Predictive model to price of BMW used cars for sale

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Table of contents:

- Project Motivation
- The dataset
- Analysis Plan
- Performance Metrics
- Exploratory Data Analysis
- Exploratory Data Analysis Summary
- Model development
- Conclusion and recommendations
- References

1 Project Motivation

A Polish dealer of BMW cars wants to know how much should be the price of cars company in his car dealership XYZ. Specifically, he wants to understand the factors affecting the pricing of cars in the American market, since those may be very different from the Polish market. The principal wants to know:

- Which variables are significant in predicting the price of a car
- How well those variables describe the price of a car

The main goal of my project is to find some factors which impact on price of cars in general. Most of the people is buying used cars nowadays. The people want to buy the cheapest car with the highest possible quality. How does it accord to several years old BMW models? I will try to find a proper way to solve this problem based on that car company.

Many people are interested in a few years old cars because they're not too expensive and there is some information from previous owners about the car. However, I have only general specification of cars, like mileage, size of engine or type of fuel. The information about potentially damage of a car doesn't exist. But assuming that the cars are only a few years old, I will try to build a solid predictive model of the price of usage BMW car, trained on features available in the given dataset.

2 The dataset

The data used in this project can be obtained from the site: https://github.com/datacamp/careerhubdata/tree/master/BMW%20Used%20Car%20Sales. The file contains information for price, transmission, mileage, fuel type, road tax, miles per gallon (mpg) and engine size of some BMW cars, probably available in a web service.

2.1 Data description

The data consists of 8 input variables and a numerical target variable (price of a car) with wide range of possible values.

2.1.1 Attribute Information - features

	Description	Type
M	model	categorical
Y	year of production	categorical
${ m T}$	car transmission	categorical
MA	mileage	numerical
\mathbf{F}	type of fuel	categorical
P	vehicle tax	numerical
MPG	usage of fuel	numerical
EE	size of an engine	${\it numerical}$

2.1.2 Attribute Information - Target

Description	Type
price of a car	numerical

3 Analysis Plan

This is a supervised, multiple linear regression problem. This is not a classification problem because the dependent variable is numerical. Multiple variables can be part of a model which fits the given data the best.

The following steps will be followed:

Identify suitable performance metrics based on what is known about the problem at this stage.

Exploratory data analysis to identify data problems and discover any initial insights.

Select a suitable algorithm based on the information gained during exploratory analysis.

Fit, fine tune, evaluate and validate a model.

Discuss the merits of and improvements of the model

4 Performance Metrics

The information included in the description of the dataset does not give any specifics regarding the evaluation of the predictive model's performance.

A final decision will be made following an initial exploration of the data to decide which performance metrics are suitable.

R-squared and adjusted R-squared

R-squared is a statistical measure that represents the proportion of the variance for a dependent variable that's explained by an independent variable or variables in a regression model. I will check the value and try to find a model with the biggest value of variance explained.

F-stats and Prob(F-stats) (overall model fit)

The p-value of the F-test which is the test of significance for entire model. Null hypothesis assumes that all the coefficients of independent variables are equal to zero. With the big value of F-stat and small value of p-value I can reject the null hypothesis and assume that new model is statistically significant.

P-values of T-test

P-values for all the coefficients have to to be less than the significance level of 0.05 - meaning that all the predictors are statistically significant.

Variance Inflation Factor (VIF)

Measure of the amount of multicollinearity in a set of multiple regression variables. Mathematically, the VIF for a regression model variable is equal to the ratio of the overall model variance to the variance of a model that includes only that single independent variable. A large variance inflation factor (VIF) on an independent variable indicates a highly collinear relationship to the other variables that should be considered or adjusted for in the structure of the model and selection of independent variables.

5 Exploratory Data Analysis

In this section, an initial exploratory analysis of the dataset will be done. The dataset will be evaluated for any data quality problems that have to be resolved.

```
[]: # Import modules needed exploratory analysis
library(tidyverse)
library(gridExtra)
library(ggplot2)
```

```
[6]: # Import and check the automatically assigned data types
data <- read.csv("bmw.csv", header = TRUE)
str(data)</pre>
```

```
'data.frame': 10781 obs. of 9 variables:

$ model : Factor w/ 24 levels " 1 Series"," 2 Series",..: 5 6 5 1 7 5 5 2

4 5 ...
```

\$ year : int 2014 2018 2016 2017 2014 2016 2017 2018 2017 2016 ...
\$ price : int 11200 27000 16000 12750 14500 14900 16000 16250 14250

14250 ...

