Austo Automobile Buyer Profiling ~ US Market

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Problem & Objectives

- **Context:** Austo is entering the US market; needs buyer understanding.
- **Objectives:**
  - Profile buyers for Hatchback, Sedan, SUV
  - Translate into pricing/financing/targeting recommendations

Data & Method

- **Dataset:** 1,581 rows × 14 columns (demographics, finances, Make)
- **Method:** EDA → segmentation → statistical tests → recommendations
- **Quality:** No major missing/duplicate values

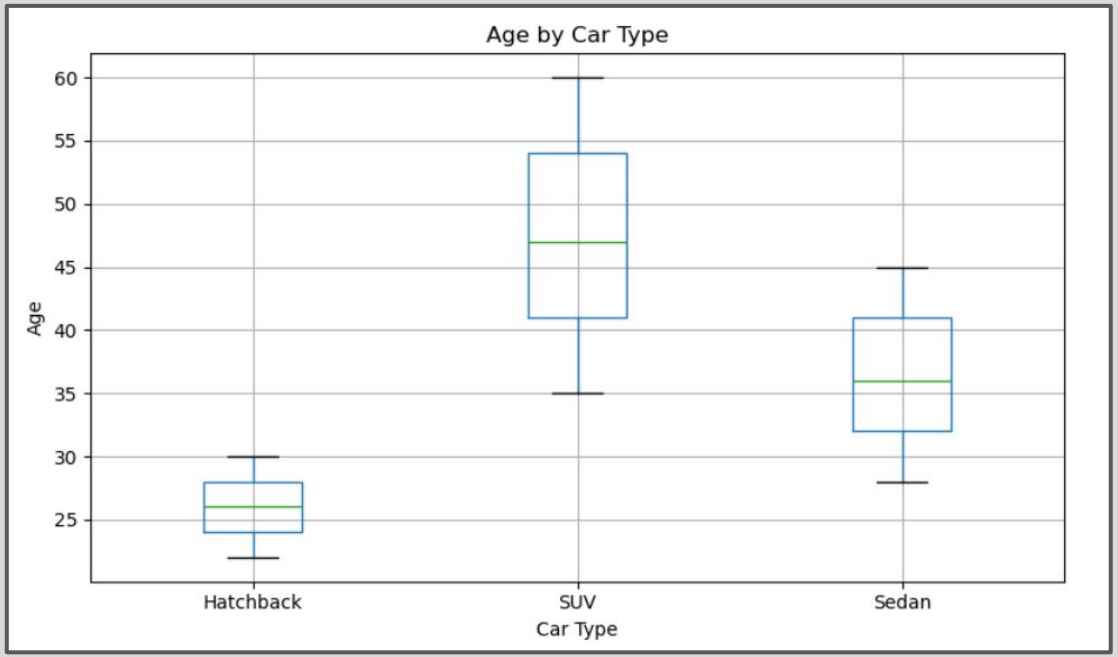
Who Buys What?

- **Key finding statement:** “Car type volumes are uneven; one category leads.”
- **Visual:** Bar chart of **Make** counts

```
Rows, Columns: (1581, 14)
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 1581 entries, 0 to 1580
Data columns (total 14 columns):
 #   Column            Non-Null Count  Dtype
---  ------            --------------  -----
 0   Age               1581 non-null   int64
 1   Gender            1581 non-null   object
 2   Profession        1581 non-null   object
 3   Marital_status    1581 non-null   object
 4   Education         1581 non-null   object
 5   No_of_Dependents  1581 non-null   int64
 6   Personal_loan     1581 non-null   object
 7   House_loan        1581 non-null   object
 8   Partner_working   1581 non-null   object
 9   Salary            1581 non-null   int64
 10  Partner_salary    1581 non-null   int64
 11  Total_salary      1581 non-null   int64
 12  Price             1581 non-null   int64
 13  Make              1581 non-null   object
dtypes: int64(6), object(8)
memory usage: 173.1+ KB
```

