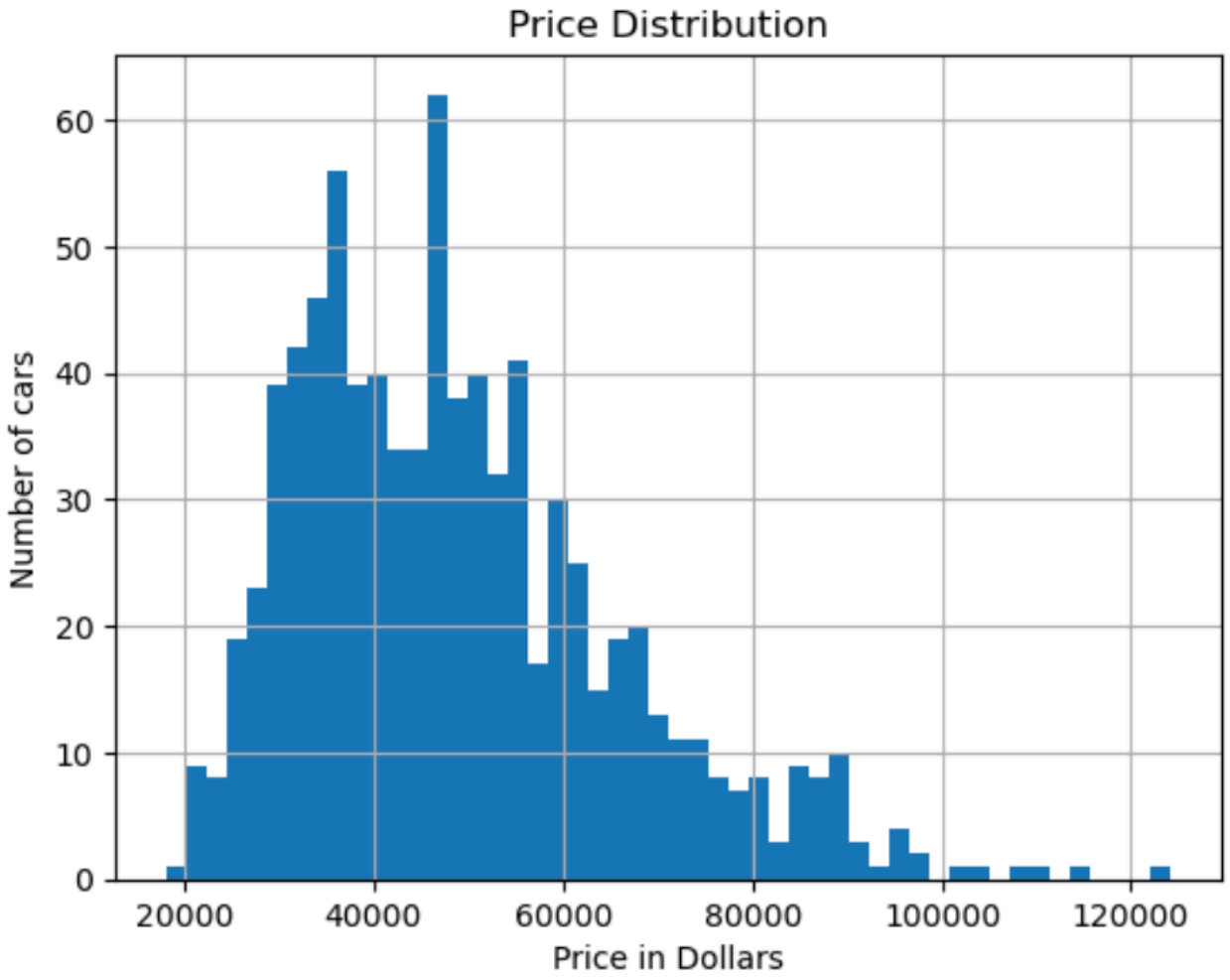
Story Board

Important Summary Statistics

Audience: Car Dealerships
Why: Car Dealerships need to know the data on what they're selling so that can properly manage inventory in order to maximize revenue.