 $\$ transmission: Factor w/ 3 levels "Automatic", "Manual", ...: 1 1 1 1 1 1 2 2 1

•••

\$ mileage : int 67068 14827 62794 26676 39554 35309 38538 10401 42668

36099 ...

\$ fuelType : Factor w/ 5 levels "Diesel", "Electric", ..: 1 5 1 1 1 1 5 1 1

•

\$ tax : int 125 145 160 145 160 125 125 145 30 20 ...

\$ mpg : num 57.6 42.8 51.4 72.4 50.4 60.1 60.1 52.3 62.8 68.9 ...

\$ engineSize : num 2 2 3 1.5 3 2 2 1.5 2 2 ...

[5]: dim(data)

1. 10781 2. 9

[7]: library(psych)

[8]: describe(data) summary(data\$model)

	vars	n	mean	sd	median	trimmed	mad	\min
model*	1	10781	6.734904	6.760221e+00	3.0	5.772870	2.96520	1.0
year	2	10781	2017.078935	2.349038e+00	2017.0	2017.355478	2.96520	1996.0
price	3	10781	22733.408867	1.141553e + 04	20462.0	21275.569159	9515.32680	1200.0
transmission*	4	10781	2.099991	8.692975 e-01	2.0	2.124986	1.48260	1.0
$_{ m mileage}$	5	10781	25496.986550	2.514319e+04	18347.0	21689.764058	21214.52340	1.0
$fuelType^*$	6	10781	2.333364	1.853240e+00	1.0	2.166725	0.00000	1.0
tax	7	10781	131.702068	6.151076e + 01	145.0	134.249275	7.41300	0.0
mpg	8	10781	56.399035	3.133696e+01	53.3	53.514736	13.63992	5.5
engineSize	9	10781	2.167767	5.520538e-01	2.0	2.141414	0.00000	0.0

1 Series 1969 2 Series 1229 3 Series 2443 4 Series 995 5 Series 1056 6 Series 108 7 Series 106 8 Series 39 i3 43 i8 17 M2 21 M3 27 M4 125 M5 29 M6 8 X1 804 X2 288 X3 551 X4 179 X5 468 X6 106 X7 55 Z3 7 Z4 108

```
[83]: # Check for missing values
print("Count of missing values in each column of the dataset:")
table(is.na(data))
print("The missing values don't exist")
```

[1] "Count of missing values in each column of the dataset:"

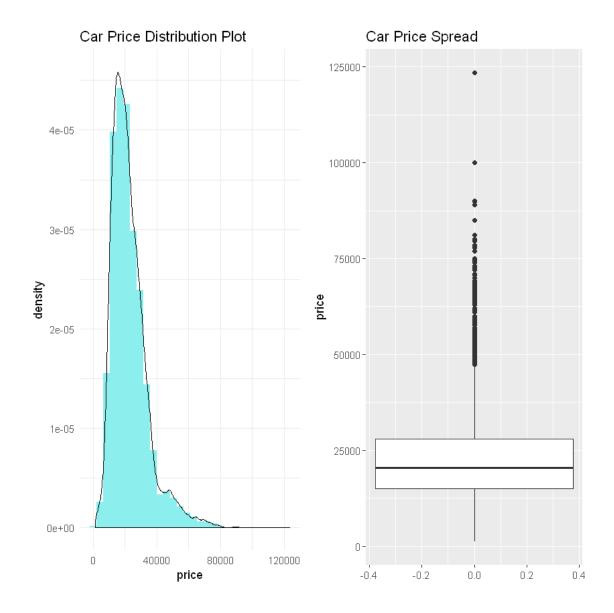
FALSE 97029

[1] "The missing values don't exist"

In the data doesn't occur any huge errors. But as I can see in the descrition part, there will be some outliers. It's especially visible in the mpg column where the skewness and kurtosis are huge. However, due to the fact of big size of teh dataset, the outliers won't be harmful.

```
[12]: p1 <- ggplot(data) +
    aes(x = price) +
    geom_histogram(aes(y=..density..), bins = 30L, fill="darkslategray2") +
    geom_density(alpha=0.2) +
    theme_minimal() +
    ggtitle("Car Price Distribution Plot")
    p2 <- ggplot(data, aes(y=price)) +
        geom_boxplot() +
        ggtitle("Car Price Spread")
    grid.arrange(p1, p2, nrow = 1)
    print('Summary of the price')
    summary(data$price)</pre>
```

```
Min. 1st Qu. Median Mean 3rd Qu. Max.
1200 14950 20462 22733 27940 123456
```

