



## Pre-Launch Forecaster

Output 1 : The Data you entered is :

The Data you entered is:

Horsepower 111

Car Width: 64.1

Car Body: hardtop

Engine Type: dohc

Fuel Type: gas

Aspiration: turbo

Cylinder Number: eight

Drive Wheel: fwd

Wheel Base: 88.6

Curb Weight: 2548

Engine Size: 130

Boreratio: 3.47

City MPG: 22

Highway MPG: 27

Car Length: 168.8

Car Width: 64.1

Engine Cylinders: 4

Engine HP: 241

Market Category: Luxury

Number of Doors: 4



## Pre-Launch Forecaster

Vehicle Size: Compact

Vehicle Style: 4dr SUV

Year: 2015

city mpg: 22

highway MPG: 33



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Output 2 : Predicted Price 15898.90\$

The Price estimated for this product is a prediction from the multiple regression model that uses the features of this product to estimate its price based on a multiple regression equation. The model accuracy is 91.5% , So this estimation might not be as accurate as expected but it is absolutely useable in this case because it provides an insight about its value in comparison with other products in the market.



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### Output 3 : Classification Cluster Standard Cars

The category of this product is a classification using a classifier model where it fits this product according to its features and estimated price to a cluster of products sharing similar data with a 100% accuracy. The category shows where this product will compete with other products of the same category. Thus, a target market can be established.



## Pre-Launch Forecaster

### Output 4 : Customer Satisfaction 7.2

The satisfaction models split into two parts one for the satisfaction score for the whole car and the other is feature basic satisfaction the first model has accuracy of 89.9% with having more than 14 parameters while the other model takes the name of the car and the desired feature and work on it and the accuracy in such model varies based on the features selected but broadly speaking it varies between 87% till 97%.



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Output 5 : Features :

*Features: ['wheel', 'fuel']*

*Predicted Score for each feature is: ['0.6', '0.4']*

*Accuracy for feature is: ['93.9', '85.4']*



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### Output 6 : Graphs

These graphs are a result from the diffusion model which estimates the demand on this product over the next few years and how the adopters increase or decrease with respect to the market potential at a certain year. From these two graphs an insight can be taken to figure out when this product might reach it sales peak point and when it might decline and lose its demand.

