

Insights for Car Price Prediction - Dashboard

Overall Dataset Insights:

- The dataset contains **2,500 cars** with a **total market value of ~132 million**.
- The **average car mileage** is approximately **149,750 km**, indicating a dataset dominated by used vehicles.
- The **maximum engine size** observed is **6.0L**, suggesting inclusion of high-performance or luxury cars.

Price Insights:

- **BMW and Toyota** contribute the **highest total car prices**, closely followed by **Audi and Mercedes**, highlighting the dominance of premium and reliable brands.
- **Tesla**, despite fewer models, shows a **high price contribution**, reflecting strong pricing of electric vehicles.
- **Manual vs Automatic**:
 - Cars with **Automatic transmission** generally show a **higher average imputed price** than Manual cars.
 - This suggests customer preference and higher resale value for automatic vehicles.

Brand-Level Insights:

- **BMW, Audi, Mercedes, and Tesla** consistently show:
 - Higher **average prices**
 - Moderate to lower **average mileage**, reinforcing their premium positioning.
- **Ford and Honda** show:
 - Higher mileage on average
 - Relatively lower price contribution, indicating value-oriented and high-usage vehicles.
- **Toyota** balances both **high mileage and high total price**, reflecting strong durability and resale value.

Engine Size & Mileage Relationship:

Brands like **BMW, Mercedes, and Audi** have a **higher total engine size**, correlating with higher prices.

- **Tesla**, despite no traditional engine size dependency, still maintains strong price positioning.
- **Higher mileage generally correlates with lower price**, but premium brands are less impacted by mileage depreciation.

Model-Level Insights

- Models such as **Model Y, Model S, BMW 3 Series, X5, Mercedes C-Class, and Audi A4** contribute significantly to total price.
- **Maximum mileage (~299K km)** is observed in models like:
 - **Gla**
 - **CR-V**
 - **E-Class**
 - **Camry**
- These high-mileage models indicate long vehicle lifespan and brand reliability.

Fuel Type & Condition Insights:

- **Petrol and Diesel cars** account for the **largest total mileage**, as they dominate the dataset.
- **Electric vehicles**, while fewer, show lower mileage but higher price impact.
- **Used and Unknown condition cars** contribute the most mileage, which is expected given real-world resale markets.
- **New and Like New cars** have lower mileage but command higher prices.

Year & Trend Insights:

- Over the years (2000–2008 shown):
 - **BMW and Audi** show a steady rise in total price contribution.
 - **Ford and Honda** fluctuate more, indicating price sensitivity and market competition.
- Premium brands maintain **price stability over time**, even as vehicle age increases.

Key Business Takeaways:

- **Brand, transmission type, fuel type, and condition** are strong predictors of car price.
- **Automatic transmission, premium brands, and electric fuel types** positively influence car prices.
- **Mileage impacts price**, but the effect is mitigated for premium and luxury brands.
- **Toyota and BMW** emerge as the most balanced brands in terms of price, durability, and volume.