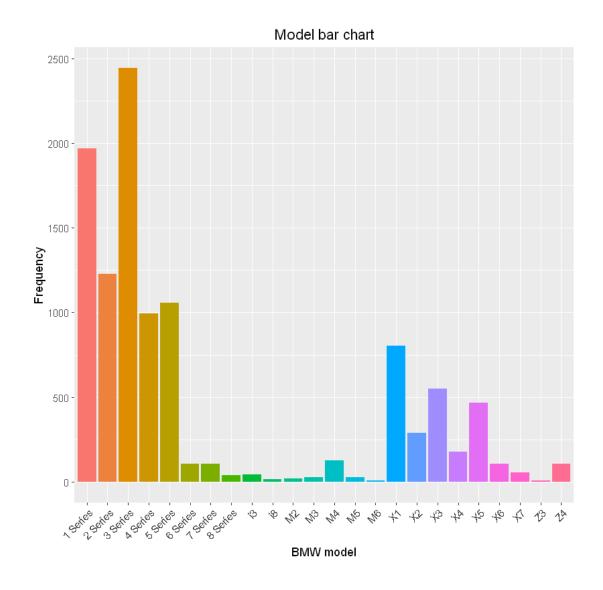


- 1. The plot is right-skewed. It means that the most prices in the dataset are under 30000.
- 2. The outliers represent the luxury models which prices are higher than 50000,
- 3. The data points are largely spread out, especially more expensive models. It indicates a high variance in the car prices.

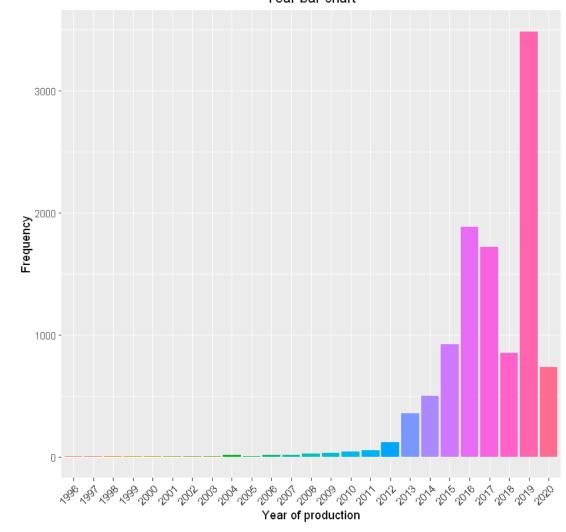
Visualising categorical data:

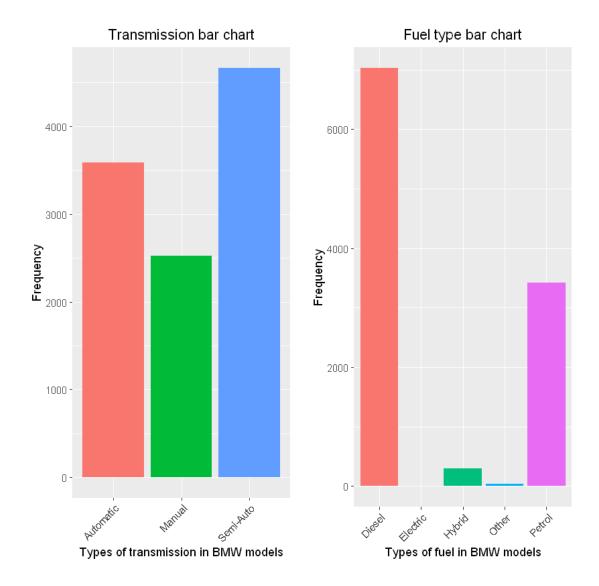
- model
- year of production
- car transmission
- type of fuel

```
[59]: p <- ggplot(data, aes(x = model, fill=model)) +
          geom_bar() +
          theme(axis.text.x = element_text(angle=45, hjust=1, vjust = 1),
                plot.margin = margin(t = 20, r = 10, b = 10, l = 10),
                legend.position = "none") +
          xlab('BMW model') +
          ylab('Frequency') +
          ggtitle('Model bar chart') +
          theme(plot.title = element_text(hjust = 0.5))
     y <- ggplot(data, aes(x = factor(year), fill=factor(year))) +
          geom_bar() +
          theme(axis.text.x = element_text(angle=45, hjust=1, vjust = 1),
                plot.margin = margin(t = 20, r = 10, b = 10, l = 10),
                legend.position = "none") +
          xlab('Year of production') +
          ylab('Frequency') +
          ggtitle('Year bar chart') +
          theme(plot.title = element_text(hjust = 0.5))
      У
```