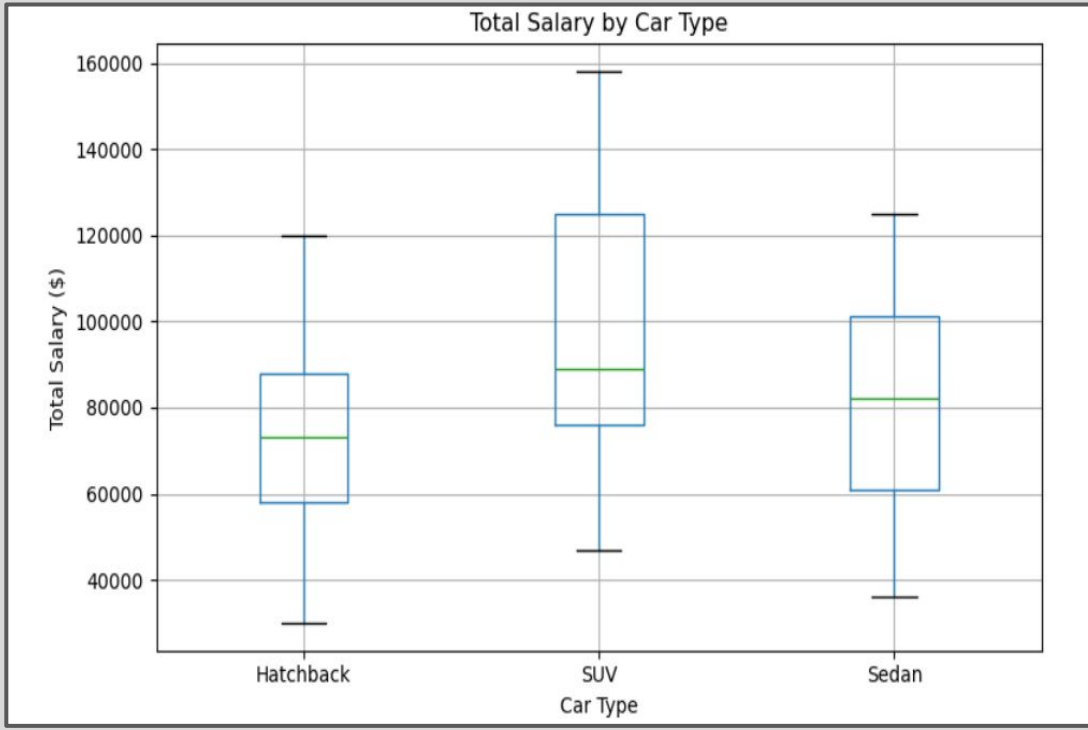
Age by Car Type

- **Key finding statement:** “Hatchback buyers skew younger; SUVs older.”
- **Visual:** Boxplot **Age by Make**



Income by Car Type

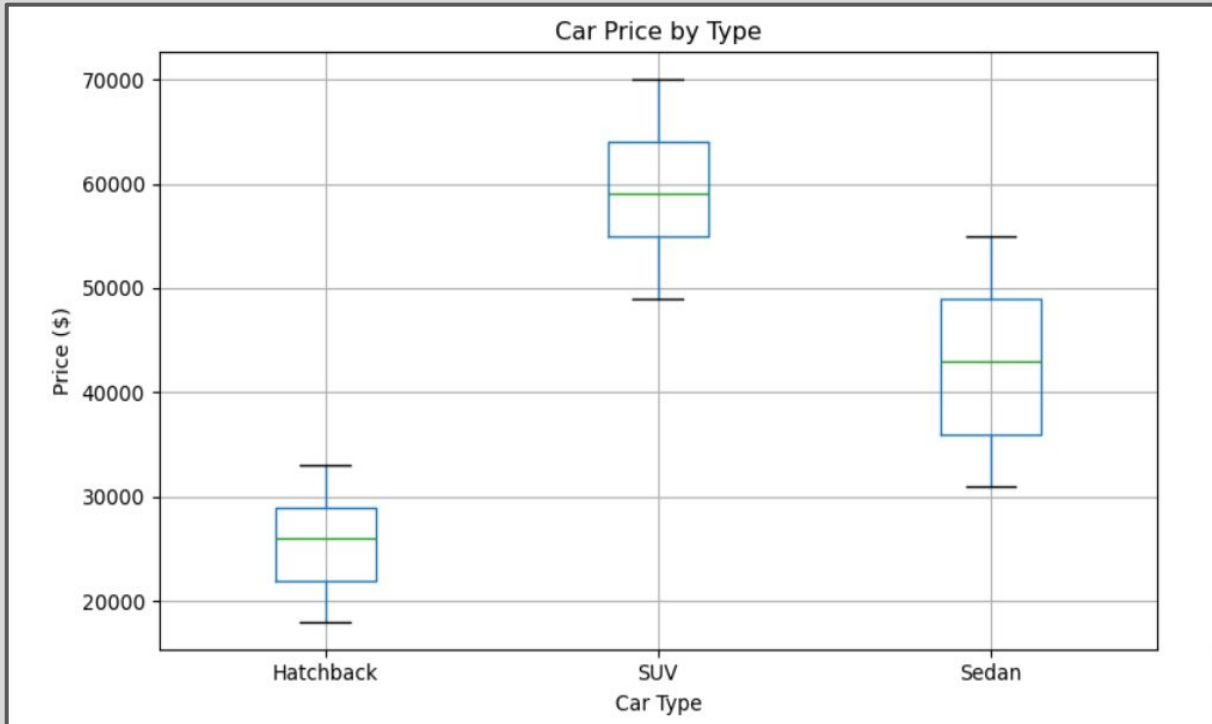
- **Key finding statement:** “Income bands ladder up: Hatchback < Sedan < SUV.”
- **Visual:** Boxplot **Total_salary by Make**



