Analyzing the Impact of Car Features on Price and Profitability

TRAINITY PROJECT 7

ASHWIN K

Agenda

1. PROJECT DESCRIPTION
2. APPROACH
3. TECH-STACK USED
4. INSIGHTS
5. SOLUTION
6. RESULT

PROJECT DESCRIPTION

- THE PROJECT AIMS TO OPTIMIZE PRICING AND PRODUCT DEVELOPMENT DECISIONS FOR A CAR MANUFACTURER IN ORDER TO MAXIMIZE PROFITABILITY WHILE MEETING CONSUMER DEMAND.

- THIS WILL BE ACHIEVED THROUGH DATA ANALYSIS TECHNIQUES SUCH AS REGRESSION ANALYSIS AND MARKET SEGMENTATION. BY ANALYZING THE RELATIONSHIP BETWEEN A CAR'S FEATURES, MARKET CATEGORY, AND PRICING, THE MANUFACTURER CAN IDENTIFY POPULAR FEATURES AND CATEGORIES AMONG CONSUMERS AND DETERMINE THEIR PROFITABILITY.

- THIS ANALYSIS WILL INFORM THE DEVELOPMENT OF A PRICING STRATEGY THAT BALANCES CONSUMER DEMAND AND PROFITABILITY, AS WELL AS GUIDE FUTURE PRODUCT DEVELOPMENT EFFORTS BY IDENTIFYING KEY FEATURES TO FOCUS ON. THE ULTIMATE GOAL IS TO ENHANCE THE MANUFACTURER'S COMPETITIVENESS IN THE MARKET AND DRIVE INCREASED PROFITABILITY OVER TIME.

APPROACH

1. DATA COLLECTION AND ORGANIZATION
2. DESCRIPTIVE ANALYSIS
3. CORRELATION ANALYSIS
4. REGRESSION ANALYSIS
5. MARKET SEGMENTATION
6. PRICING ANALYSIS
7. PROFITABILITY EVALUATION
8. PRICING AND PRODUCT DEVELOPMENT DECISIONS
9. MONITORING AND ITERATION

TECH-STACK USED

MICROSOFT EXCEL

INSIGHTS

- **FEATURE IMPORTANCE:** ANALYZE THE CORRELATION BETWEEN CAR FEATURES AND PRICING TO IDENTIFY THE MOST INFLUENTIAL FEATURES.
- **MARKET SEGMENTATION:** SEGMENT THE MARKET BASED ON CONSUMER PREFERENCES AND BUYING BEHAVIOR USING CLUSTERING TECHNIQUES OR PIVOT TABLES.
- **PRICE ELASTICITY OF DEMAND:** ANALYZE THE PRICE ELASTICITY OF DEMAND TO UNDERSTAND HOW SENSITIVE CUSTOMERS ARE TO CHANGES IN PRICING.
- **PROFITABILITY ANALYSIS:** EVALUATE THE PROFITABILITY OF DIFFERENT CAR MODELS, MARKET CATEGORIES, OR CUSTOMER SEGMENTS.
- **COMPETITIVE ANALYSIS:** ANALYZE THE PRICING STRATEGIES, PRODUCT OFFERINGS, AND MARKET POSITIONING OF COMPETITORS.
- **FUTURE DEMAND FORECASTING:** USE HISTORICAL DATA AND REGRESSION ANALYSIS TO FORECAST FUTURE DEMAND BASED ON PRICING, FEATURES, AND MARKET CATEGORIES.
- **PRICING STRATEGY OPTIMIZATION:** UTILIZE REGRESSION ANALYSIS AND MARKET DATA TO OPTIMIZE PRICING STRATEGIES.
- **PRODUCT DEVELOPMENT PRIORITIZATION:** IDENTIFY THE MOST INFLUENTIAL AND SOUGHT-AFTER FEATURES BASED ON CORRELATION ANALYSIS AND MARKET SEGMENTATION.

SOLUTIONS

DATA CLEANING

DUPLICATES REMOVED	715
NULL VALUES REMOVED	108
LINK FOR CLEANED DATA SET	https://docs.google.com/spreadsheets/d/1dJb6KjmAIV7ar-Q1GAt8ND2GGf9FHedb/edit?usp=sharing&ouid=111617584332759410517&rtpof=true&sd=true

ANALYSIS

TASK 1.A

CREATE A PIVOT TABLE THAT SHOWS THE NUMBER OF CAR MODELS IN EACH MARKET CATEGORY AND THEIR CORRESPONDING POPULARITY SCORES.

SAMPLE OUTPUT

	MARKET CATEGORY	Average of Popularity	Count of Model
2	Crossover	1556.168372	107
3	Crossover,Diesel	873	
4	Crossover,Exotic,Luxury	238	
5	Crossover,Exotic,Luxury	238	
6	Crossover,Factory Tuner	1823.461538	2
7	Crossover,Factory Tuner	2607.4	
8	Crossover,Factory Tuner	210	
9	Crossover,Flex Fuel	2073.75	6
10	Crossover,Flex Fuel,Luxu	1173.2	1
11	Crossover,Flex Fuel,Luxu	1624	
12	Crossover,Flex Fuel,Perf	5657	
13	Crossover,Hatchback	1675.694444	7
14	Crossover,Hatchback,Fa	2009	
15	Crossover,Hatchback,Lu	204	
16	Crossover,Hatchback,Pe	2009	
17	Crossover,Hybrid	2563.380952	4
18	Crossover,Luxury	889.2142857	40
19	Crossover,Luxury,Diesel	2149.411765	3
20	Crossover,Luxury,High-F	1037.222222	
21	Crossover,Luxury,Hybric	630.9166667	2
22	Crossover,Luxury,Perfor	1349.089286	11

