hatchbacks, valuing affordability and practicality.

## Profession-Based Preferences

**Salaried professionals** tend to favor sedans, likely due to their suitability for daily commuting and moderate pricing.

**Business professionals** show a preference for SUVs, which offer versatility and serve as a status symbol.

## Dependents Impact on Car Choice

Households with more than two **dependents** predominantly prefer SUVs, valuing the extra space and comfort for family travel.

Smaller households (with no or one dependent) often choose sedans and hatchbacks due to their lower cost and sufficient space.

## Partner's Employment Status

Households where **both partners are employed** have higher combined incomes, leading to a greater likelihood of purchasing more expensive cars. Single-income households are more conservative in their spending, often opting for more economical car types like hatchbacks.

## Market Share by Car Type

**Hatchbacks** hold the largest market share, driven by their affordability and practicality, especially among younger and single-income customers.

**Sedans** have a substantial share, appealing to a wide range of customers seeking a balance between cost, comfort, and family-friendly features.

**SUVs** account for a smaller but significant market share, attracting higher-income and older customers who prioritize comfort and luxury.

## Price Distribution by Car Type

The **average price** of SUVs is the highest, reflecting their premium positioning and feature-rich offerings.

Sedans are moderately priced, while hatchbacks are the most affordable, aligning with their target demographics.

# Recommendation

**Based on the analysis done for Austo Automobile ,the following are the necessary recommendations:**

- Effective marketing should be done to resonate with specific needs ,interests and preferences of each dominant group and gender in the analysis.
- create a flexible financial plan that can cater for buyers with personal or house loans in order to encourage costumers patronage.
- Marketing awareness should be created with emphases on luxury, advanced technology, performance and Also, Promote SUVs to larger families or individuals with higher household incomes.
- Hatchbacks should be positioned as economical choices for costumers. This can be done by creating marketing awareness around its sustainability in terms of fuel management and affordability based on price
- Partner with financial institutions to offer attractive loan terms for different buyer segments.
- Produce cars based on the demand for different car types (Hatchback, Sedan, SUV) in various regions.
- Use insights on car demand, prices, and income levels to stock more premium models in popular areas.