Price Ladder

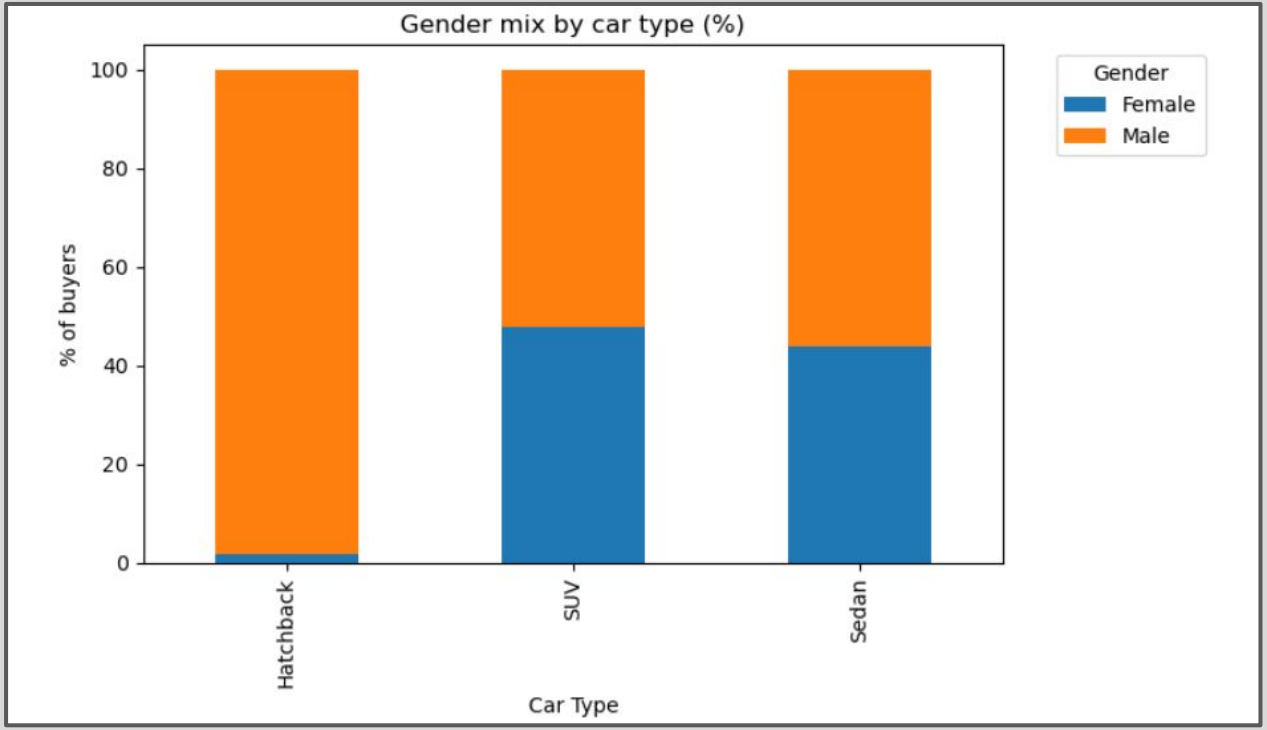
- **Key finding statement:** “Price aligns with income; clear good/better/best.”