Year bar chart

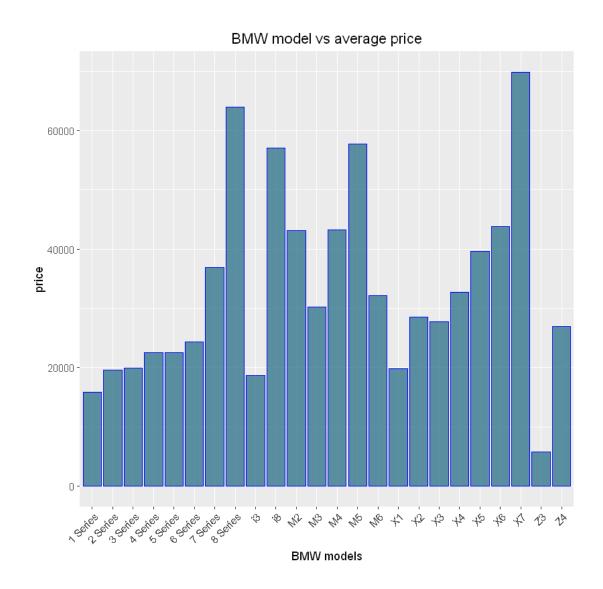


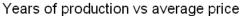


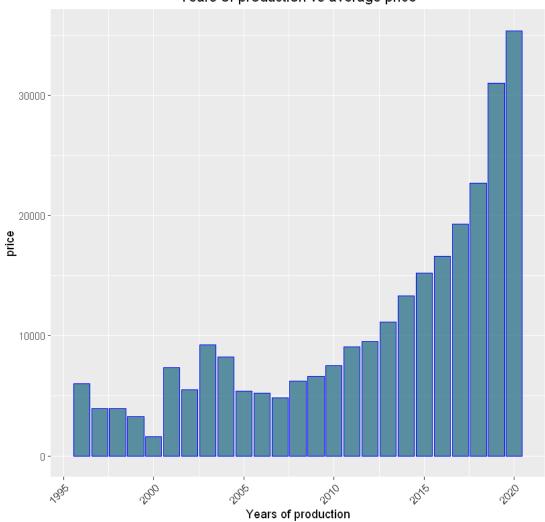
- 1. The "X Series" models are the most popular in group of BMW cars.
- 2. Almost every car in the dataset was produced in the last decade.
- 3. Semi-auto is the most popular type of transmission in modern BMW cars.
- 4. Number of diesel fueled cars are more than petrol.

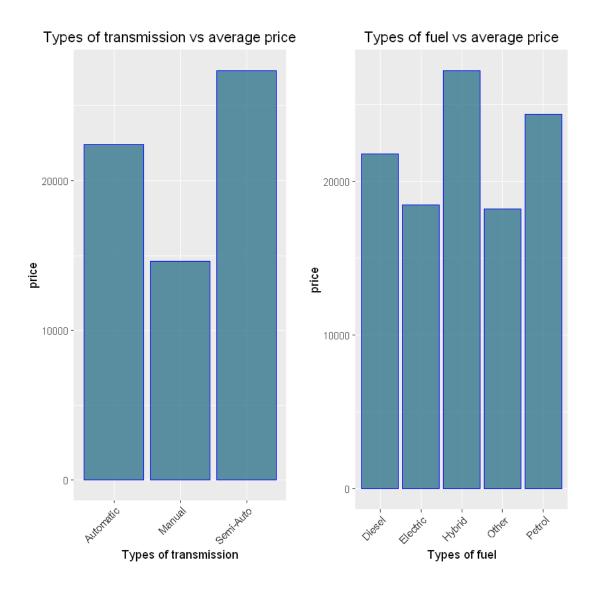
```
[7]: d <- setNames(aggregate(data[, 3], list(data$model), mean), c('model', u

¬'avg_price'))
     plot1 <- ggplot(d, aes(x=model, y=avg_price)) +</pre>
        geom_bar(stat="identity", color="blue", fill=rgb(0.1,0.4,0.5,0.7)) +
        theme(axis.text.x = element_text(angle=45, hjust=1, vjust = 1),
               plot.margin = margin(t = 20, r = 10, b = 10, l = 10)) +
        xlab('BMW models') +
        ylab('price') +
        ggtitle('BMW model vs average price') +
        theme(plot.title = element_text(hjust = 0.5))
     plot1
     d <- setNames(aggregate(data[, 3], list(data$year), mean), c('year', u
     plot2 <- ggplot(d, aes(x=year, y=avg_price)) +</pre>
        geom_bar(stat="identity", color="blue", fill=rgb(0.1,0.4,0.5,0.7)) +
        theme(axis.text.x = element_text(angle=45, hjust=1, vjust = 1),
               plot.margin = margin(t = 20, r = 10, b = 10, l = 10)) +
        xlab('Years of production') +
        ylab('price') +
        ggtitle('Years of production vs average price') +
        theme(plot.title = element_text(hjust = 0.5))
     plot2
```









