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EV SALES & OPERATIONS INTELLIGENCE

# Sales, Profitability & Delivery Analytics

Maharashtra | 2024 - 2025

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*A decision-ready view of product performance, profitability, customer behaviour and delivery efficiency.*

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*"I am the bridge that turns data into smarter business decisions."*

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# What This Analysis Set Out to Answer

Ather sells across multiple products, cities and showrooms in Maharashtra, with customers paying through several different modes and every order moving through its own delivery timeline. That spread of activity makes it easy to lose a single, connected view of performance.

Which products and cities drive maximum revenue?

Are we profitable after costs and discounts?

How do customers pay and behave?

Are deliveries efficient across locations?

*Bring sales, profitability, customer and delivery data into one place so these questions can be answered directly.*



## Customer Interest

Customer enters buying journey



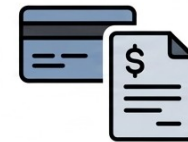
## Test Ride

Product experience



## Order

Vehicle selection and booking



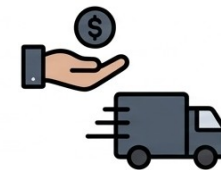
## Payment

Payment / financing



## Showroom Allocation

Vehicle and location coordination



## Delivery

Final customer fulfillment

# How the Analysis Was Approached

The work did not start with the dashboard. It started by mapping how a sale actually moves through the business, then defining what the data needed to support.

- 1

**Understand the business**  
Products, cities, showrooms, payment options and delivery flow.
- 2

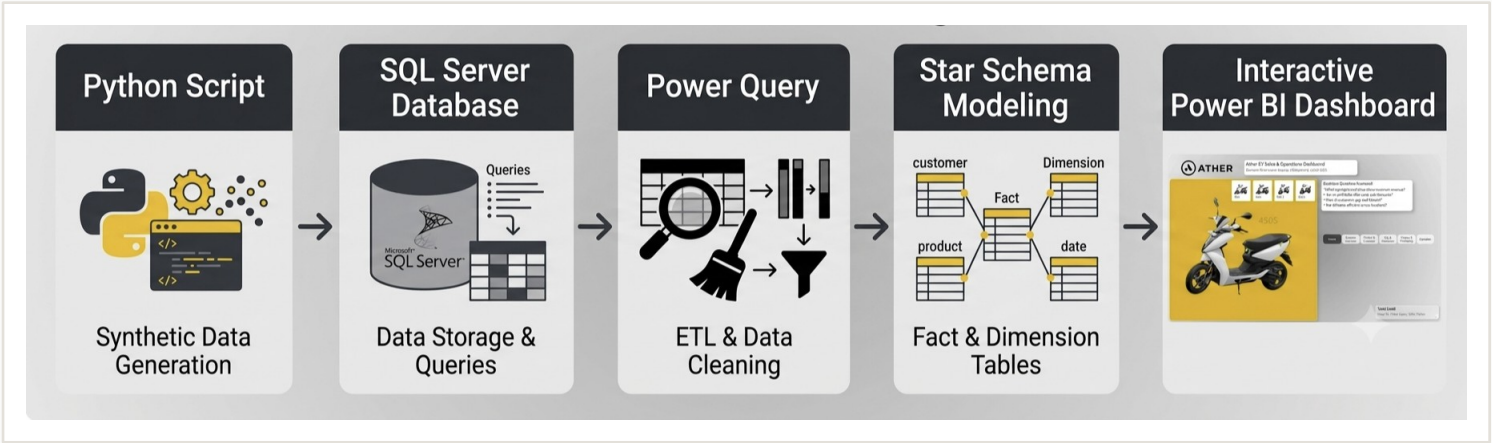
**Identify the problem**  
Product, finance, geography and operations views existed separately, with no connected picture.
- 3

