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# Electric Vehicle Sales Drop (CarDekho)

| **Domain & Process** | Marketing | ≫≫ | Zoom Electric | **Tool Stack Used** | SQL + Excel + Powerpoint |

## PROBLEM

### Electric Vehicle Sales Drop

The sales performance of Sprint Scooters exhibited an impressive start during the first two weeks of its launch. However, unexpectedly, there was a sudden decrease in sales by 20%.



STAGE 1 — Lead generation / Lead qualification
STAGE 2 — Lead conversion
STAGE 3 — Sales management / Deal closing
STAGE 4 — Post-sale

### Implication

- Email Marketing Campaign is not upto the upmark.

### Objectives

- Validate this sales drop by examining the cumulative sales volume over a rolling 7-day period. This approach allows for a consistent evaluation of sales performance throughout the week.
- Examine the calculated sales growth percentage to determine if it is negative or shows a decline. This confirms that sales have indeed decreased.
- Collect email campaign-related data specifically for Sprint scooters.
- Include data from the period of 2 months before the sprint model launch, as the digital marketing campaign started only 2 months before the launch.
- Connect the two data sets considering that a single customer may have received multiple emails for different products during the campaign.
- To calculate the Click Rate, Refer to the following formula: Click Rate = ( E-mails Clicked ) / (E-mail sent - Bounced).

## APPROACH

| Steps | Findings & Impact | Deliverables |
|---|---|---|
| Understand the dataset provided for analysis. | Get to know that data type is not as expected so we convert it. | N/A |
| Breaking and customizing the data as per question asked or according to problem statement in MySQL. | After analyzing we export in into csv file and plot the graphs as per problem statements. | Spreadsheet 1 <br> Spreadsheet 2 |
| Doing analysis on email data and find out the insights on email campaign. | We find out the click rate of email is greater than the benchmark value but opening rate is fall shorter than the benchmark value. | Presenatation |

### Understanding of Marketing strategy
Understand the process our marketing strategy make and how it's impact on sales.

**1**

### Increased SQL Proficiency
Got a good confidence boost in using SQL. Spent more than 4hrs searching "how to do in SQL.

**2**

**3**

### Storytelling with data
Heard a lot about storytelling before, but using it to create an impact felt extremely satisfying. Would explore it more!

## LINKS

Spreadsheet 1 link :-
https://docs.google.com/spreadsheets/d/1dedlvVJKP47I7OvJ3i2x1_YeibLsfTg4/edit?usp=sharing&ouid=105623986867349981680&rtpof=true&sd=true

Spreadsheet 2 link:-
https://docs.google.com/spreadsheets/d/1RdmC0d7aoHcpupIf-OI0OsLMKTrlZOX1/edit?usp=drive_link&ouid=105623986867349981680&rtpof=true&sd=true

Presentation link:-
https://docs.google.com/spreadsheets/d/1RdmC0d7aoHcpupIf-OI0OsLMKTrlZOX1/edit?usp=drive_link&ouid=105623986867349981680&rtpof=true&sd=true

Query link:-
https://docs.google.com/spreadsheets/d/1RdmC0d7aoHcpupIf-OI0OsLMKTrlZOX1/edit?usp=drive_link&ouid=105623986867349981680&rtpof=true&sd=true