- 1. The newest models are of course the most expensive.
- 2. There are a couple models with the highest average price.
- 3. Semi-auto type of transmission is the most expensive, the most cars of that type are also available in the dataset.
- 4. The hybrid vehicles have the biggest average price.

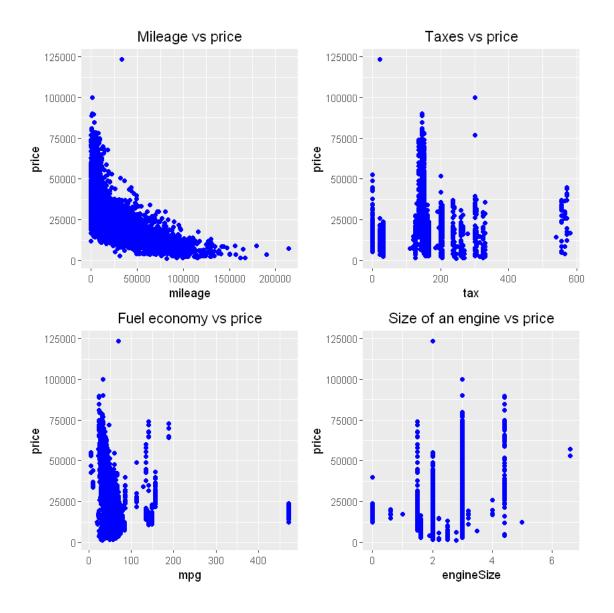
According to the year of production, I will try to modify the column to have less categories.

Visualising numerical data:

- mileage
- taxes
- mpg (fuel economy)
- size of an engine

```
[29]: t1 <- ggplot(new_data, aes(x=mileage, y=price)) + geom_point(color='blue') +
      theme(plot.title =
      →element_text(hjust = 0.5))
     t2 <- ggplot(new_data, aes(x=tax, y=price)) + geom_point(color='blue') +__

→ggtitle('Taxes vs price') +
                                                  theme(plot.title =__
      →element_text(hjust = 0.5))
     t3 <- ggplot(new_data, aes(x=mpg, y=price)) + geom_point(color='blue') +__
      →ggtitle('Fuel economy vs price') +
                                                  theme(plot.title =__
      →element_text(hjust = 0.5))
     t4 <- ggplot(new_data, aes(x=engineSize, y=price)) + geom_point(color='blue') +
      →ggtitle('Size of an engine vs price') +
                                                        theme(plot.title =__
      →element_text(hjust = 0.5))
     grid.arrange(t1, t2, t3, t4, nrow = 2)
```



- 1. Mpg, engineSize and tax don't show any significant trend with price.
- 2. Mileage seems to have a significant negative correlation with price.

6 Exploratory Data Analysis Summary

The dataset is pretty big. Nevertheless there aren't significant issues with the dataset like wrong encoding of different features. I've decided to not remove any outliers because it doesn't seem to have any impact on prediction model like the cars produced in 1996.

List of significant variables after visual analysis:

• year of production (new categorical type)

- type of transmission
- type of fuel
- mileage

cut _vehicle_year	transmission	${\it fuel Type}$	$_{ m mileage}$	price
2013-2017 (middle-aged)	Automatic	Diesel	67068	11200
2018-2020 (new)	Automatic	Petrol	14827	27000
2013-2017 (middle-aged)	Automatic	Diesel	62794	16000
2013-2017 (middle-aged)	Automatic	Diesel	26676	12750
2013-2017 (middle-aged)	Automatic	Diesel	39554	14500
2013-2017 (middle-aged)	Automatic	Diesel	35309	14900