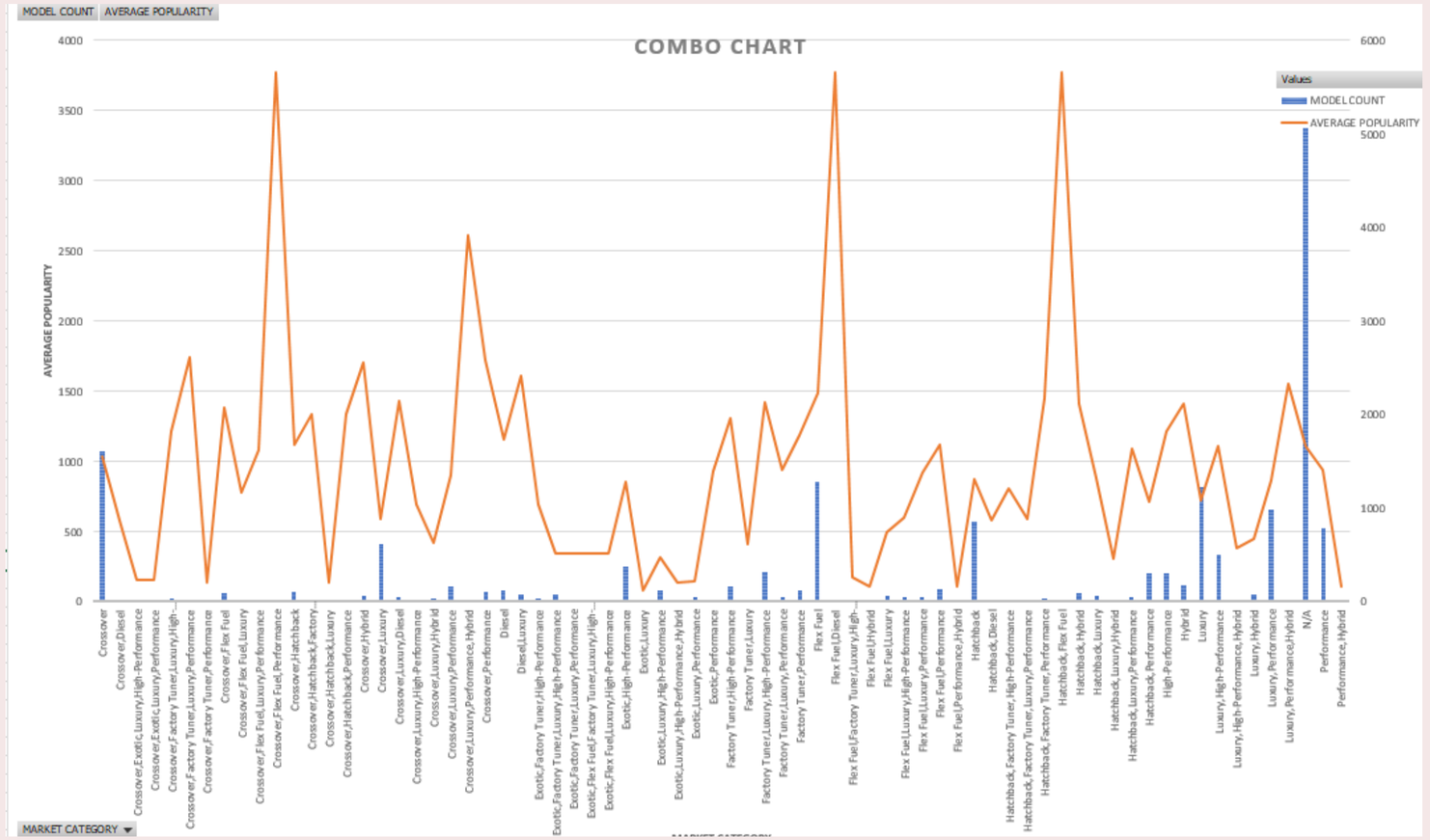
LINK FOR ACCESSING EXCEL SHEET

https://docs.google.com/spreadsheets/d/17dtmQP0QQQc-tdm_u8ORMGbfTuQEb0Ew/edit?usp=sharing&ouid=111617584332759410517&rtpof=true&sd=true

TASK 1.B

CREATE A COMBO CHART THAT VISUALIZES THE RELATIONSHIP BETWEEN MARKET CATEGORY AND POPULARITY.

COMBO CHART



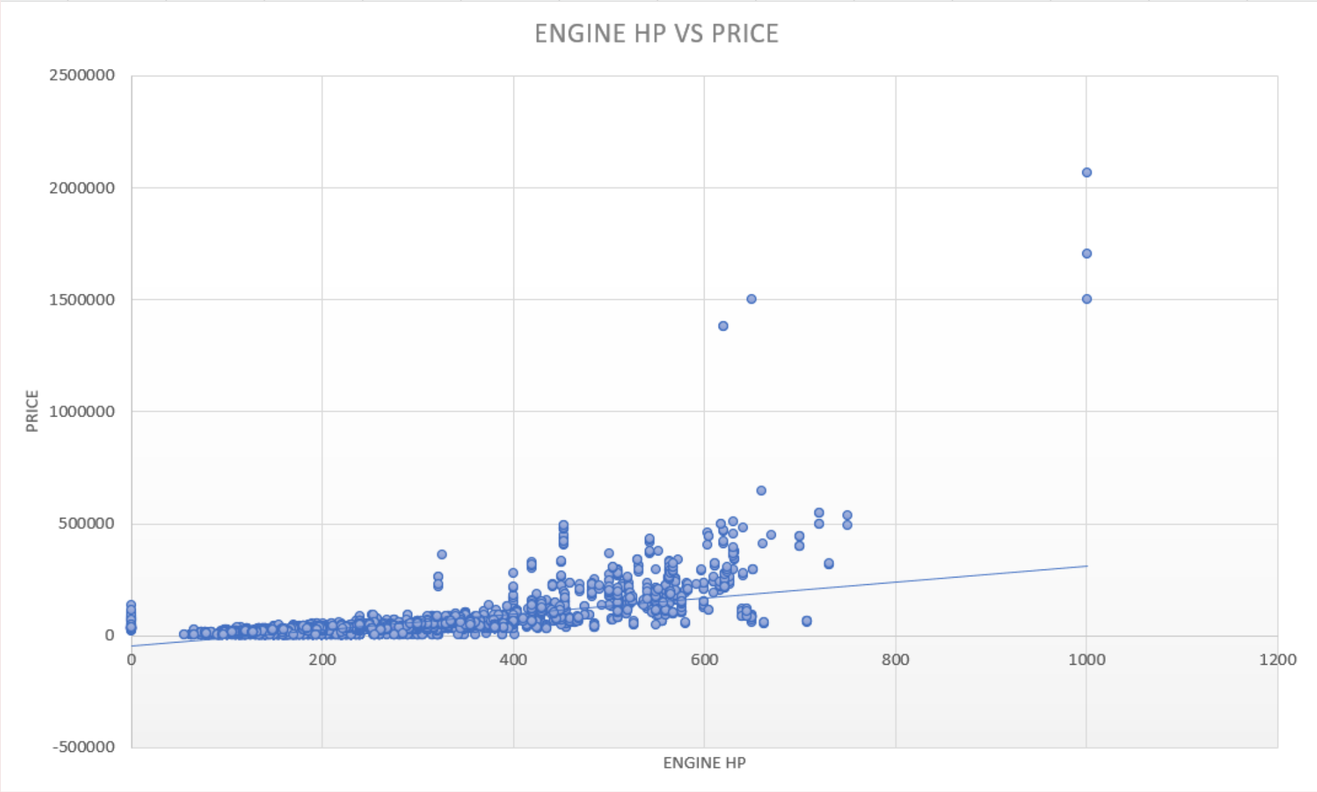
INFERENCE FROM TASK 1

- THE MOST COMMON MARKET CATEGORY IS "CROSSOVER" WITH 1075 MODELS, HAVING AN AVERAGE POPULARITY OF 1556.168372.
- THE MARKET CATEGORY "CROSSOVER, PERFORMANCE" HAS 69 MODELS AND A RELATIVELY HIGH AVERAGE POPULARITY OF 2585.956522.
- "FLEX FUEL" VEHICLES HAVE A SIGNIFICANT PRESENCE IN THE MARKET, WITH 855 MODELS AND AN AVERAGE POPULARITY OF 2225.71345.
- "LUXURY" VEHICLES HAVE A WIDE RANGE OF MARKET CATEGORIES, WITH A TOTAL OF 819 MODELS. THE AVERAGE POPULARITY VARIES DEPENDING ON THE SPECIFIC CATEGORY, RANGING FROM 1079.214896 TO 1668.017964.

TASK 2

CREATE A SCATTER CHART THAT PLOTS ENGINE POWER ON THE X-AXIS AND PRICE ON THE Y-AXIS. ADD A TRENDLINE TO THE CHART TO VISUALIZE THE RELATIONSHIP BETWEEN THESE VARIABLES.