	year	price	cylinders	mileage	doors
count	833.000000	833.000000	833.000000	833.000000	833.000000
mean	2023.909964	48927.483794	4.997599	73.618247	3.933974
std	0.294679	17046.894027	1.409103	543.083263	0.288748
min	2023.000000	17994.000000	0.000000	0.000000	2.000000
25%	2024.000000	35821.000000	4.000000	3.000000	4.000000
50%	2024.000000	46835.000000	4.000000	8.000000	4.000000
75%	2024.000000	58648.000000	6.000000	13.000000	4.000000
max	2025.000000	124250.000000	8.000000	9711.000000	4.000000

Point out the price especially. This is what the average customer is willing to spend on a car.



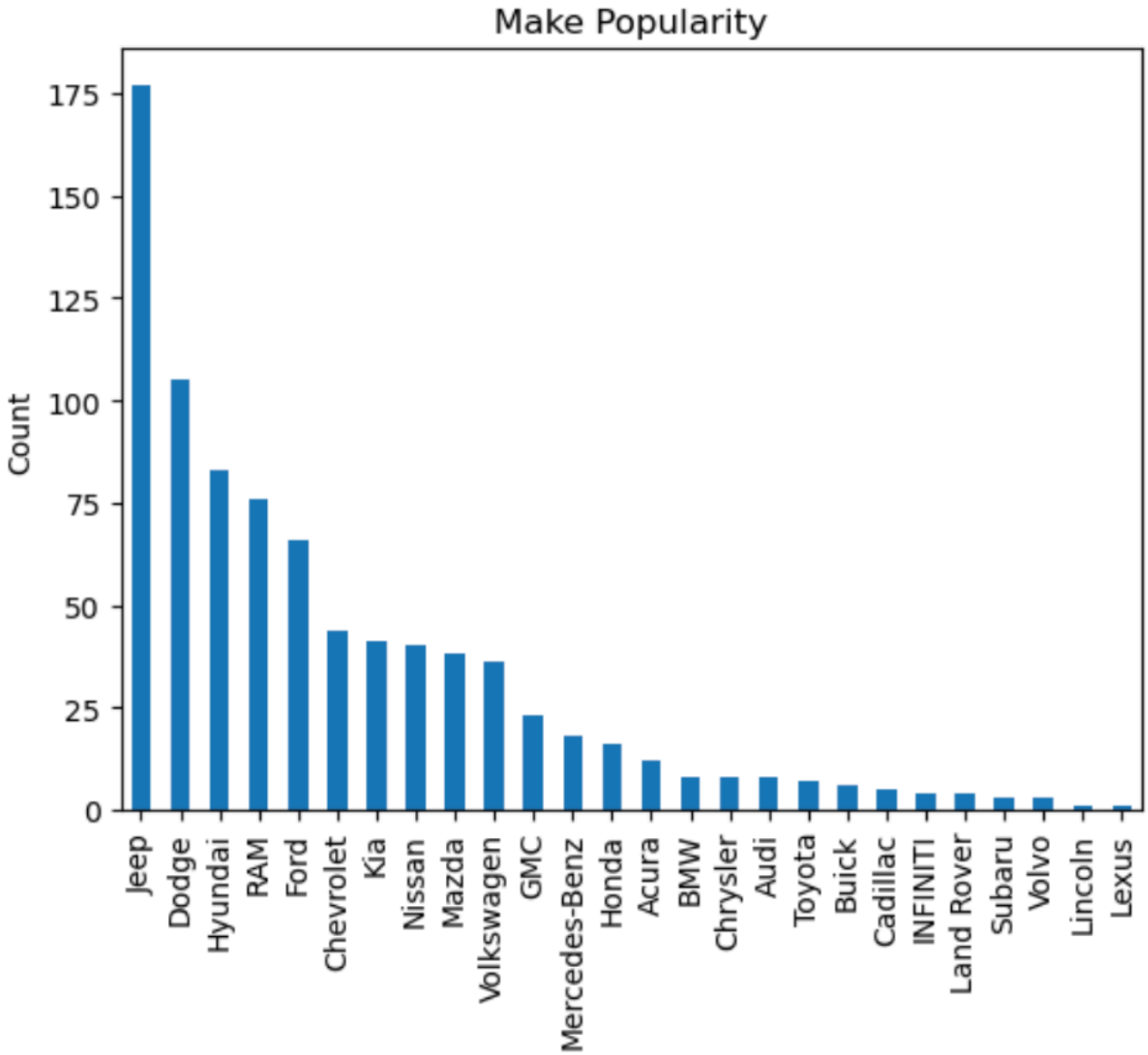
Clear trend that people not willing to spend more than about $60,000 on a car.

