CARS24 PRESENTATIO N

Exploring Car Sales Data with SQL

- **Slide 1**: Title Slide:-
- Title: "Exploring Car Sales Data with SQL"
- Presenter: [Mohd Junaid] (CAP-DS-05)
- Project Overview:
- This project involves an in-depth analysis of car sales data using SQL. By leveraging structured queries, we aim to extract actionable insights to drive strategic decision-making within the automotive industry

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- **Slide 2:**
- Introduction:
  - Our project focuses on analyzing a dataset containing car sales data. The primary objectives include uncovering trends, patterns, and correlations within the data to facilitate informed decision-making processes. The significance of this analysis lies in its potential to provide valuable insights for optimizing sales strategies, inventory management, and market positioning.

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- **Slide 3**: Dataset Overview
- Dataset Overview:
  - The dataset comprises comprehensive information on car sales, including attributes such as make, model, year, price, mileage, and location. Key columns include make, model, year, price, mileage, location, and sales date. These attributes offer crucial insights into various aspects of the automotive market.

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- **Slide 4**: Methodology
- Methodology:
  - We employed SQL queries to manipulate and analyze the dataset effectively. The methodology involved selecting, filtering, aggregating, and joining data from multiple tables to derive meaningful insights.

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- **Slide 5**: Methodology
- Methodology:
  - Standard SQL functions and clauses, such as SELECT, FROM, WHERE, GROUP BY, and JOIN, were utilized for data retrieval and analysis.

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- **Slide 6**: Insights:
- 1.Using SQL, we analyzed from the Cars24 tables to find out which is the newest car available.

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- **Slide 7**: Insights:
- 2. We have analyzed the data from the Cars24 tables using SQL. How many cars does the Hyundai, Honda, Renault, Marurti companys have?

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- **Slide 8**: Insights:
- 3. We have analyzed the data from the Cars24 tables using SQL. How many cars do we have with LPG, petrol, diesel, and CNG fuels.

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- **Slide 9**: Insights:
- 4. Price Segmentation: Utilizing SQL queries to segment cars based on price ranges, revealing pricing patterns and customer preferences.

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- **Slide 10**: Insights:
- 5. Mileage Analysis: Using SQL queries to analyze mileage data to understand consumer preferences for fuel-efficient vehicles.

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Slide 11: Conclusion

Conclusion:

- In conclusion, our analysis of car sales data using SQL has provided valuable insights into the automotive market. Despite encountering challenges such as data quality issues and complexity, the project demonstrated the effectiveness of SQL in extracting meaningful insights from large datasets. The main findings highlight opportunities for optimizing sales strategies, improving inventory management, and enhancing market competitiveness.

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- **Slide 12**: Future Work
- Future Work:
- Potential future directions for this project include implementing predictive analytics models to forecast sales trends, integrating additional datasets for comprehensive analysis, and exploring advanced SQL functionalities for deeper insights extraction. Additionally, enhancing data quality and consistency through data cleansing and normalization techniques would further refine the analysis process and improve the accuracy of insights derived from the dataset.