SCATTER CHART



INFERENCE

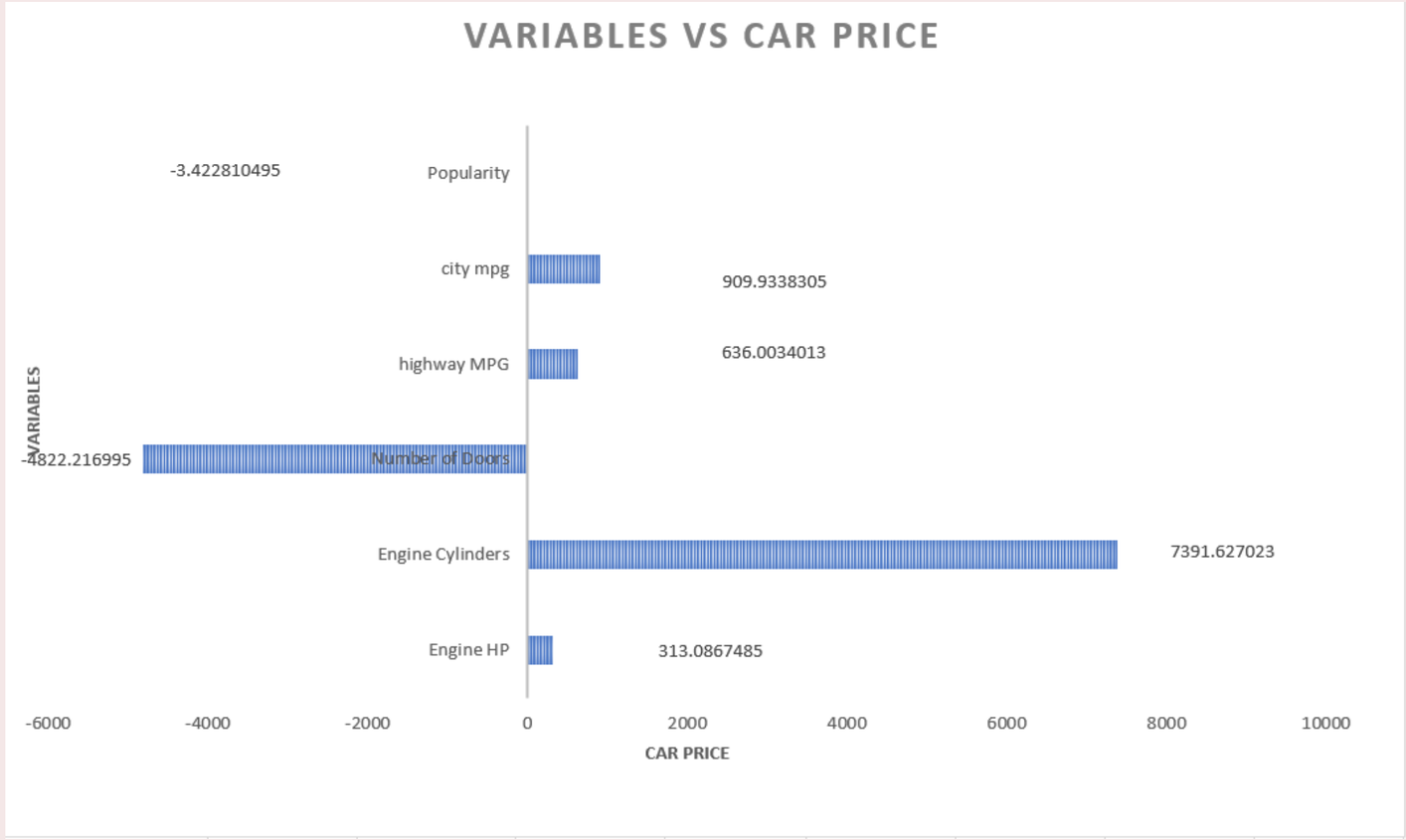
- **WHEN PLOTTING A SCATTER PLOT OF THE DATA POINTS, IT BECOMES EVIDENT THAT AS THE ENGINE HORSEPOWER (HP) OF A CAR INCREASES, THE PRICE OF THE CAR ALSO TENDS TO INCREASE.**

- **FURTHERMORE, THE DATA POINTS CONSISTENTLY CLUSTER CLOSELY TO THE TRENDLINE, INDICATING A STRONG POSITIVE CORRELATION BETWEEN ENGINE HP AND PRICE.**

TASK 3

USE REGRESSION ANALYSIS TO IDENTIFY THE VARIABLES THAT HAVE THE STRONGEST RELATIONSHIP WITH A CAR'S PRICE. THEN CREATE A BAR CHART THAT SHOWS THE COEFFICIENT VALUES FOR EACH VARIABLE TO VISUALIZE THEIR RELATIVE IMPORTANCE.

VARIABLES VS CAR PRICE



COEFFICIENTS

	Coefficients
Intercept	-91583.48333
Engine HP	313.0867485
Engine Cylinders	7391.627023
Number of Doors	-4822.216995
highway MPG	636.0034013
city mpg	909.9338305
Popularity	-3.422810495

INFERENCE FROM TASK 3

- ENGINE HP: A HIGHER HORSEPOWER RATING FOR THE ENGINE SIGNIFICANTLY RAISES THE COST OF THE CAR, WITH EACH UNIT INCREASE CONTRIBUTING ROUGHLY $313 TO THE PRICE.

- ENGINE CYLINDERS: THE NUMBER OF ENGINE CYLINDERS HAS A DIRECT IMPACT ON THE PRICE, AS MORE CYLINDERS RESULT IN A HIGHER COST. EACH ADDITIONAL CYLINDER ADDS APPROXIMATELY $7,391 TO THE PRICE, EMPHASIZING THE IMPORTANCE OF PERFORMANCE.

- NUMBER OF DOORS: HAVING EXTRA DOORS IS LINKED TO A LOWER PRICE, AS EACH ADDITIONAL DOOR DECREASES THE PRICE BY AROUND $4,822.

- HIGHWAY MPG: ENHANCED FUEL EFFICIENCY ON THE HIGHWAY IS ASSOCIATED WITH A HIGHER PRICE, WITH EACH ADDITIONAL MILE PER GALLON CONTRIBUTING APPROXIMATELY $636 TO THE COST.

- CITY MPG: IMPROVED FUEL EFFICIENCY IN CITY DRIVING CORRESPONDS TO A HIGHER PRICE, AS EACH ADDITIONAL MILE PER GALLON LEADS TO AN INCREASE OF APPROXIMATELY $910 IN PRICE.

- POPULARITY: ALTHOUGH THE IMPACT IS RELATIVELY SMALL, AN INCREASE IN POPULARITY TENDS TO SLIGHTLY DECREASE THE PRICE, WITH EACH UNIT INCREASE IN POPULARITY ASSOCIATED WITH A PRICE DECREASE OF ABOUT $3.42.

INFERENCE FROM BARCHART

- THE BAR CHART PROVIDES A CLEAR VISUALIZATION OF THE FACTORS THAT EXERT THE MOST SIGNIFICANT INFLUENCE ON A CAR'S PRICE, REVEALING THAT THE NUMBER OF CYLINDERS AND ENGINE HORSEPOWER EXHIBIT THE HIGHEST COEFFICIENT VALUES, INDICATING THEIR SUBSTANTIAL IMPACT.

- IN CLOSE PROXIMITY TO THE AFOREMENTIONED INFLUENTIAL FACTORS, WE OBSERVE VARIABLES SUCH AS CITY MPG AND HIGHWAY MPG, WHICH ALSO EXHIBIT CONSIDERABLE COEFFICIENT VALUES. THE FUEL EFFICIENCY OF A CAR, BOTH IN CITY DRIVING AND ON THE HIGHWAY, IS A CRUCIAL CONSIDERATION FOR MANY BUYERS, AS IT DIRECTLY AFFECTS THEIR ONGOING EXPENSES AND ENVIRONMENTAL IMPACT.

- WHILE THE NUMBER OF DOORS CONTRIBUTES TO THE OVERALL FUNCTIONALITY AND CONVENIENCE OF A VEHICLE, IT APPEARS TO HAVE A LESSER INFLUENCE ON ITS PRICE COMPARED TO OTHER FACTORS.

- SIMILARLY, WHILE POPULARITY DOES PLAY A ROLE IN SHAPING MARKET DYNAMICS, ITS IMPACT ON THE PRICING STRUCTURE OF A CAR SEEMS TO BE RELATIVELY MODEST.

TASK 4A

CREATE A PIVOT TABLE THAT SHOWS THE AVERAGE PRICE OF CARS FOR EACH MANUFACTURER.

SAMPLE OUTPUT

MANUFACTU	AVG PRICE
Acura	35087.4878
Alfa Romeo	61600
Aston Martin	198123.4615
Audi	54574.1215
Bentley	247169.3243
BMW	62162.55864
Bugatti	1757223.667
Buick	29034.18947
Cadillac	56368.26515
Chevrolet	29074.72576
Chrysler	26722.96257
Dodge	24857.04537
Ferrari	238218.8406
FIAT	22670.24194
Ford	28511.30788
Genesis	46616.66667
GMC	32444.08506
Honda	26655.14781
HUMMER	36464.41176
Hyundai	24926.26255
Infiniti	42640.27134
Kia	25513.75546

