

Car Market Analysis

The following analysis helps us understand the underlying trends, patterns and factors affecting the US car market. The data comprises of car sales in the US from the year 2014 and 2015 with a total of 5 lakh sales analyzed.

Objectives:

The sales figures throughout the 2 years

The categorization of sales based on the different factors such as state, make and body type

To find the factors affecting the selling prices

\$7.51bn

Total sales

540.22K

Total units sold

Nissan Altima

Highest Selling Model

Black

Highest Selling Exterior Color

Ford motor credit comp...

Best performing dealer

Manufacturer

All

Model Year

All

Body Type

All

Exterior Color

All

Miles driven

1

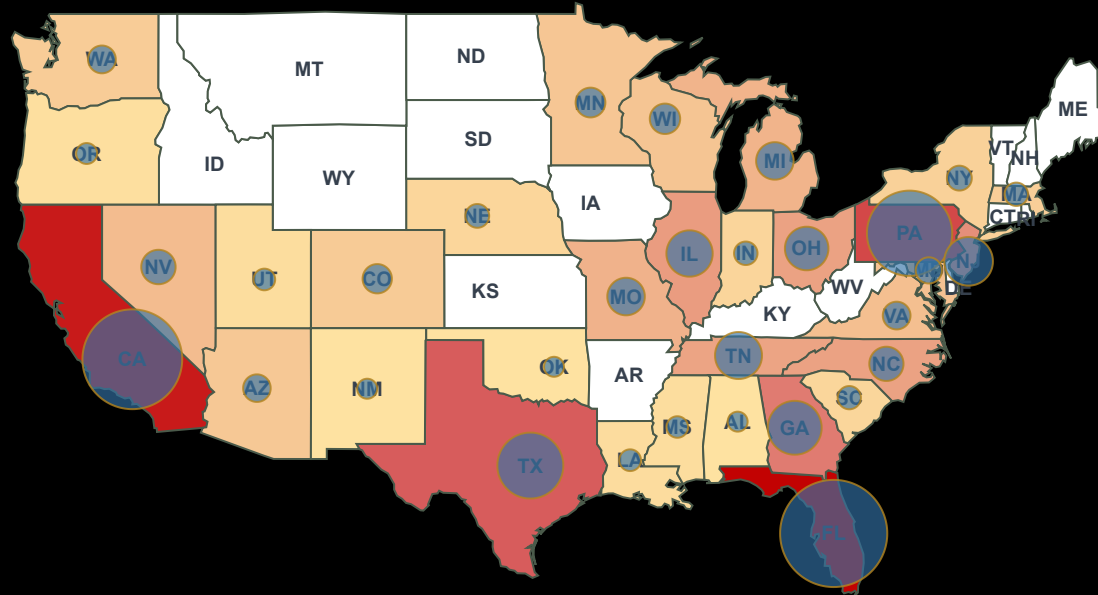
999999

Condition

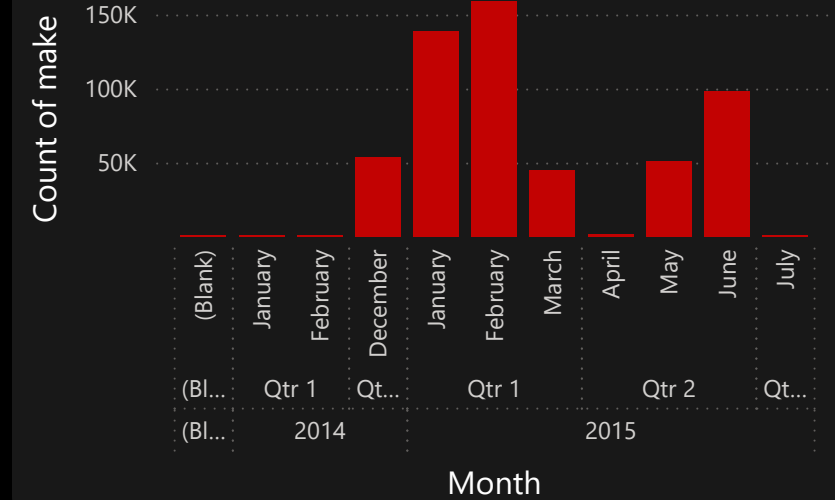
1

49

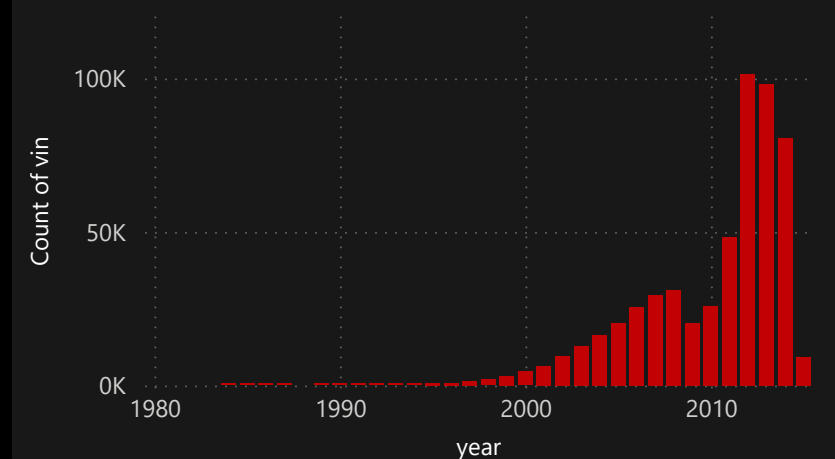
Sales as per region



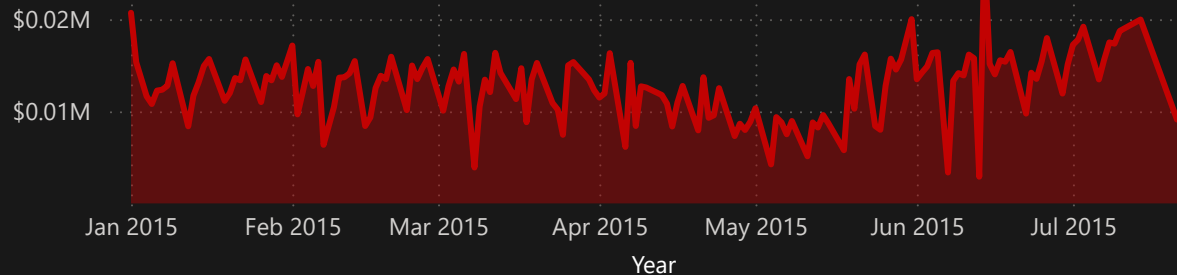
Units sold by time



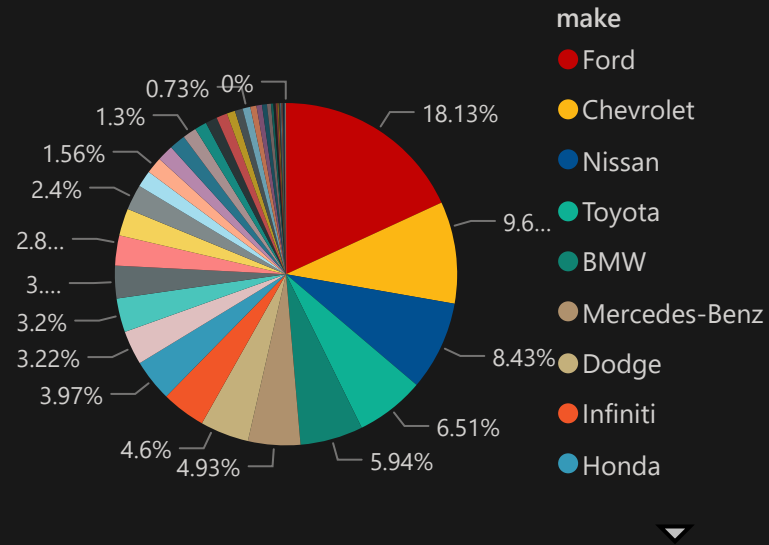