**Define the questions**  
Turn revenue, profitability, payment and delivery questions into measurable metrics.
- 4

**Structure the data**  
Connect sales to product, customer, city, showroom, date and payment dimensions.
- 5

**Analyze**  
Clean, model, measure and validate across every dimension.
- 6

**Connect findings to decisions**  
Pricing, showroom focus, financing strategy and delivery operations.

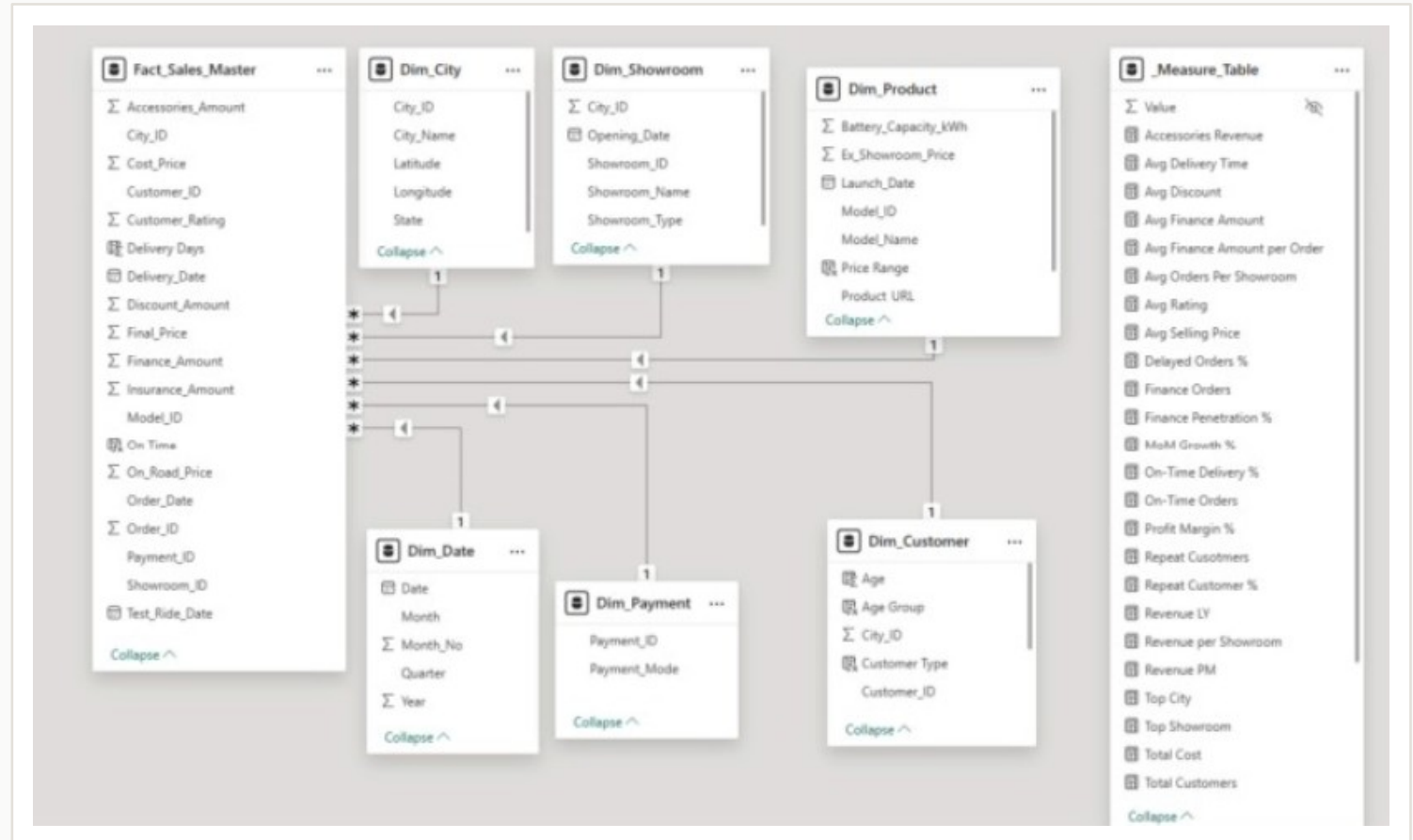


TOOLS USED Python → SQL Server → Power Query → DAX → Power BI

# Data Foundation

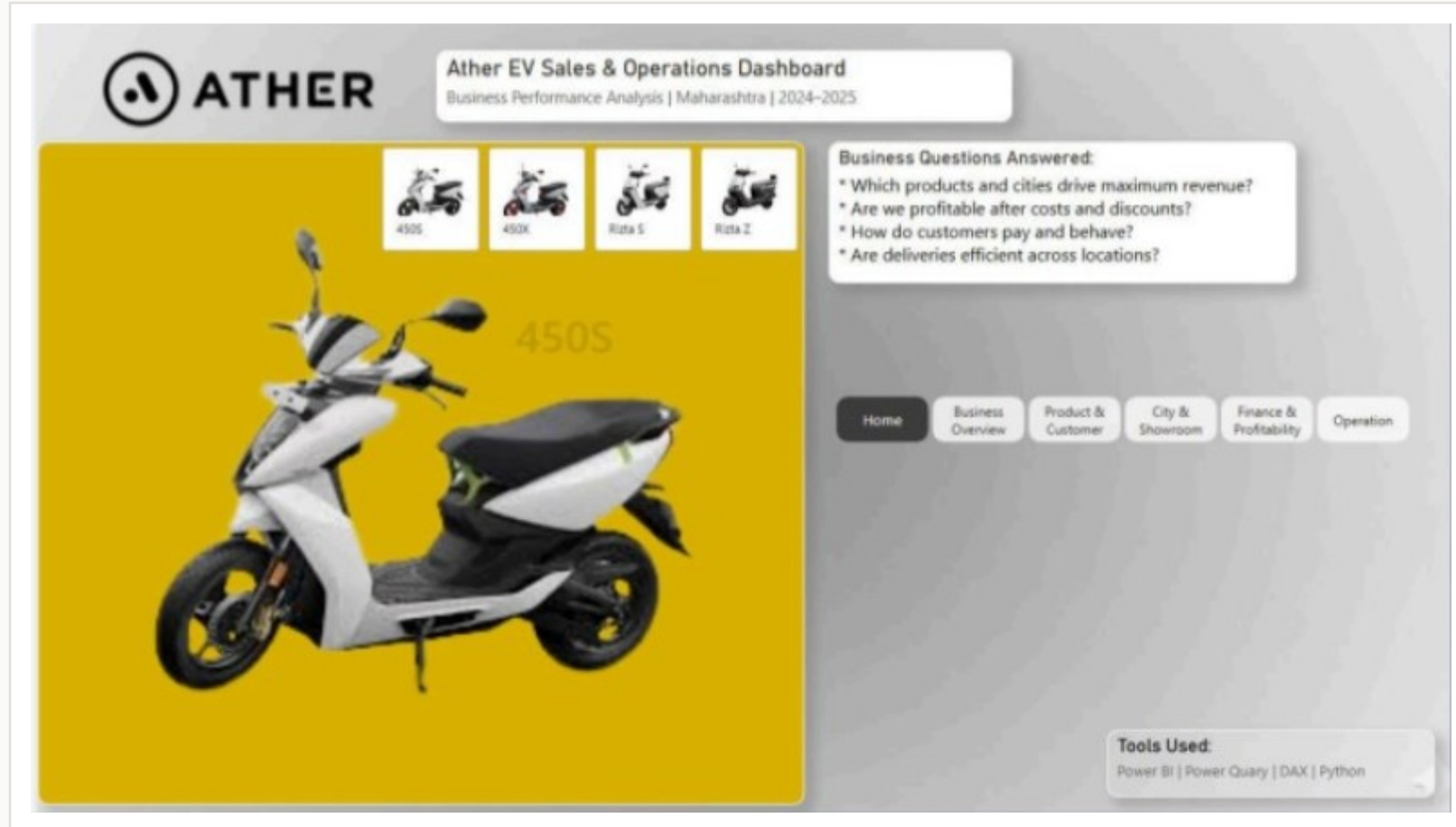
The model connects every sale to the product, customer, city, showroom, date and payment behind it — everything else is measured from there.

- A structured relational model rather than scattered exports.
- Sales connected to product, customer, city, showroom and date.
- Payment and financing behaviour modeled alongside every order.
- Measures built around the business metrics that matter — margin, delivery performance, repeat rate and revenue per showroom.



# The Home Screen: One Place to Start

The home view links straight into product, finance, geography and operations — the four areas the business questions point to.



Business Overview • Product & Customer • City & Showroom • Finance & Profitability • Operations