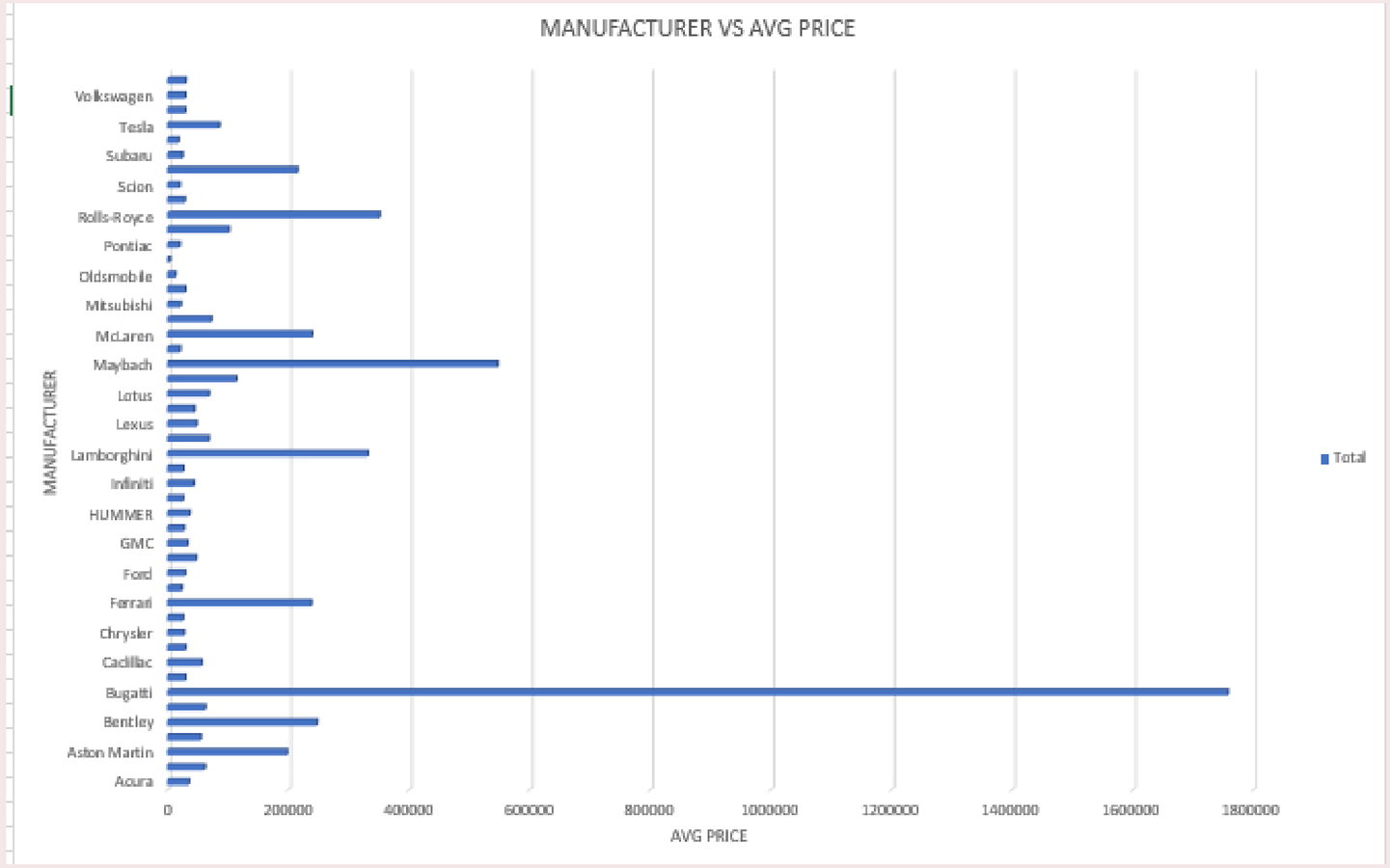
LINK FOR ACCESSING EXCEL SHEET

https://docs.google.com/spreadsheets/d/192V4CicfN7OExgNIa7Vw5KyrOxsx0J57/edit?usp=sharing&ouid=111617584332759410517&rtpof=true&sd=true

TASK 4B

CREATE A BAR CHART OR A HORIZONTAL STACKED BAR CHART THAT VISUALIZES THE RELATIONSHIP BETWEEN MANUFACTURER AND AVERAGE PRICE.

MANUFACTURER VS AVG PRICE



INFERENCE FROM TASK 4

- LUXURY BRANDS: LUXURY CAR MANUFACTURERS LIKE BUGATTI, MAYBACH, AND ROLLS-ROYCE HAVE SIGNIFICANTLY HIGHER AVERAGE PRICES, WITH BUGATTI TOPPING THE LIST AT AN ASTONISHING $1,757,223.67. THESE MANUFACTURERS CATER TO HIGH-END CUSTOMERS, OFFERING EXCLUSIVE AND EXPENSIVE VEHICLES.

- MAINSTREAM BRANDS: MAINSTREAM MANUFACTURERS LIKE TOYOTA, CHEVROLET, AND FORD HAVE RELATIVELY LOWER AVERAGE PRICES, WITH TOYOTA BEING THE HIGHEST AMONG THEM AT $28,846.56. THESE BRANDS FOCUS ON AFFORDABILITY AND ACCESSIBILITY, APPEALING TO A BROADER MARKET.

- PREMIUM BRANDS: PREMIUM BRANDS LIKE AUDI, BMW, AND MERCEDES-BENZ HAVE MODERATE AVERAGE PRICES, RANGING BETWEEN $54,574 TO $72,069. THEY OFFER A BALANCE BETWEEN LUXURY AND AFFORDABILITY, ATTRACTING CUSTOMERS SEEKING HIGHER QUALITY AND FEATURES.

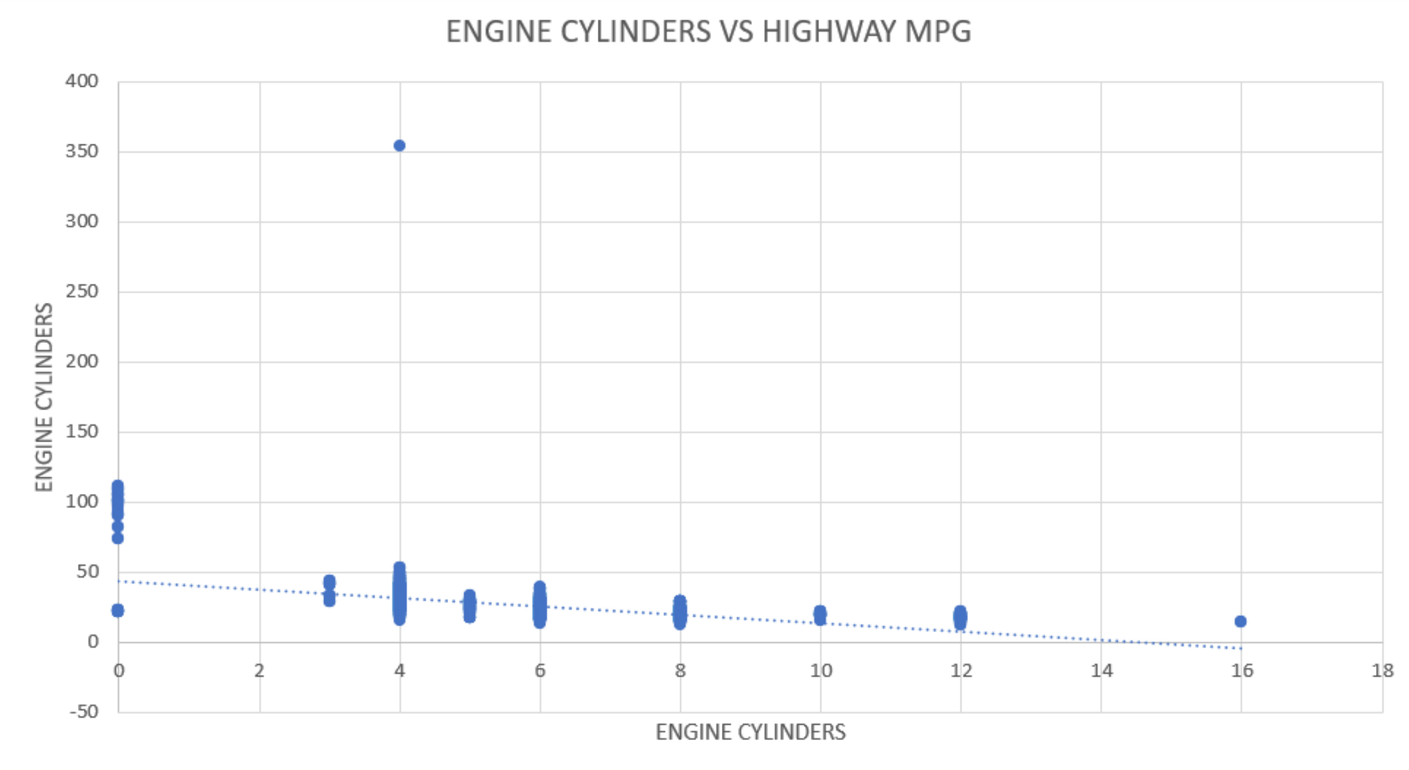
- SPORTS CAR BRANDS: SPORTS CAR MANUFACTURERS LIKE LAMBORGHINI, FERRARI, AND PORSCHE HAVE HIGHER AVERAGE PRICES, RANGING FROM $101,622 TO $331,567. THESE BRANDS ARE KNOWN FOR THEIR HIGH-PERFORMANCE VEHICLES AND ARE SOUGHT AFTER BY CAR ENTHUSIASTS.

