

CARVANA CAR SALES ANALYSIS

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The Pioneers of Online Car Buying.

Car Model

All

Car Release-year

All



TOTAL MODELS

120

TOTAL MAKERS

26

AVG WARRANTY
MONTHS

5

CARS LOCATION

10

AVG WHEELSIZE

17

TOTAL CAR TYPE

8

TOTAL BODY
STYLE

329

Used car sales account for roughly **70%** of all vehicles sold in the United States each year, but the process of actually buying one can be extremely intimidating, especially if you're purchasing a car for the first time.

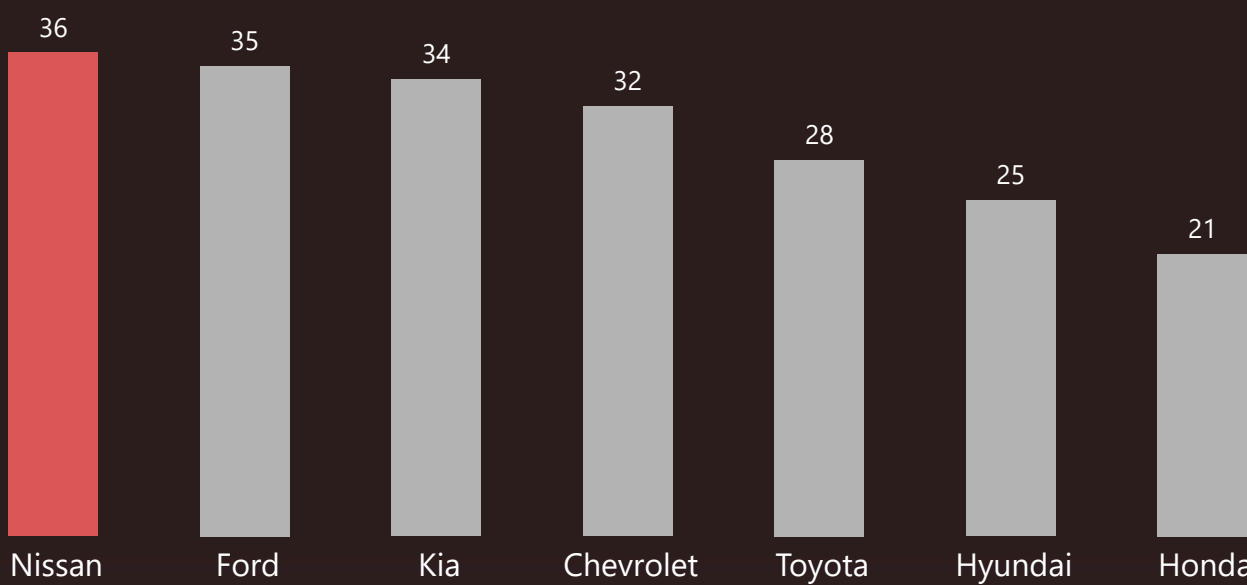
Carvana, an online-only seller of used cars, hopes to change the way people buy preowned vehicles by stripping away one of the most stressful parts of the entire process: the car lot.

It connects people to thousands of preowned vehicles in their area. The site also offers options for financing and accepts vehicle trade-ins, as well. In essence, it's a one-stop-shop for buying used cars, without the common stressors that come along with shopping for one in person. They offer in-house financing and even delivers cars directly to a buyer's door.

Car makers manufactures different models of cars with different features depending on the markets and consumer tastes. Auctioned cars in Carvana are of different makers also.

However, most makers of car models auctioned in Carvana are Nissan, Ford, Kia, Chevrolet, Toyota, Hyundai and Honda.