Units sold by production year



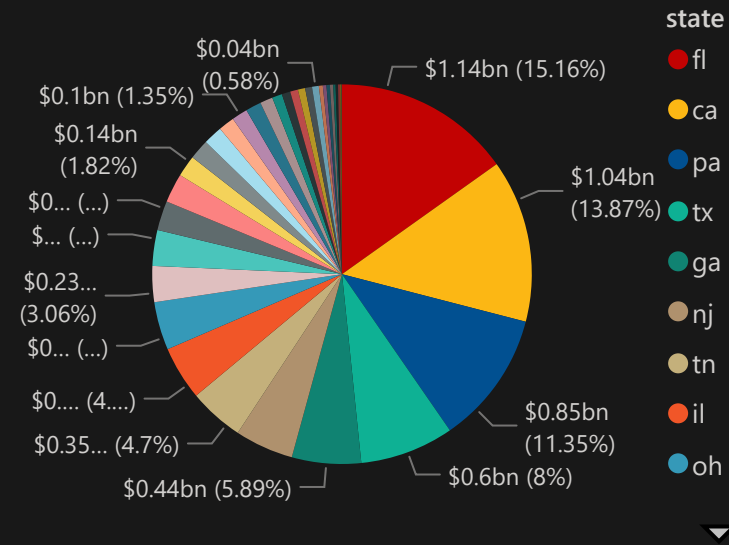
Average selling price



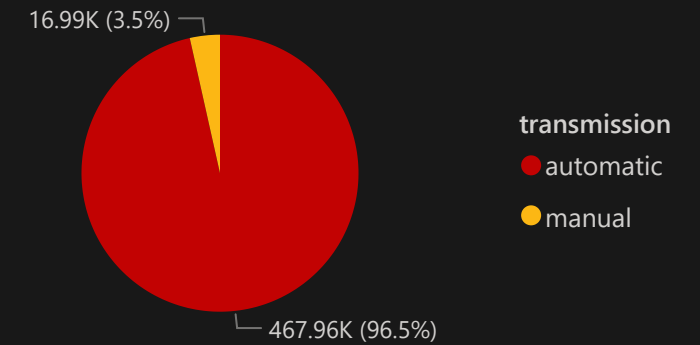
Market share by make



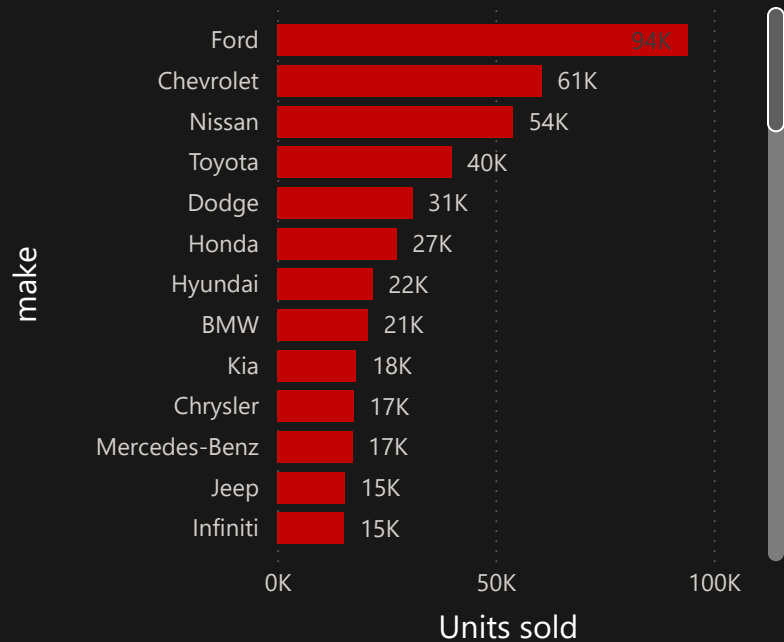
Market share by state



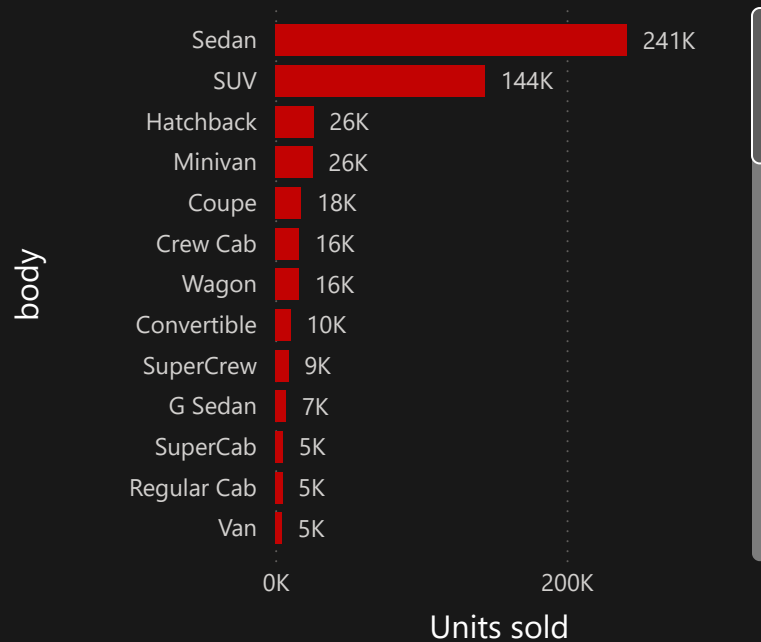
Market Sales by transmission



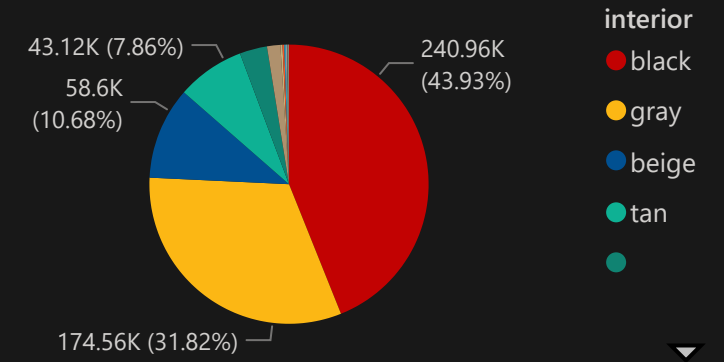
Units Sold by Manufacturer



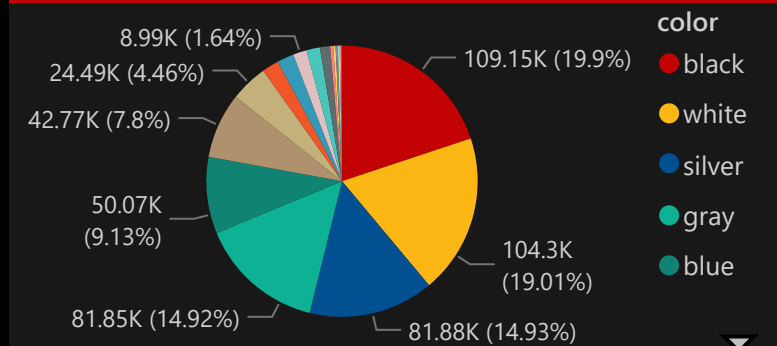
Units sold by body type



Market sales by interior colour