# Which Products Are Actually Winning?



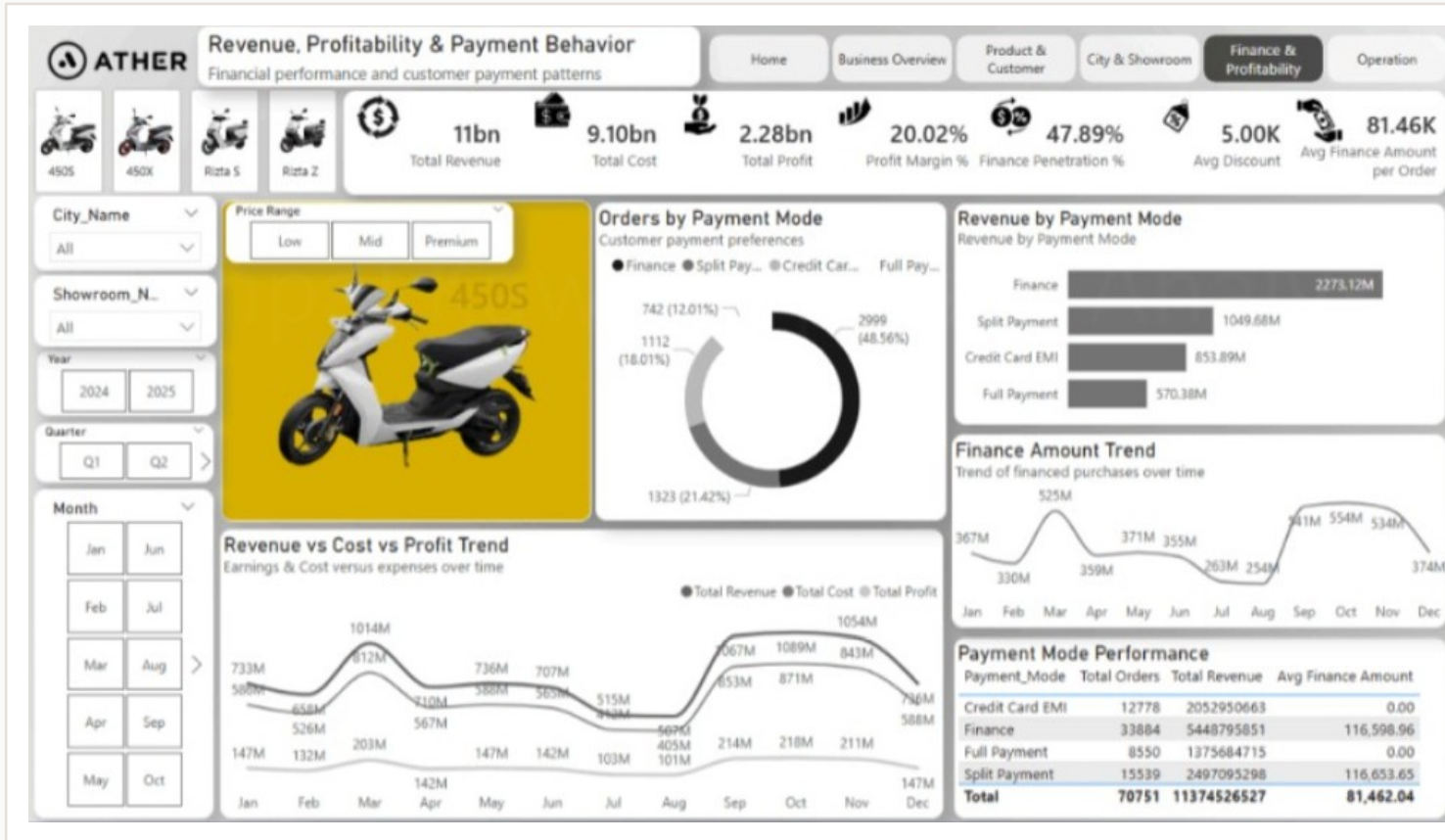
₹3.58bn

revenue from the 450X — the leading model by both revenue and orders

The 450X led every other model in the lineup, with 20,742 orders against 16,000–17,000 for the other three models in the analyzed period. Customers aged 26–45 accounted for the majority of orders, and repeat customers made up just over half of all buyers (53.3%).

Product and marketing focus can lean toward the 26–45 segment and repeat-buyer retention, where volume is already concentrated.