- DIVERSE RANGE: THE CAR MARKET EXHIBITS A WIDE RANGE OF AVERAGE PRICES, CATERING TO VARIOUS CUSTOMER PREFERENCES AND BUDGETS. SOME BRANDS, LIKE PLYMOUTH AND OLDSMOBILE, HAVE RELATIVELY LOWER AVERAGE PRICES COMPARED TO THE REST.

TASK 5A

CREATE A SCATTER PLOT WITH THE NUMBER OF CYLINDERS ON THE X-AXIS AND HIGHWAY MPG ON THE Y-AXIS. THEN CREATE A TRENDLINE ON THE SCATTER PLOT TO VISUALLY ESTIMATE THE SLOPE OF THE RELATIONSHIP AND ASSESS ITS SIGNIFICANCE.

ENGINE CYLINDERS VS HIGNWAY MPG



INFERENCE

INTERPRETATION: BASED ON THE SCATTER PLOT AND CORRELATION COEFFICIENT, IT CAN BE INFERRED THAT THERE IS A NEGATIVE RELATIONSHIP BETWEEN THE NUMBER OF CYLINDERS AND HIGHWAY MPG. AS THE NUMBER OF CYLINDERS INCREASES, THE FUEL EFFICIENCY, AS MEASURED BY HIGHWAY MPG, GENERALLY DECREASES. THIS SUGGESTS THAT CARS WITH A HIGHER NUMBER OF CYLINDERS TEND TO HAVE LOWER FUEL EFFICIENCY ON THE HIGHWAY.

TASK 5B

CALCULATE THE CORRELATION COEFFICIENT BETWEEN THE NUMBER OF CYLINDERS AND HIGHWAY MPG TO QUANTIFY THE STRENGTH AND DIRECTION OF THE RELATIONSHIP.

OUTPUT

	Coefficients
Intercept	43.63852578
ENGINE CYLINDERS	-3.013381954

INFERENCE

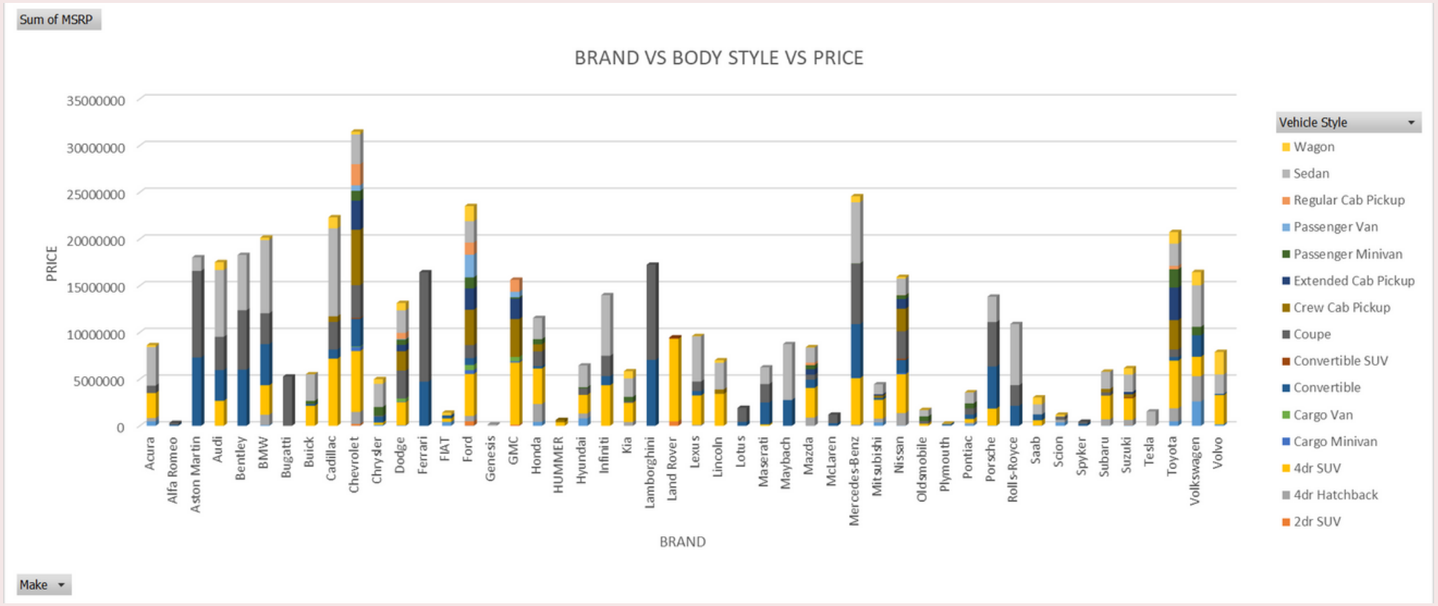
CORRELATION COEFFICIENT: THE CORRELATION COEFFICIENT QUANTIFIES THE STRENGTH AND DIRECTION OF THE RELATIONSHIP BETWEEN THE NUMBER OF CYLINDERS AND HIGHWAY MPG. IN THIS CASE, THE CORRELATION COEFFICIENT IS -3.013381954. A NEGATIVE CORRELATION INDICATES AN INVERSE RELATIONSHIP BETWEEN THE VARIABLES, SUGGESTING THAT AS THE NUMBER OF CYLINDERS INCREASES, THE HIGHWAY MPG TENDS TO DECREASE.

DASHBOARD

TASK 1

CALCULATE THE CORRELATION COEFFICIENT BETWEEN THE NUMBER OF CYLINDERS AND HIGHWAY MPG TO QUANTIFY THE STRENGTH AND DIRECTION OF THE RELATIONSHIP.

OUTPUT



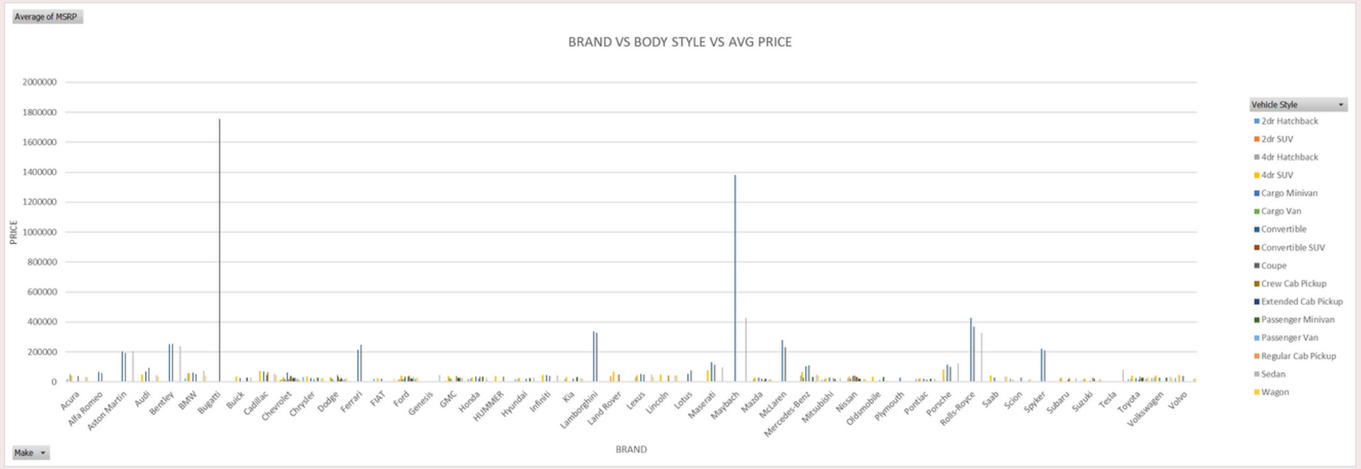
INFERENCE

- **CHEVROLET OFFERS A WIDER VARIETY OF BODY STYLES COMPARED TO OTHER BRANDS.**
- **ALFA ROMEO, TESLA, BUGATTI, AND GENESIS EACH CONSIST OF A SINGLE VEHICLE STYLE WITHIN THEIR RESPECTIVE LINEUPS.**

TASK 2

CLUSTERED COLUMN CHART TO COMPARE THE AVERAGE MSRPS ACROSS DIFFERENT CAR BRANDS AND BODY STYLES. CALCULATE THE AVERAGE MSRP FOR EACH BRAND AND BODY STYLE USING AVERAGEIF OR PIVOT TABLES.

