



# A Study on Sales Analysis and Customer Satisfaction

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## Abstract

The automobile industry is one of the fastest-growing sectors in today's competitive market, especially in the two-wheeler segment where customer demand is increasing rapidly. Sales performance and customer satisfaction are considered important factors for the success and growth of automobile companies and dealerships. In the traditional sales system, customer feedback analysis, service evaluation, and sales performance tracking are mostly done manually. This process consumes time, increases operational difficulties, and may lead to improper understanding of customer expectations. Therefore, there is a growing need to analyse sales performance and customer satisfaction effectively in order to improve business operations and customer loyalty.

This project presents “A Study on Sales Analysis and Customer Satisfaction” which focuses on analysing the sales performance of two-wheeler and evaluating customer satisfaction regarding products and services provided by the dealership. The main aim of the study is to understand customer preferences, identify factors influencing sales, and examine the level of satisfaction among customers. The study considers factors such as product quality, pricing, mileage, maintenance cost, after-sales service, staff behaviour, and customer support for analysis.

The project follows a structured methodology that includes data collection, data classification, data analysis, interpretation, and result evaluation. Primary data was collected through questionnaires and customer feedback, while secondary data was collected from company reports, websites, journals, and dealership records. During the analysis process, customer responses were categorized and evaluated using statistical and graphical methods to identify trends and satisfaction levels.

The study is divided into three major sections: sales analysis, customer satisfaction analysis, and factors affecting customer buying behaviour. In the sales analysis section, monthly and yearly sales performance are examined to understand market demand and customer preferences. In the customer satisfaction section, customer opinions regarding vehicle performance, mileage, comfort, pricing, and after-sales service are analysed. The study also identifies common customer problems and provides suggestions for improving service quality and customer relationships.

The results of the study show that customers are generally satisfied with the quality, reliability, and performance of the vehicles. The research also indicates that effective after-sales service, reasonable pricing, and good customer interaction positively influence customer loyalty and repeat purchases. The study concludes that improving customer satisfaction and maintaining service quality can significantly enhance sales performance and strengthen the market position of the dealership.

**Keywords:** Sales Analysis, Customer Satisfaction, Two-Wheeler Industry, Customer Loyalty, Consumer Behaviour, After-Sales Service, Automobile Industry.



## I. INTRODUCTION

The automobile industry plays a major role in the economic and industrial development of a country. The two-wheeler sector has experienced significant growth due to increasing urbanization, population growth, and the demand for affordable transportation. Customers today are more aware and selective while purchasing vehicles, and they consider factors such as quality, mileage, price, comfort, and service support before making purchasing decisions.

Sales analysis is an important process that helps organizations understand customer demand, market trends, and product performance. Customer satisfaction analysis helps companies evaluate whether their products and services meet customer expectations. High customer satisfaction leads to repeat purchases, customer loyalty, and positive brand image.

In the automobile industry, customer satisfaction depends on several factors including vehicle performance, fuel efficiency, maintenance cost, after-sales service, staff behavior, and spare parts availability. Therefore, it is necessary for dealerships and companies to regularly analyse customer feedback and sales performance in order to improve their services and business strategies.

This study focuses on analysing sales performance and measuring customer satisfaction in the two-wheeler industry. It helps in understanding customer expectations, identifying factors affecting customer loyalty, and suggesting improvements for better customer relationship management and business growth.

## II. LITERATURE REVIEW

Many researchers have explained the importance of customer satisfaction and sales analysis in the automobile industry. Philip Kotler stated that customer satisfaction depends on the relationship between customer expectations and actual product performance. Researchers have also highlighted that customer satisfaction directly affects customer loyalty and sales growth. Studies on the automobile industry show that factors such as product quality, pricing, mileage, comfort, and after-sales service strongly influence customer buying behaviour. Research papers also indicate that effective customer relationship management improves customer retention and business profitability. Various studies published in marketing and management journals explain that analysing customer feedback helps organizations identify customer needs and improve service quality. Researchers have also found that dealerships providing efficient after-sales service and quick problem-solving achieve higher customer satisfaction levels. Most previous studies focus separately on either sales performance or customer satisfaction. This project focuses on analysing both aspects together to understand their combined impact on business growth and customer loyalty.

## III. METHODOLOGY

The methodology follows these steps:

### Step 1: Data Collection

Collect customer opinions, dealership records, and sales information.

### Step 2: Questionnaire Design

Prepare questionnaires to gather customer feedback and satisfaction levels.

### Step 3: Data Classification

Classify and organize collected data into suitable categories.

### Step 4: Data Analysis

Analyze customer responses and sales records using statistical tools and graphical methods.

### Step 5: Sales Analysis.

Study monthly and yearly sales trends and market demand.

### Step 6: Customer Satisfaction Analysis

Evaluate customer satisfaction regarding quality,



mileage, service, pricing, and comfort.

## Step 7: Interpretation and Suggestions

### IV. RESULTS AND DISCUSSION

The data for the study was collected through customer questionnaires, dealership records, and customer feedback forms. The collected data was organized and analyzed using suitable statistical and graphical methods. Different factors such as product quality, mileage, pricing, maintenance cost, after-sales service, and customer support were considered during the analysis process.

The study was divided into two major sections:

- Sales Analysis
- Customer Satisfaction Analysis

The sales analysis section focused on analyzing monthly and yearly sales performance, customer demand, and market trends. The customer satisfaction analysis section focused on measuring customer opinions regarding vehicle quality, mileage, comfort, service quality, and staff behavior.

#### Final Results

- Better understanding of customer needs and preferences
- Increased customer satisfaction through quality service
- Identification of factors affecting sales performance
- Improved customer loyalty and repeat purchases
- Better analysis of market demand and customer expectations
- Suggestions for improving after-sales service and customer support

### V. CONCLUSION

The study on **Sales Analysis and Customer Satisfaction** highlights the importance of customer satisfaction in improving sales performance and business growth in the automobile industry. The

Interpret findings and provide recommendations for business improvement

research helped in understanding customer preferences,

expectations, and buying behavior in the two-wheeler market.

The study found that product quality, mileage, pricing, and after-sales service are major factors influencing customer satisfaction. Customers receiving good service support and positive dealership experiences are more likely to become loyal customers and recommend the brand to others.

Sales analysis also helps organizations understand market demand and improve business planning. By analyzing customer feedback and sales trends, dealerships can identify weaknesses and implement strategies for improving service quality and customer relationships.

In conclusion, maintaining high customer satisfaction levels and improving service quality are essential for increasing sales performance and achieving long-term success in the competitive automobile industry.

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