# Are We Actually Profitable After Costs?



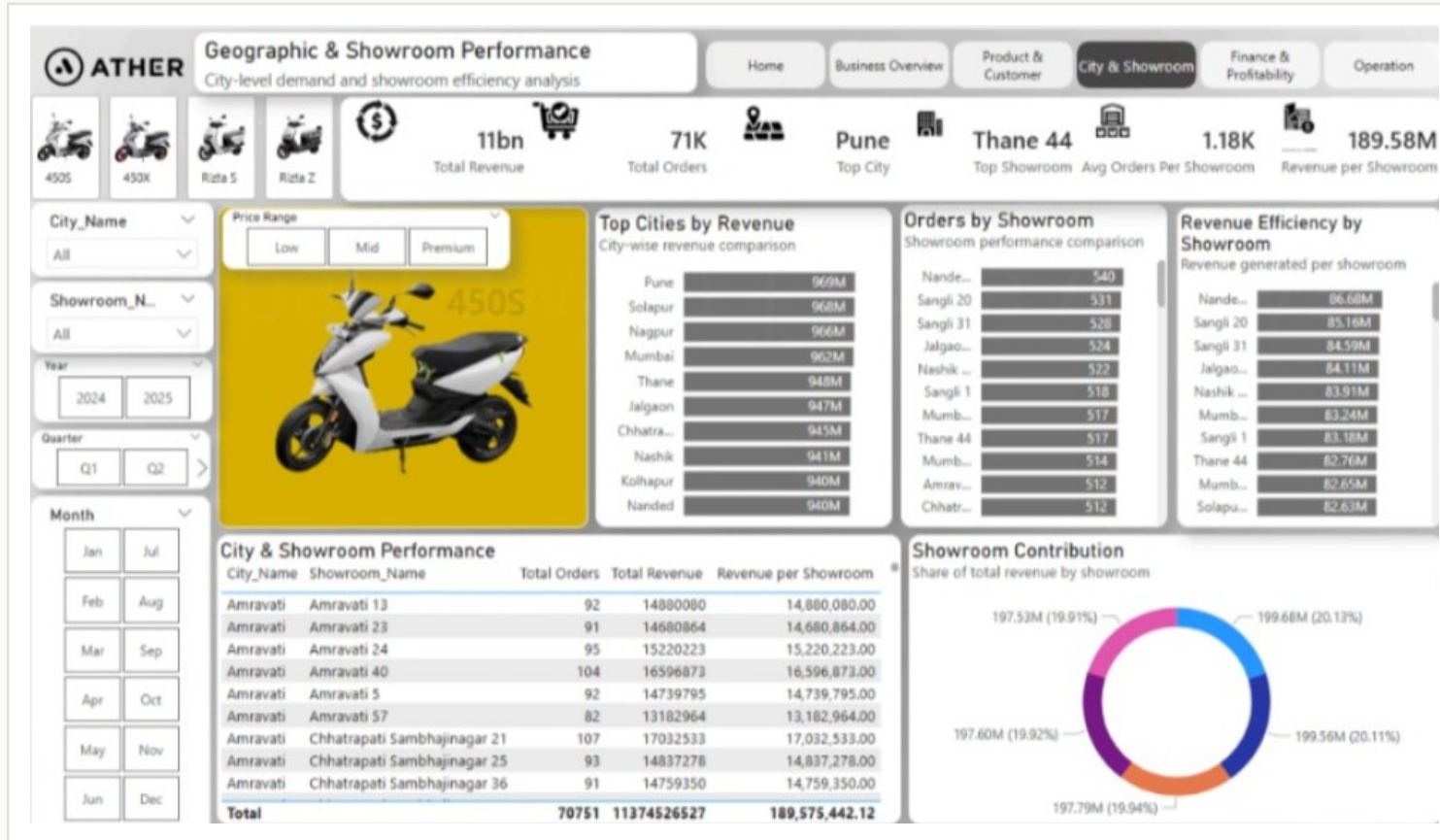
## 20.02%

profit margin, with financing used in almost half of all purchases

Financing reached 47.9% penetration in the analyzed data, and finance plus split-payment orders together brought in close to 70% of total revenue — well ahead of credit card EMI or full upfront payment.

Payment financing is a core part of how customers buy, not a side option — showroom staffing and cash-flow planning should account for it.