What are people looking for?

Best Selling Cars

2023 Dodge Durango Pursuit	3.961585%
2024 Jeep Compass Latitude	3.361345%
2024 RAM 3500 Tradesman	2.040816%
2024 Volkswagen Taos 1.5T SE	1.800720%
2024 Dodge Hornet R/T Plus	1.680672%

Make Popularity



Jeep, Dodge and Hyundai are the most common car sold at this dealership.

Jeep	21.248499
Dodge	12.605042
Hyundai	9.963986
RAM	9.123649
Ford	7.923169

These brands are more known for their bigger vehicles like SUV's than Sedans. What kind of body type do people want?

Body Type

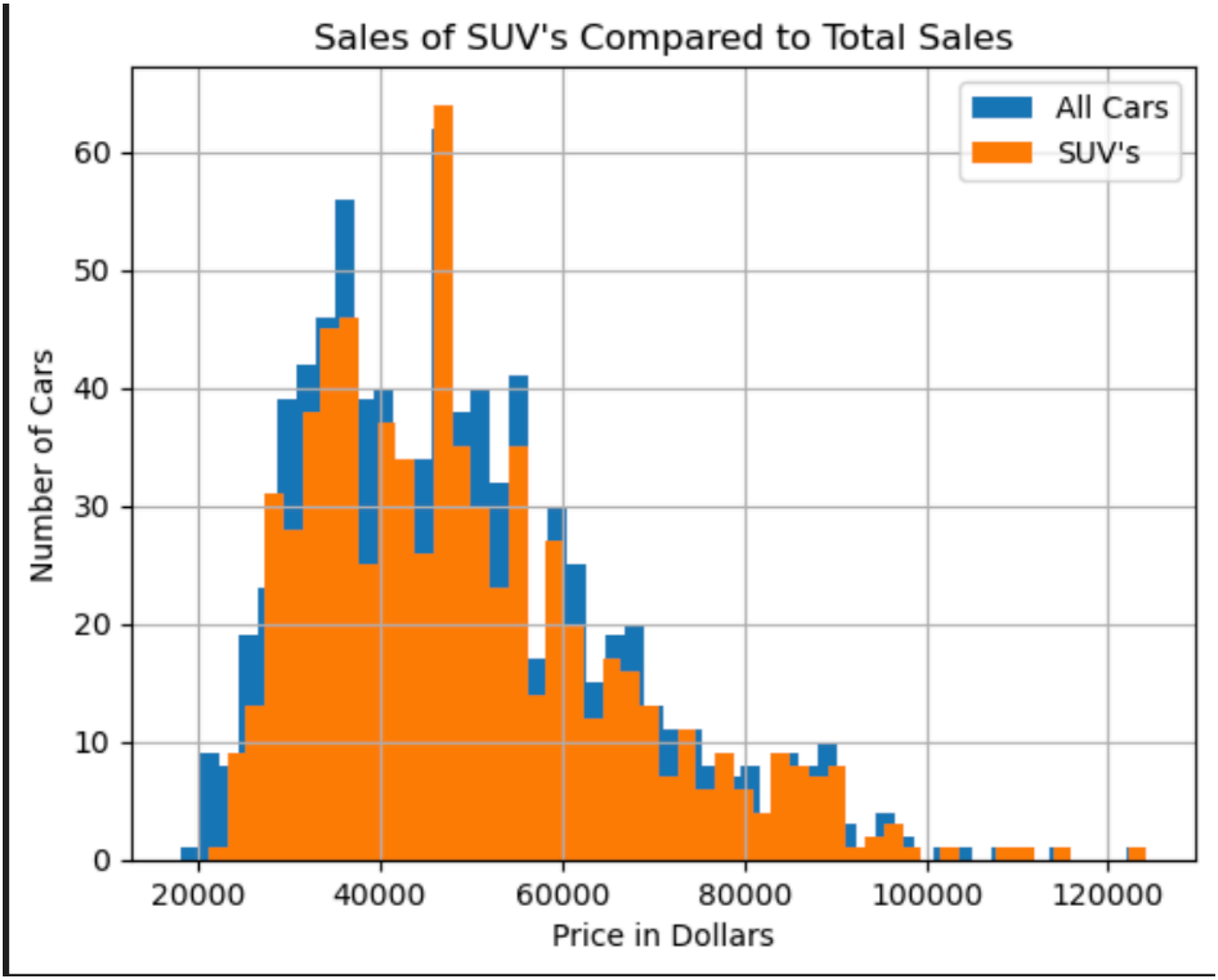
SUV	**69.267707%**
Pickup Truck	17.887155%