Car Models by Maker



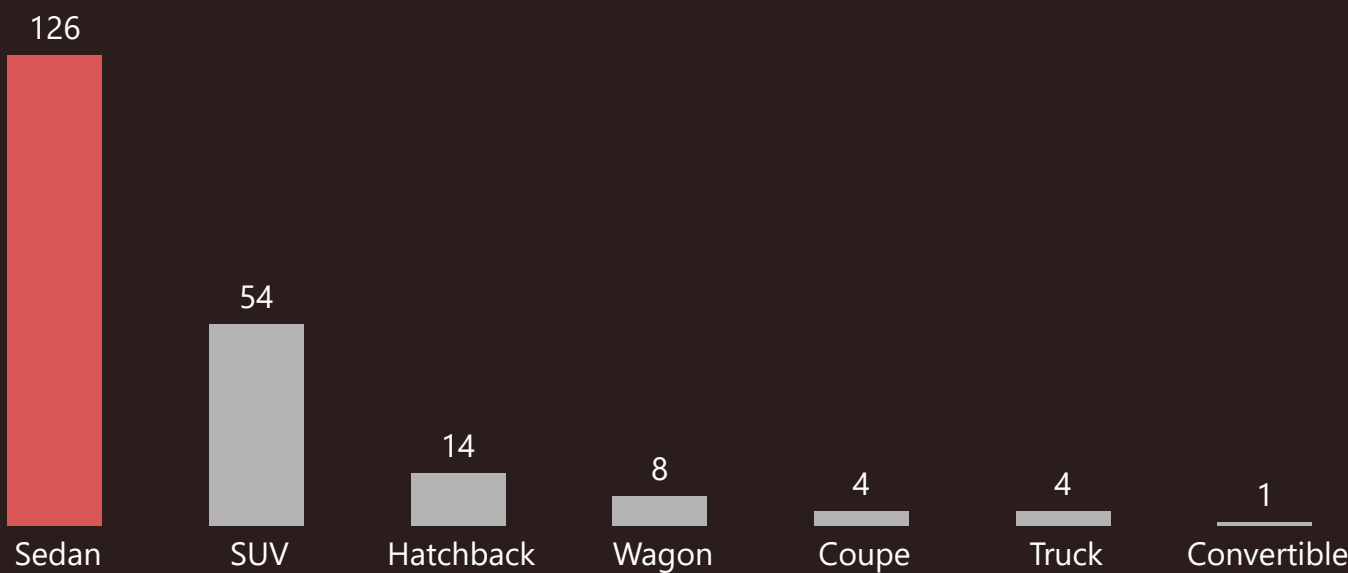
According to the data gathered for this analysis, the best model for the average consumer of Carvana cars is Civic. Civic car models are auctioned for the highest price followed by Fusion. It has strong reliability ratings and further research indicates it has low repairs and maintenance factors.

Top 7 Car Model by Sale Price



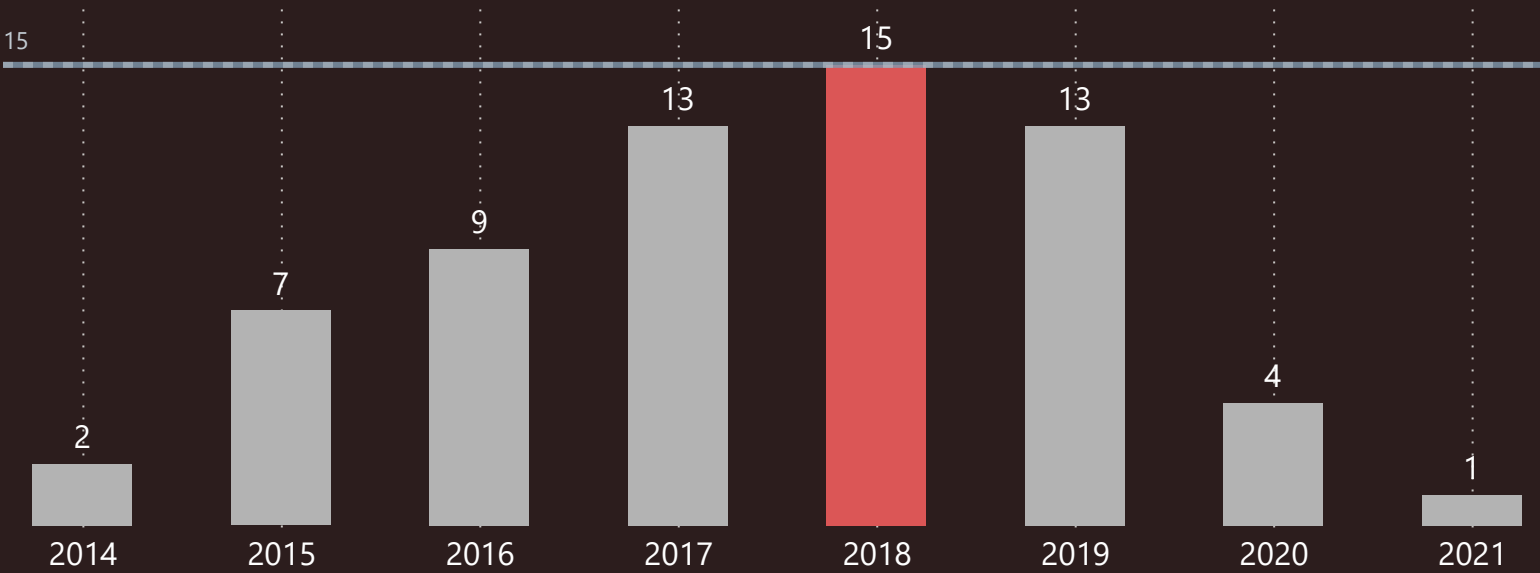
Analysis on this data indicates a wide range of consumers prefer Sedan body type compared to other car types. Sedans offers better fuel efficiency and are ideals for drivers on a budget. It's easy to understand why consumers would prefer this body type over others, plus it's 5 limit rider space.