# Is Any City Really Ahead?



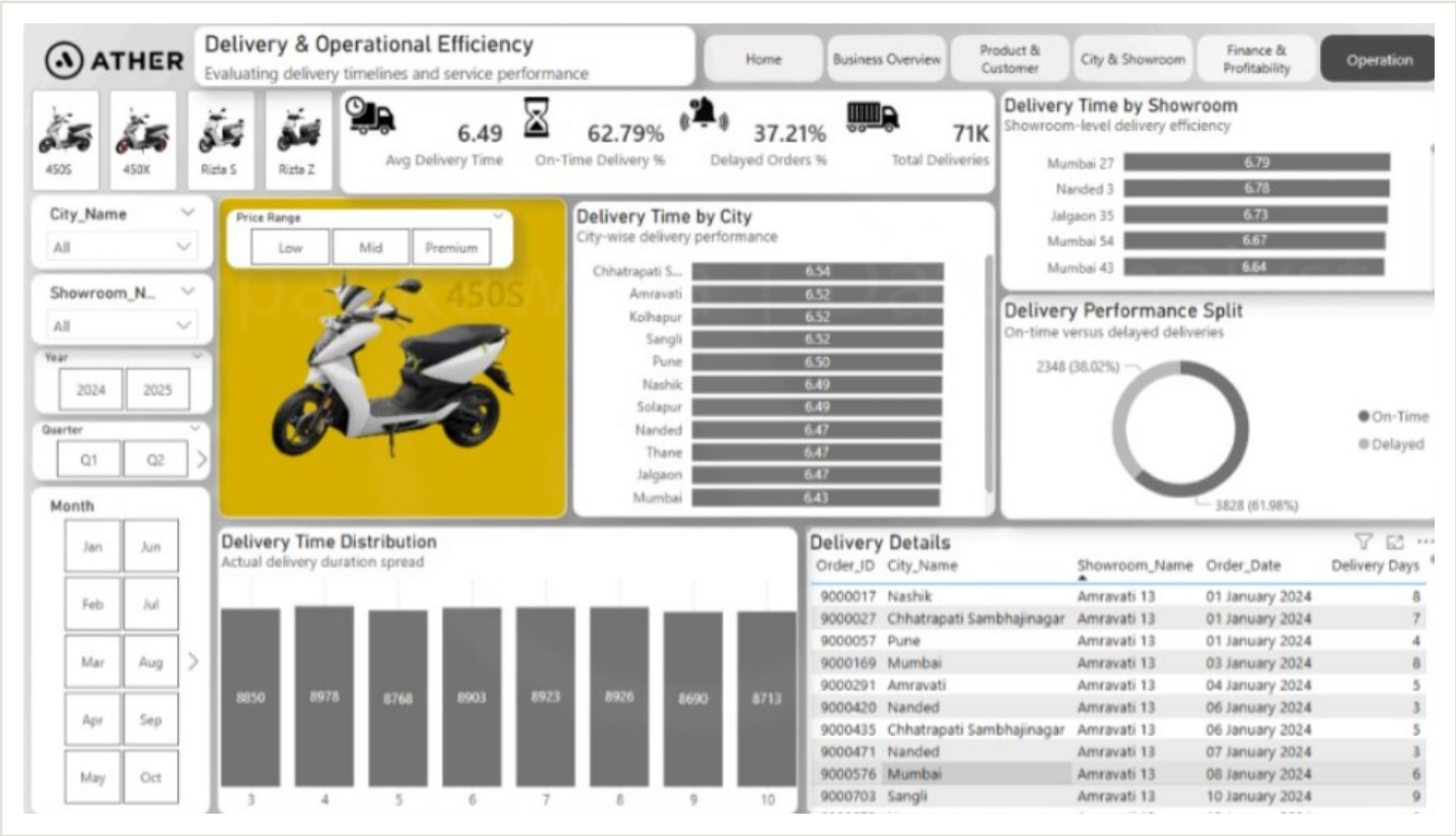
## ₹29M

spread between the top and tenth city by revenue — a narrow band

Pune came out marginally on top, but revenue across the ten leading cities stayed within a tight ₹940M–₹969M range in the analyzed data, with showroom-level revenue efficiency following a similarly even pattern.

No single city dominates performance, so growth is better aimed at replicating what already works across showrooms than chasing one outperforming location.

# Are Deliveries Keeping Up?



37.2%

of orders delivered later than the on-time target

Average delivery time across Maharashtra was 6.49 days, but the gap between the fastest and slowest showrooms was wider than the gap between cities — delivery time looks more like a showroom issue than a citywide one.

Delivery timelines vary more by showroom than by city, suggesting the fix sits closer to showroom-level logistics than a citywide rollout.

# Bringing the Findings Together

₹3.58bn

450X revenue

Top-selling model by both revenue and orders in the analyzed period.

20.02%

profit margin

Financing used in almost half of all orders (47.9% penetration).

₹29M

band across top 10 cities

Revenue spread evenly; Pune leads only marginally.

37.2%

delayed orders

Despite a 6.49-day average delivery time across the state.

*The value of this analysis is not the dashboard itself. It is in making questions like these easier to ask and answer.*

**Ather's sales, profitability, customer and delivery data now sit in one connected view.**

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*"The key to uncovering business problems and hidden opportunities."*

**D A T A**

**Turning insight into growth and greater profitability.**