Business BackgroundThe used vehicle market is highly competitive and relies on timely, accuratepricing. Traditional valuation is subjective and slow, leading to missedopportunities and suboptimal inventory management. Our solution is necessaryto inject data-driven objectivity into this process

Business Objectives

The primary goal is to maximise profit margins and optimise inventory turnover3by ensuring every vehicle is priced competitively and correctly the first time. Weaim to transform pricing from an art into a reliable science.

Business Success Criteria

The model must achieve an R-squared (R2) score of 0.85 or higher on unseen4 5 5sales data. This proves the AI explains and captures over 85% of the real-world5price fluctuation, making it commercially viable.