OUTPUT



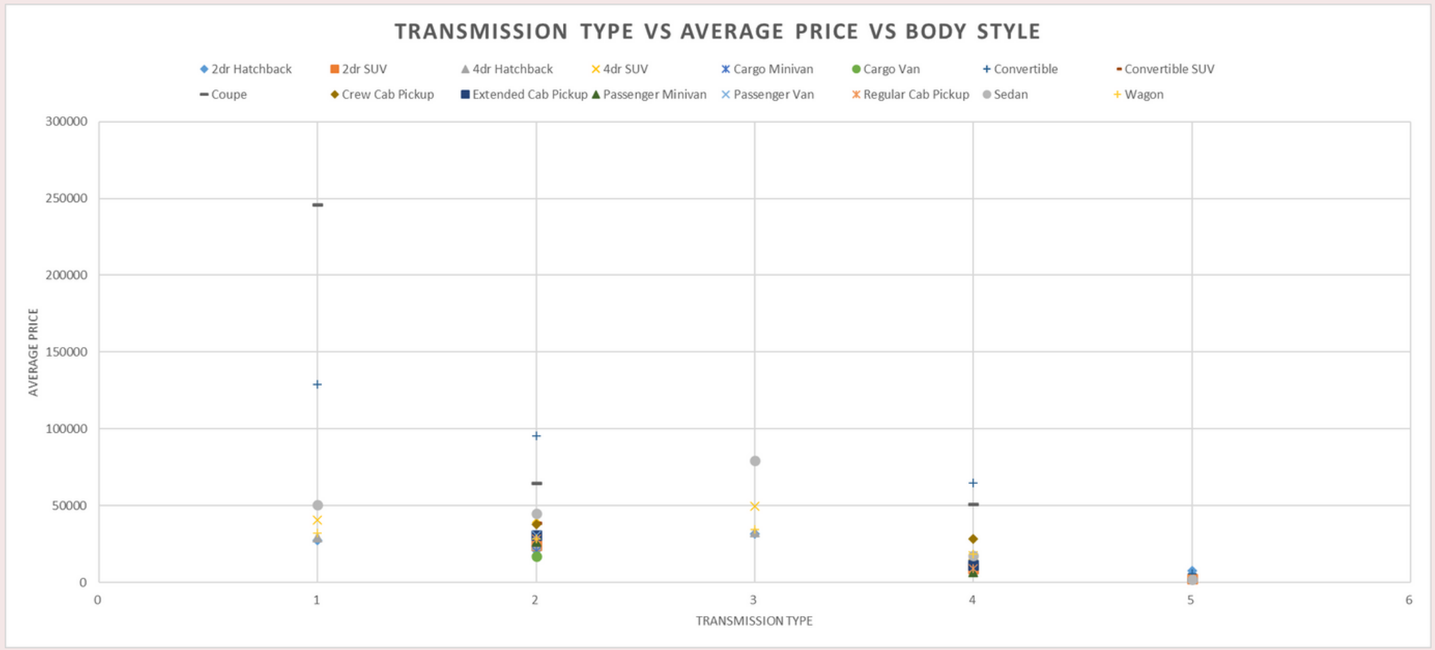
INFERENCE

- **BUGATTI HAS THE HIGHEST AVERAGE PRICE AMONG THE BRANDS SHOWN, REFLECTING ITS EXCLUSIVITY AND LUXURY.**
- **MAYBACH FOLLOWS BUGATTI WITH A RELATIVELY HIGH AVERAGE PRICE, KNOWN FOR ITS OPULENCE AND ADVANCED TECHNOLOGY.**
- **PLYMOUTH HAS THE LOWEST AVERAGE PRICE, OFFERING AFFORDABLE AND BUDGET-FRIENDLY OPTIONS.**

TASK 3

SCATTER PLOT CHART TO VISUALIZE THE RELATIONSHIP BETWEEN MSRP AND TRANSMISSION TYPE, WITH DIFFERENT SYMBOLS FOR EACH BODY STYLE. CALCULATE THE AVERAGE MSRP FOR EACH COMBINATION OF TRANSMISSION TYPE AND BODY STYLE USING AVERAGEIFS OR PIVOT TABLES.

OUTPUT



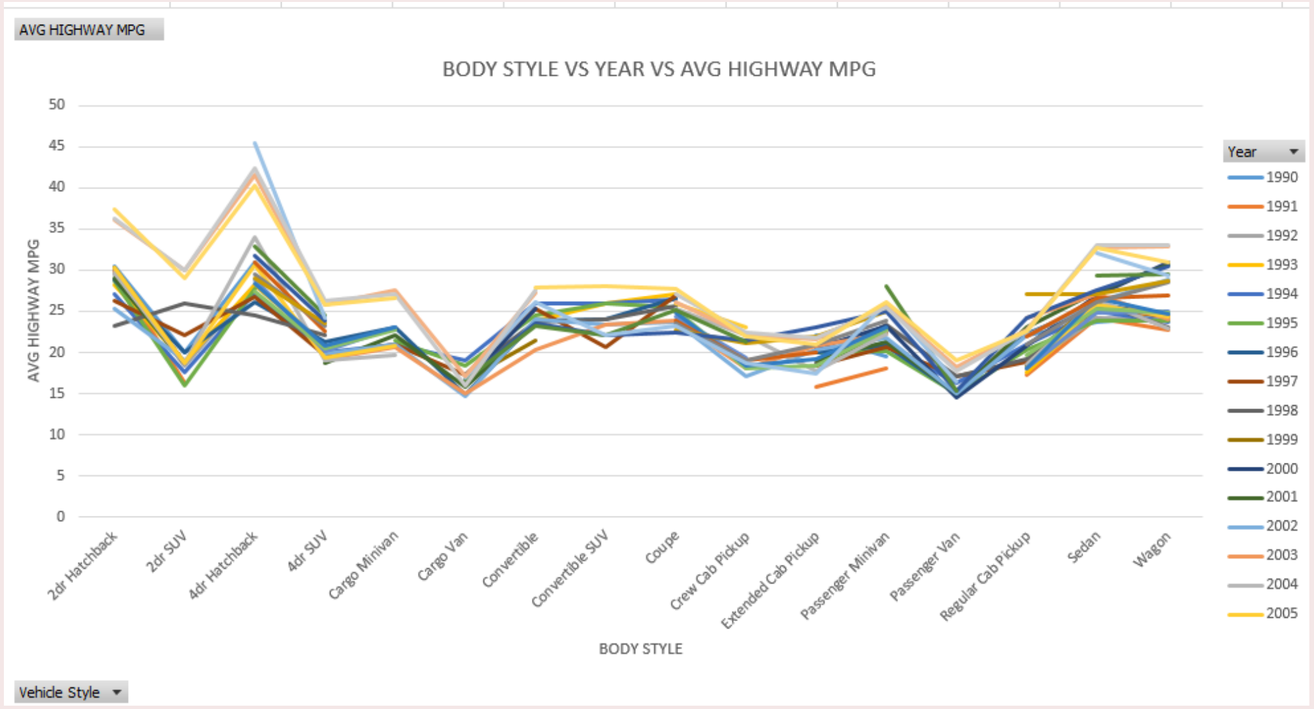
INFERENCE

- AMONG ALL TRANSMISSION TYPES, VEHICLES EQUIPPED WITH AUTOMATED MANUAL TRANSMISSIONS TEND TO HAVE THE HIGHEST AVERAGE PRICES.
- ON AVERAGE, VEHICLES THAT HAVE AN UNSPECIFIED OR UNKNOWN TRANSMISSION TYPE TYPICALLY HAVE LOWER PRICES.
- THE UTILIZATION OF AUTOMATIC TRANSMISSION EXTENDS ACROSS A WIDE RANGE OF CAR BODY STYLES.