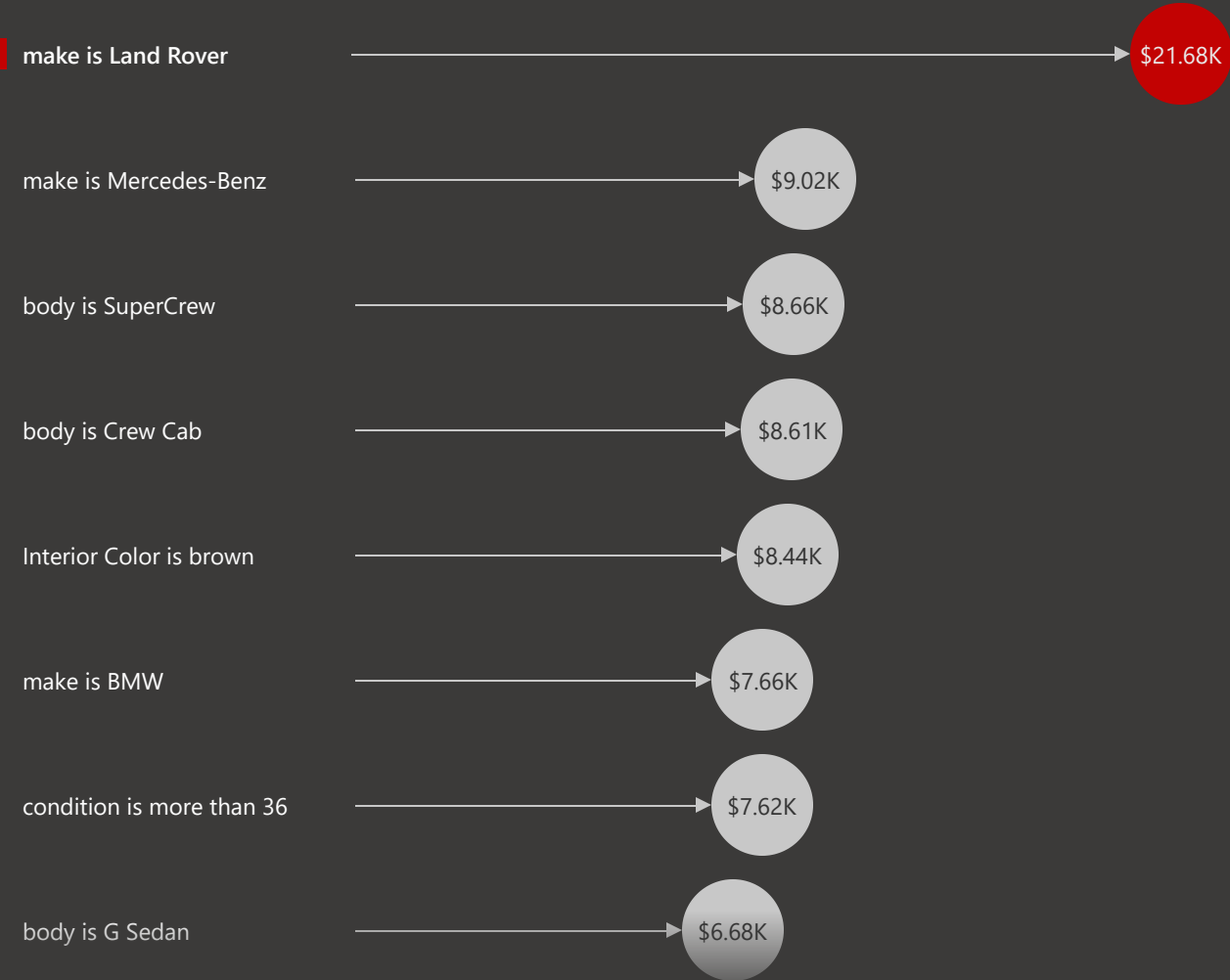
Market sales by exterior colour



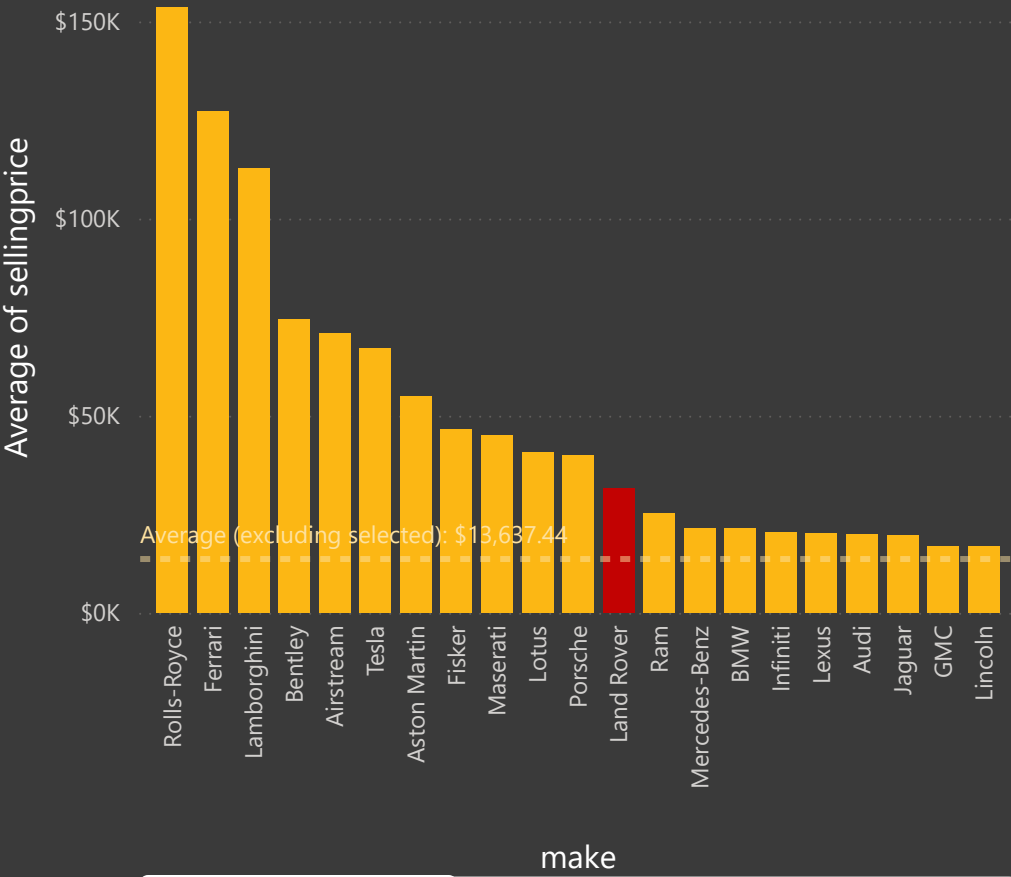
What influences sellingprice to

Increase ▾ ?

When... ...the average of sellingprice increases by



← sellingprice is more likely to increase when make is Land Rover than otherwise (on average).



☐ Only show values that are influencers

Summary

1. The highest number of sales can be seen in the 1st quarter of 2015 with sale numbers touching the 160,000 mark in the month of February alone.
2. The following months of April and May saw a sudden in sales with sales numbers starting to recover leading up to June.
3. Ford sold the most number of units with a total of, 94,000 units sold capturing 17.14% of the total market sales, followed by Chevrolet selling a total of 60,000 units and capturing 10% of the market sales and in third place comes Nissan selling a total of 54,000 units and capturing 9.85% of the market.
4. The best performer for Nissan was the Nissan Altima with a total of 19,000 units sold with a majority of sales in the first quarter of 2015.
5. The average selling price was \$13,500 dollars. In contrast, Rolls-Royce had an average selling price of \$153,000 followed by the Italian brands of Ferrari and Lamborghini having average selling prices of \$127,000 and \$112,500 respectively.
6. Choosing a SUV increased the cost by \$3,500 on average, while choosing a brown interior color caused the price to increase by \$8.440 on average.