

# Project 6: Car Dataset analysis

## Data Folder

You are working as an analyst for a Car brand. The brand wants to launch one(or multiple types) car. You are given the post-purchase data for various Car brands and their models and have been asked to create a detailed analysis using the given data:

**Note:** Use your creativity to get interesting insights from the data. Use Excel only for reporting and presentation. Rest all the points to analysis using SQL only.

1. Create an analysis to find the income class of UK citizens based on the price of Cars(You can use per-capita income in the UK from internet sources)
2. Categorize the cars on the basis of their price(Create as many buckets as you want as per your understanding of data) and analyze the:
  1. price changes across the years and identifies the categories which have seen a significant jump in their price
  - b. changes in the number of cars sold across the years and identify the categories which have seen a significant jump in their sales

Using the above-identified categories for both points (a) & (b), do a root cause analysis to identify the probable reason for their increase.

For, e.g., Its fuel efficiency as compared to other types of cars could be a reason.

1. Find relationship between fuel efficiency & price of car/sales of car/fuel type/, etc.
2. Create an analysis to show the effect of fuel expenditure on the sales of car over the years(Get the fuel prices in the UK through the years through internet sources)

Using all of the above analysis, suggest cost and usage effective car types for the brand to launch(We can launch multiple types of car as well)

You are also asked to rank across all the models based on their total sales, average price, average mileage, average engine size, etc. and now filter the top 5 basis their sales. Observe the identified models and provide your inference.

Make a Dynamic Excel Dashboard from your findings, plot graphs & create multiple tabs as needed, be as creative as you can.

## **Schema Details:**

[P4 Schema Details fin.xlsx](#)