TASK 4 (FOR HIGHWAY MPG)

LINE CHART TO SHOW THE TREND OF FUEL EFFICIENCY (MPG) OVER TIME FOR EACH BODY STYLE. CALCULATE THE AVERAGE MPG FOR EACH COMBINATION OF BODY STYLE AND MODEL YEAR USING AVERAGEIFS OR PIVOT TABLES.

OUTPUT



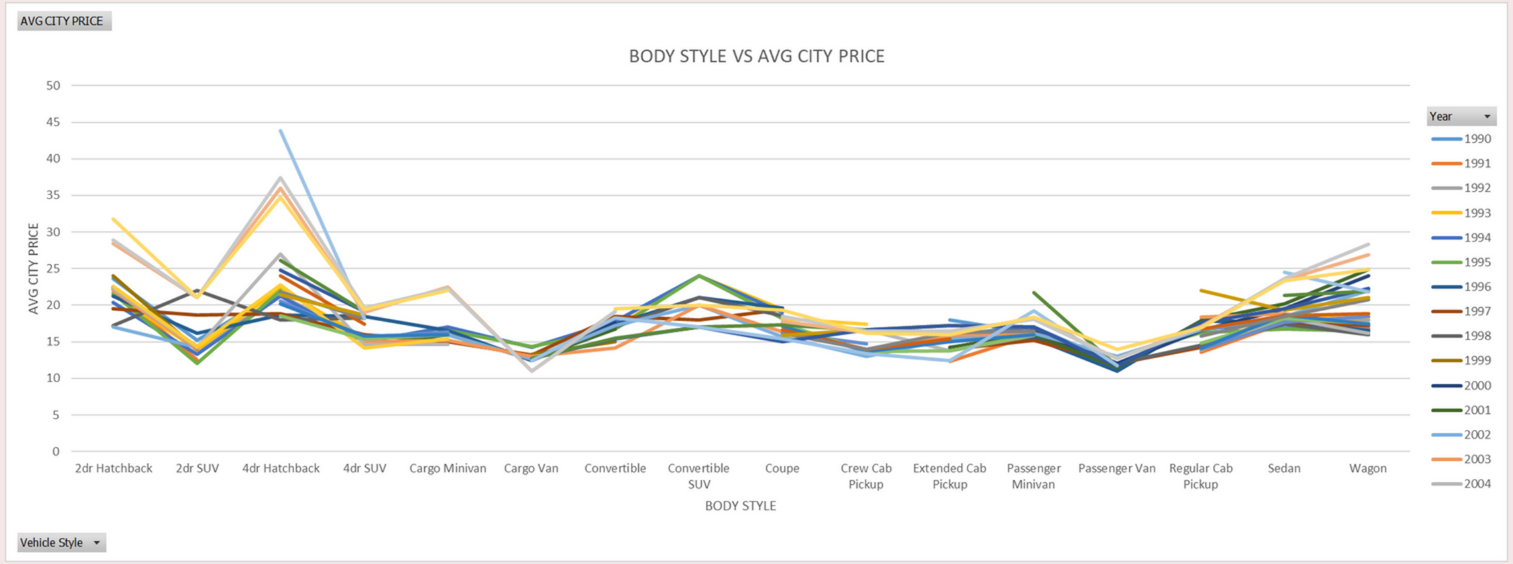
INFERENCE

- AMONG THE LISTED MODEL YEARS, CARS FROM 2016 EXHIBIT THE HIGHEST AVERAGE MPG ACROSS ALL BODY STYLES.
- OVER THE YEARS, THE 4-DOOR HATCHBACK MODEL CONSISTENTLY SHOWS THE HIGHEST AVERAGE MPG COMPARED TO OTHER VEHICLE MODELS, HIGHLIGHTING ITS SUPERIOR FUEL EFFICIENCY PERFORMANCE. THIS INDICATES THAT 4-DOOR HATCHBACKS, REGARDLESS OF MAKE OR BRAND, ARE MORE FUEL-EFFICIENT, MAKING THEM A POPULAR CHOICE FOR THOSE WHO PRIORITIZE FUEL ECONOMY.

TASK 4 (FOR CITY MPG)

LINE CHART TO SHOW THE TREND OF FUEL EFFICIENCY (MPG) OVER TIME FOR EACH BODY STYLE. CALCULATE THE AVERAGE MPG FOR EACH COMBINATION OF BODY STYLE AND MODEL YEAR USING AVERAGEIFS OR PIVOT TABLES.

OUTPUT



INFERENCE

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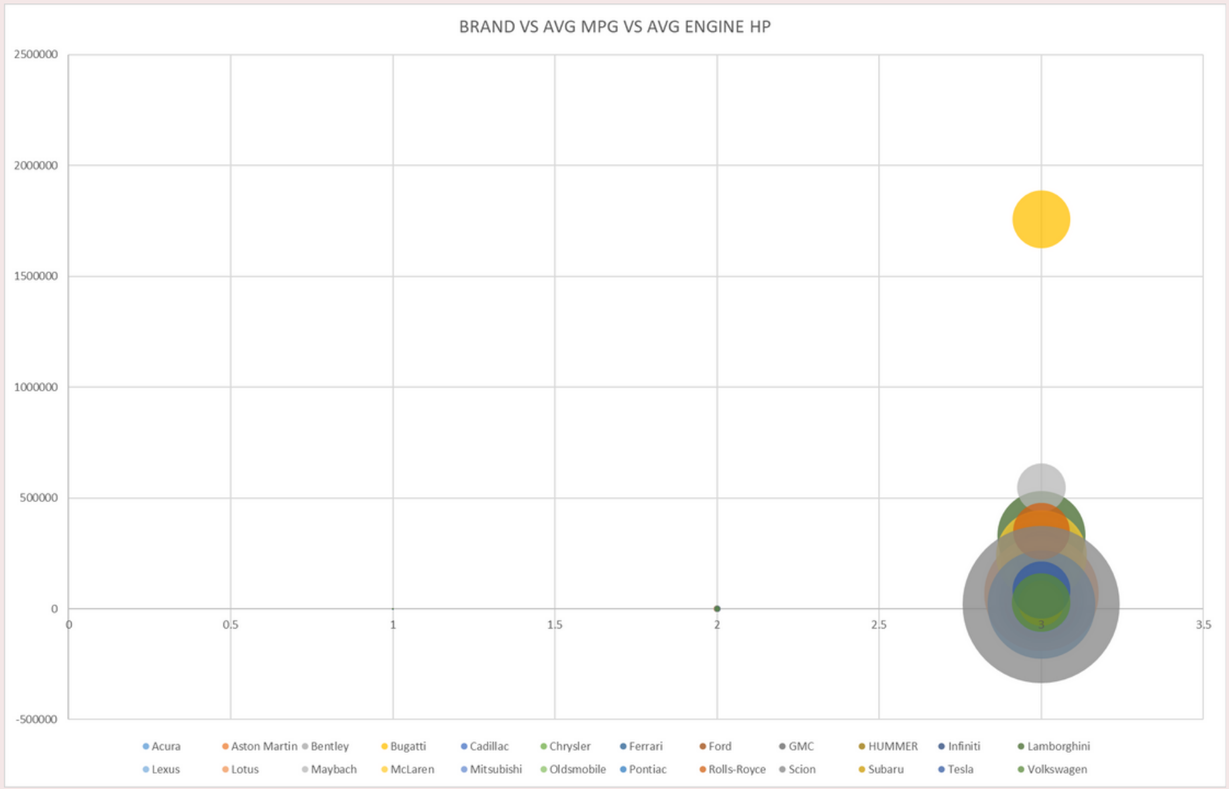
TASK 5

BUBBLE CHART TO VISUALIZE THE RELATIONSHIP BETWEEN HORSEPOWER, MPG, AND PRICE ACROSS DIFFERENT CAR BRANDS. ASSIGN DIFFERENT COLORS TO EACH BRAND AND LABEL THE BUBBLES WITH THE CAR MODEL NAME. CALCULATE THE AVERAGE HORSEPOWER, MPG, AND MSRP FOR EACH CAR BRAND USING AVERAGEIFS OR PIVOT TABLES.