Sedan	6.242497%
Cargo Van	4.321729%
Passenger Van	1.320528%
Hatchback	0.720288%
Convertible	0.120048%
Minivan	0.120048%

SUV's and Pickup trucks make up ~87.14% of all purchases
What are people looking for in SUV's and Trucks then??

Trucks and SUV's

	year	price	cylinders	mileage	doors
count	726.000000	726.000000	726.000000	726.000000	726.000000
mean	2023.925620	49677.827824	4.995868	74.269972	3.976584
std	0.272874	17044.590499	1.452222	544.075648	0.212057
min	2023.000000	21123.000000	0.000000	0.000000	2.000000
25%	2024.000000	36047.500000	4.000000	3.000000	4.000000
50%	2024.000000	47001.500000	4.000000	8.000000	4.000000
75%	2024.000000	58851.250000	6.000000	13.000000	4.000000
max	2025.000000	124250.000000	8.000000	9711.000000	4.000000



Most Popular Makes

Jeep 24.380165

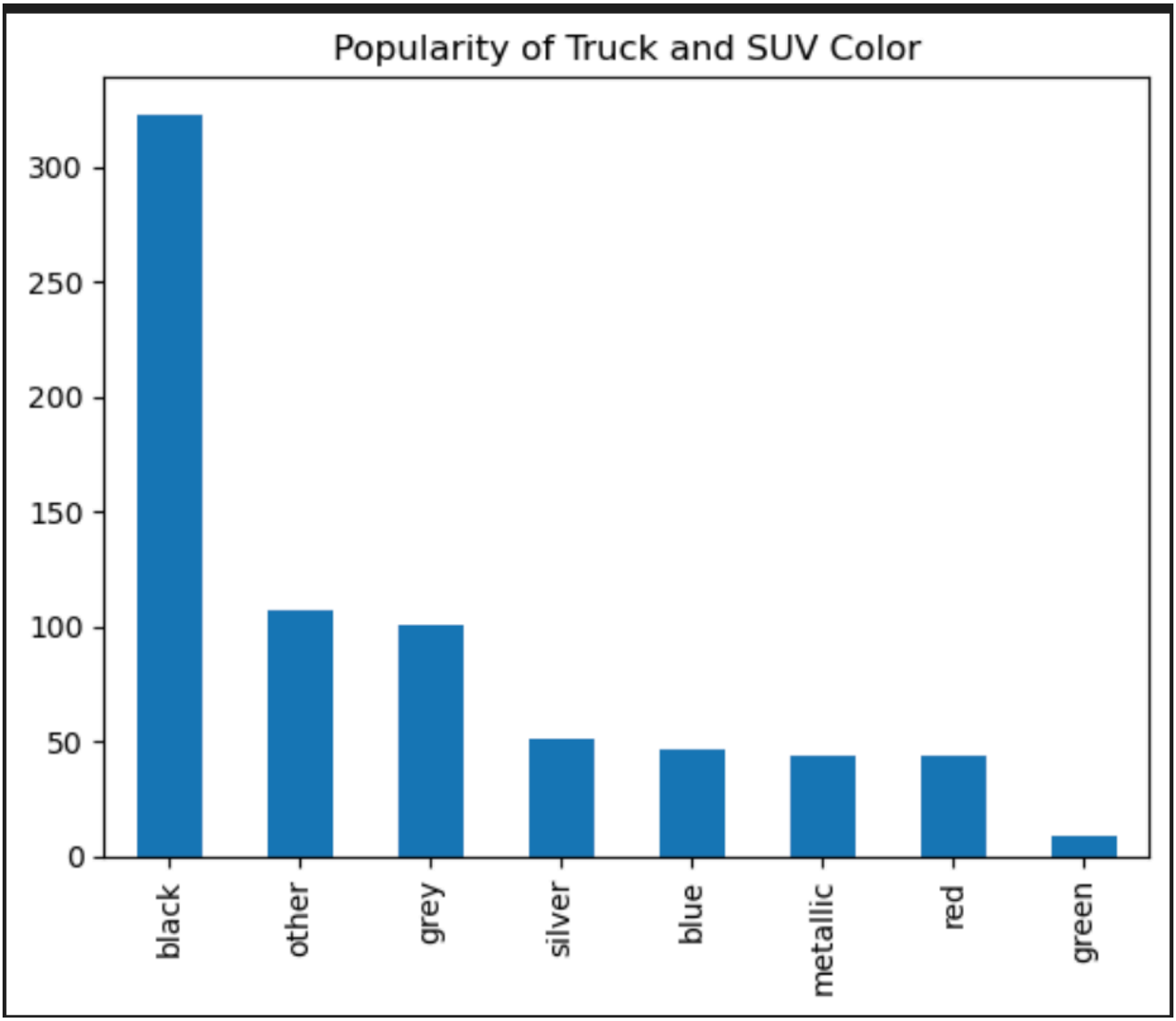
Dodge 12.947658

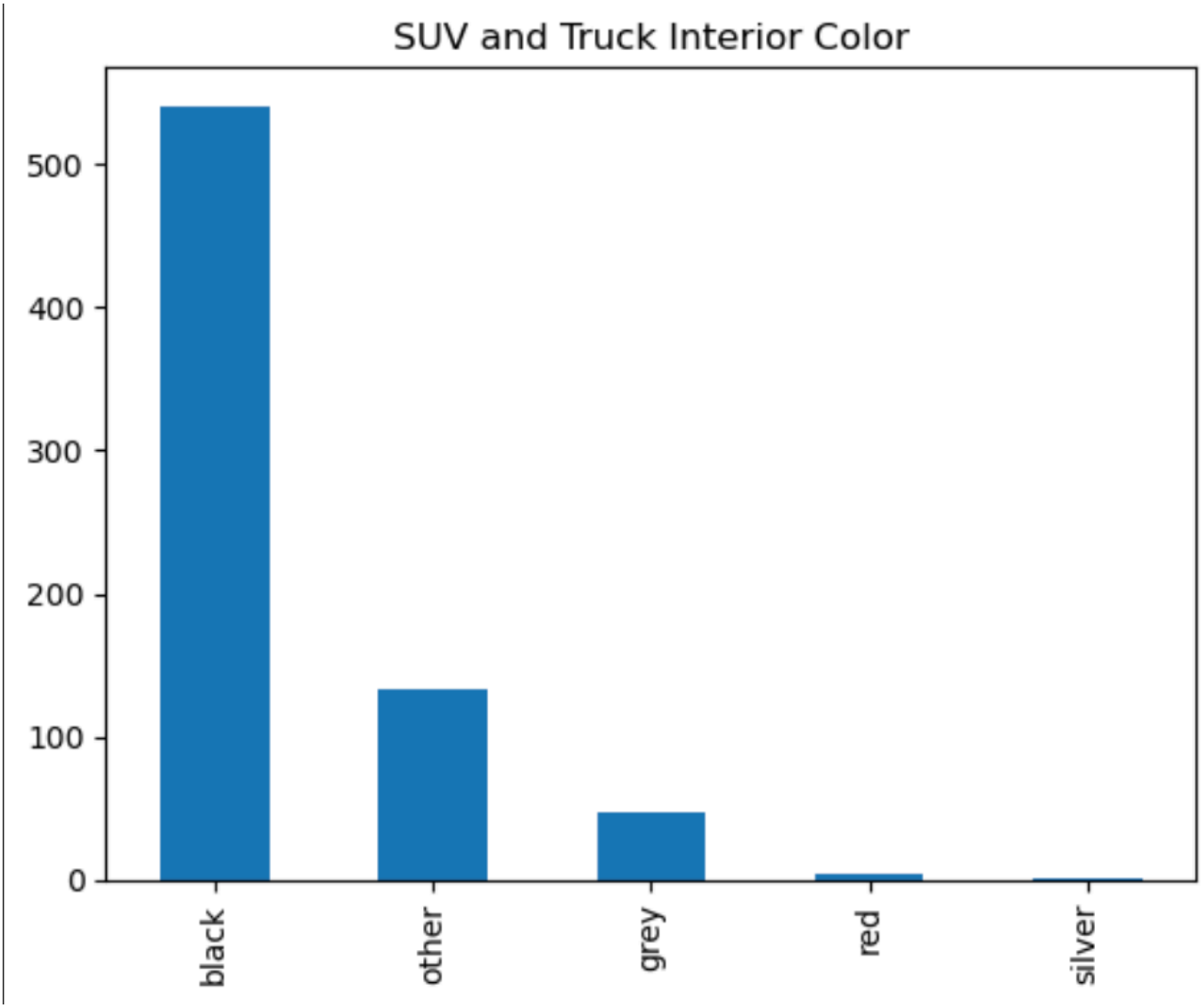
Hyundai 9.779614

RAM 8.815427

Ford 7.162534

Chevrolet 6.060606
Kia 5.509642
Mazda 5.096419
Nissan 4.269972
Volkswagen 3.168044
GMC 2.754821
Acura 1.652893
Honda 1.652893
Mercedes-Benz 1.239669
Toyota 0.964187
BMW 0.826446
Buick 0.826446
Cadillac 0.688705
Audi 0.550964
INFINITI 0.550964
Land Rover 0.550964
Volvo 0.275482
Lincoln 0.137741
Lexus 0.137741


Popularity of Truck and SUV Color
300
250
200
150
100
50
0
black
other
grey
silver
blue
metallic
red
green



Drive Train
All-wheel Drive 44.903581
Four-wheel Drive 42.424242
Front-wheel Drive 10.192837
Rear-wheel Drive 2.479339

Fuel
Gasoline 72.589532
Hybrid 15.977961
Diesel 8.815427
PHEV Hybrid Fuel 2.203857
Electric 0.275482
Diesel (B20 capable) 0.137741

Thoughts for further analysis:

Differences between trucks and SUV's?

- Difference in Car door number?
- Difference in price? Will people spend more on trucks?
- Cylinders?

There was a marginal difference (~$1000) for a car that had never been driven versus one that had. I only split these into two groups, but could the ones with a few thousand miles have a bigger change in price?

Should I analyze the sedans?