

PROJECT DESIGN PHASE – 1

PROBLEM SOLUTION FIT

**Both used car sellers
and buyers**

**Car
mechanic,
Customer,
Customer Segments**

Triggers to Act
**1) When customers
decided to sell their car.**
**2) When car mechanic
decides to buy a used
car.**

Available Solution
To predict the resale
value of the car, we
use an intelligent,
flexible, and
effective system
with web
application.

Customer Limitation
Proper information
about the car is to be
known by the customer
to find the resale value

Behavior
Customers are
supposed to enter the
car details in the web
application to find the
resale price of the car.

Emotions
Customers get an awareness of the resale price of their own car.

Channels of Behavior
Online: car details to be entered in web application.

Problem root cause

- No Proper platform for car resale value prediction.
- No awareness of resale price of a used car.

Your Solution
Using predictive modelling to predict the resale value of car.