OUTPUT



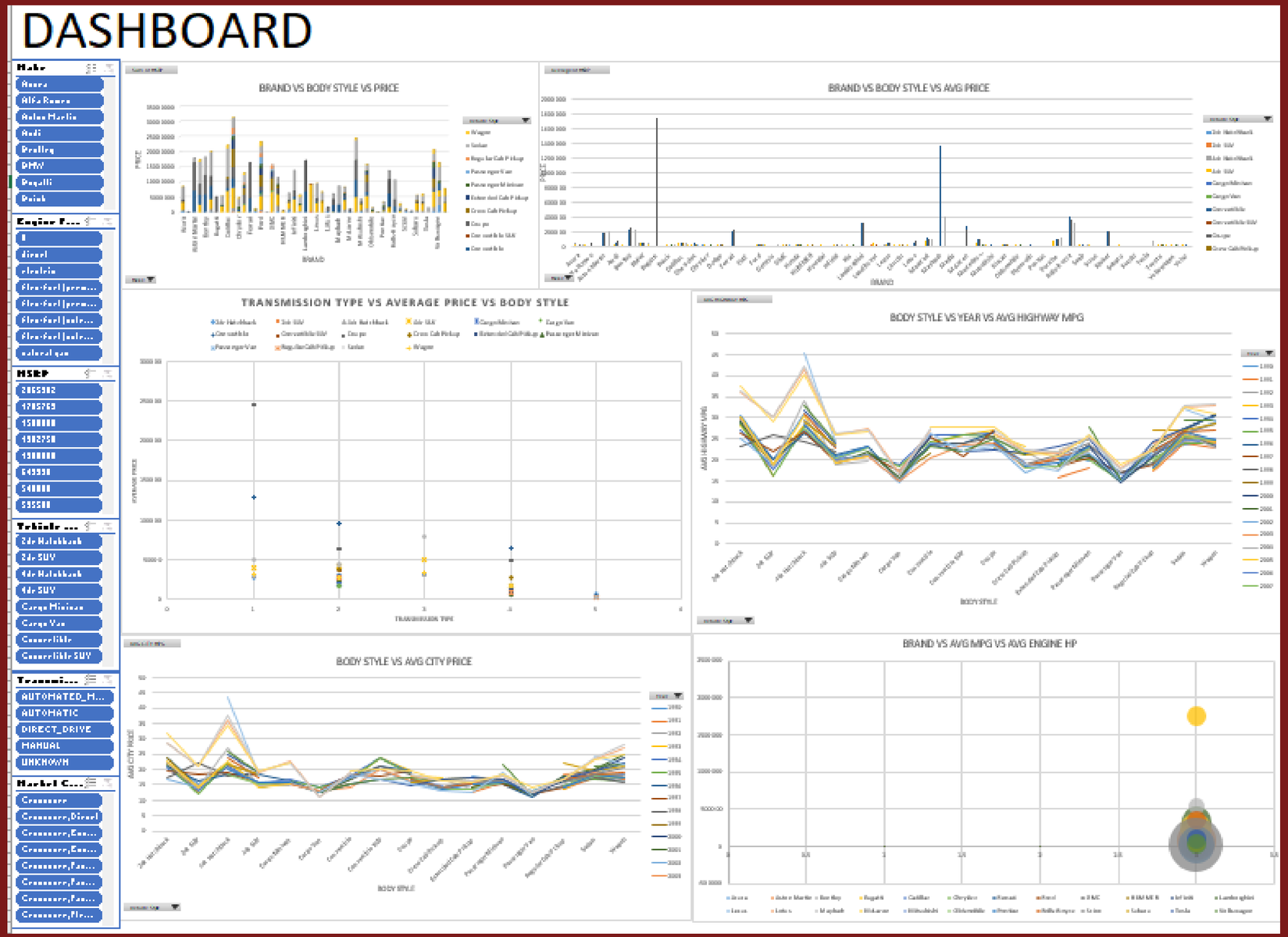
INFERENCE

- TESLA HAS THE HIGHEST AVERAGE MPG, SHOWCASING THEIR COMMITMENT TO PRODUCING ENERGY-EFFICIENT ELECTRIC VEHICLES THAT PRIORITIZE SUSTAINABILITY AND REDUCE CARBON EMISSIONS.

- BUGATTI LEADS IN THE HIGHEST AVERAGE ENGINE HORSEPOWER, SOLIDIFYING ITS REPUTATION AS A MANUFACTURER OF ULTRA-HIGH-PERFORMANCE CARS DESIGNED FOR THRILLING DRIVING EXPERIENCES.

- BUGATTI ALSO EXCELS IN AVERAGE MSRP, REFLECTING THE BRAND'S POSITIONING IN THE HIGH-END LUXURY CAR MARKET, WHERE IT CATERS TO AFFLUENT CUSTOMERS WHO VALUE EXCEPTIONAL CRAFTSMANSHIP AND EXCLUSIVITY.

DASHBOARD


DASHBOARD
Make
Engine F...
HSEP
Vehicle ...
Transmis...
Market C...
AUTOMATED_M...
AUTOMATIC
DIRECT_DRIVE
MANUAL
UNKNOWN
BRAND VS BODY STYLE VS PRICE
BRAND VS BODY STYLE VS AVG PRICE
TRANSMISSION TYPE VS AVERAGE PRICE VS BODY STYLE
BODY STYLE VS YEAR VS AVG HIGHWAY MPG
BODY STYLE VS AVG CITY PRICE
BRAND VS AVG MPG VS AVG ENGINE HP

LINK FOR ACCESSING DASHBOARD

https://docs.google.com/spreadsheets/d/1axfo8n781ZGhSfiBGoe4WVifCF0BJNF0/edit?usp=sharing&ouid=111617584332759410517&rtpof=true&sd=true

RESULT

- THE INSIGHTS GENERATED FROM THIS PROJECT OFFER VALUABLE GUIDANCE FOR THE CAR MANUFACTURER TO OPTIMIZE THEIR PRICING AND PRODUCT DEVELOPMENT DECISIONS. BY IDENTIFYING THE KEY FEATURES AND MARKET CATEGORIES THAT STRONGLY INFLUENCE PRICING, THE MANUFACTURER CAN PRIORITIZE THEIR PRODUCT DEVELOPMENT EFFORTS TO MEET CONSUMER DEMAND EFFECTIVELY.

- THROUGH MARKET SEGMENTATION, THEY CAN TAILOR PRICING AND PRODUCT STRATEGIES TO TARGET SPECIFIC CUSTOMER SEGMENTS WITH PRECISION. ANALYZING PRICE ELASTICITY OF DEMAND ENABLES THEM TO FIND THE OPTIMAL PRICING LEVELS THAT STRIKE A BALANCE BETWEEN PROFITABILITY AND MAINTAINING CONSUMER DEMAND.

- THE PROFITABILITY AND COMPETITIVE ANALYSES HELP IDENTIFY THE MOST PROFITABLE OFFERINGS AND REFINE PRICING AND PRODUCT STRATEGIES TO GAIN A COMPETITIVE ADVANTAGE. MOREOVER, LEVERAGING FUTURE DEMAND FORECASTING AND INSIGHTS ON PRICING STRATEGY OPTIMIZATION EMPOWERS THE MANUFACTURER TO MAKE INFORMED PRODUCT DEVELOPMENT AND PRICING DECISIONS.

- BY LEVERAGING THESE INSIGHTS, THE CAR MANUFACTURER CAN STRENGTHEN THEIR MARKET COMPETITIVENESS, DRIVE LONG-TERM PROFITABILITY GROWTH, AND ESTABLISH A STRONGER POSITION IN THE INDUSTRY.

THANK YOU