- **Visual:** Boxplot **Price by Make**



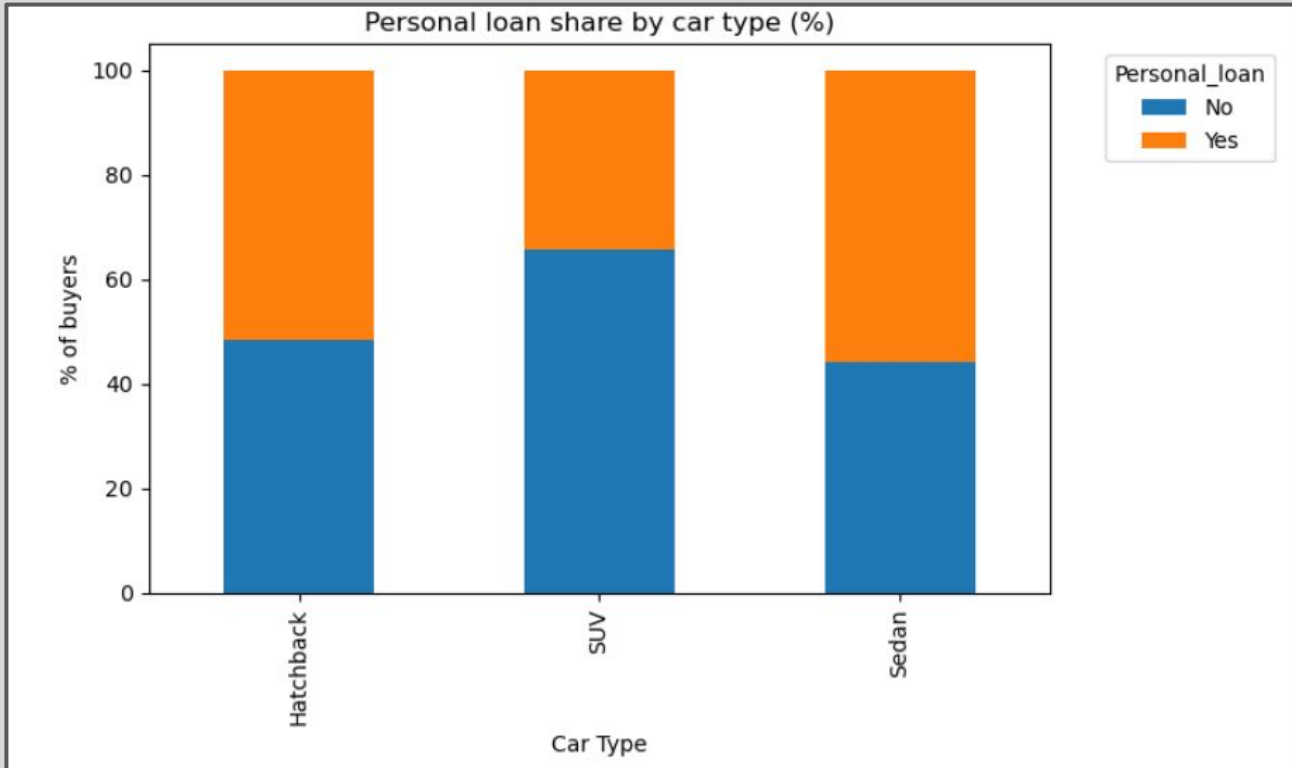
Signals: Gender & Financing

- **Left visual:** Stacked % bar **Gender mix by Make**
- **Right visual:** Stacked % bar **Personal_loan by Make**
- **Bullet beneath:** “Tailor creative and APR/down-payment by segment.”



Family Life-Stage

- **Key finding statement:** “Dependents skew higher in Sedan/SUV.”
- **Visual:** Stacked bar **No_of_Dependents by Make**



Three Buyer Personas

Hatchback — “Young Urban Starter”

- Younger, entry incomes, lower price
- Needs: affordability, fuel economy
- Offer: low-APR, campus/urban digital

Sedan — “Mid-Career Family”

- 30s–40s, dependents, mid incomes
- Needs: safety & comfort
- Offer: family bundles, trade-in

SUV — “Affluent Established”

- Older, highest incomes, premium price
- Needs: features & space
- Offer: ADAS packs, extended warranty

Recommendations

- **Hatchback:** Entry trims, low-APR, fuel-economy creative, urban/campus targeting
- **Sedan:** Safety+comfort bundles, trade-in incentives, insurer partnerships
- **SUV:** Premium feature packs, extended warranty, dual-income targeting
- **CRM:** Segment by income band, dependents, loan status → personalized journeys