Auctioned Cars by Body Type



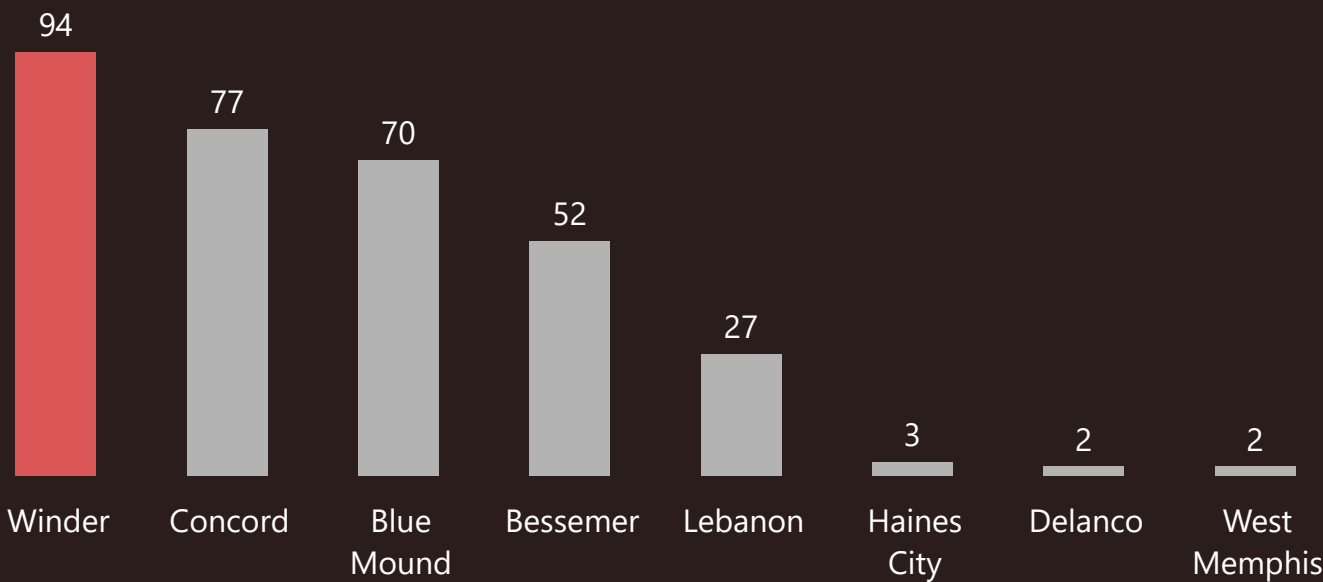
Highest volume of auctioned cars were recorded in year 2018. After year 2019 however, sales growth reduced tremendously as stock price was affected by unknown factors.

Auctioned Car Models by Release year



With a wide range of consumers in databases, this analysis was done to highlight where most of the deliveries are made. Winder City houses the highest number of our consumers at 94 headcount. Concord comes second as the highest location city of 77 consumers. Sales and marketing department can invest more in Haines City, Delano and West Memphis to increase sales growth.

Customers by Location City



Personal consumer interest influences their choice of car color and cars auctioned for sales in Carvana are in different colors too. We have available cars in colour Black as highest with number of 65 colors followed by Grey, Silver, White, Red and Blue.

Available Cars by Color