Dummy variables

mileage	price	$cut_vehicle_year_1996-2012~(old)$	$cut_vehicle_year_2013-2017 \; (middle-aged)$	$\operatorname{cut_vehic}$
67068	11200	0	1	0
14827	27000	0	0	1
62794	16000	0	1	0
26676	12750	0	1	0
39554	14500	0	1	0
35309	14900	0	1	0

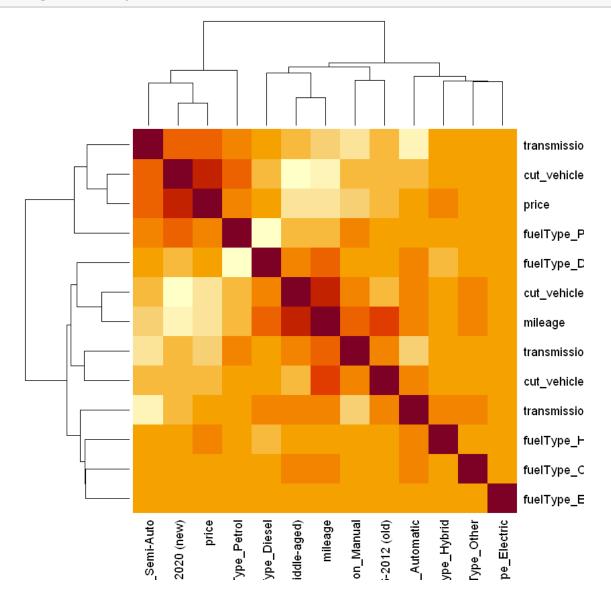
1. 10781 2. 13

```
[29]: smp_size <- floor(0.75 * nrow(model_data_new))
set.seed(123)
train_ind <- sample(seq_len(nrow(model_data_new)), size=smp_size)

train <- model_data_new[train_ind, ]
test <- model_data_new[-train_ind, ]
#head(train)
normalize <- function(x, na.rm = TRUE) {
    return((x- min(x)) /(max(x)-min(x)))
}
train$mileage <- normalize(train$mileage)
train$price <- normalize(train$price)
#head(train)
colnames(train[3:5]) <- c('2018_2020', '2013_2017', '1996_2012')</pre>
```

#describe(train)

[20]: cormat<-signif(cor(train),2)
heatmap(cormat, symm=TRUE)</pre>



Highly correlated variables to price are:

- $year_2018-2020 (new)$
- $\bullet \quad transmission_semi_auto$
- fuelType_Hybrid

7 Model development

```
[30]: #Training model
      lmModel <- lm(price ~ ., data = train)</pre>
      # Printing the model object
      summary(lmModel)
     Call:
     lm(formula = price ~ ., data = train)
     Residuals:
          Min
                    1Q
                         Median
                                       30
                                               Max
     -0.16130 -0.03597 -0.01070 0.01664 0.84764
     Coefficients: (3 not defined because of singularities)
                                                  Estimate Std. Error t value
     (Intercept)
                                                  0.249606
                                                             0.001555 160.477
                                                 -0.214083
                                                             0.008582 -24.944
     mileage
     `cut_vehicle_year_1996-2012 (old)`
                                                 -0.081158
                                                             0.005419 -14.976
     `cut_vehicle_year_2013-2017 (middle-aged)` -0.066984
                                                             0.002106 -31.812
     `cut_vehicle_year_2018-2020 (new)`
                                                                   NΑ
                                                        NA
                                                                           NA
     transmission Automatic
                                                 -0.003698
                                                             0.001781
                                                                       -2.076
     transmission Manual
                                                 -0.055448
                                                             0.002017 -27.485
     `transmission Semi-Auto`
                                                        NA
                                                                   NA
                                                                            NA
                                                  0.007391
                                                                        4.457
     fuelType_Diesel
                                                             0.001658
     fuelType_Electric
                                                 -0.015246
                                                             0.038215 -0.399
     fuelType_Hybrid
                                                  0.023429
                                                             0.004723
                                                                        4.961
                                                  0.011107
                                                             0.012874
                                                                        0.863
     fuelType_Other
     fuelType_Petrol
                                                        NA
                                                                   NA
                                                                           NA
                                                 Pr(>|t|)
     (Intercept)
                                                  < 2e-16 ***
     mileage
                                                  < 2e-16 ***
     `cut_vehicle_year_1996-2012 (old)`
                                                  < 2e-16 ***
     `cut_vehicle_year_2013-2017 (middle-aged)`
                                                  < 2e-16 ***
     `cut_vehicle_year_2018-2020 (new)`
                                                       NA
     transmission_Automatic
                                                    0.038 *
     transmission Manual
                                                  < 2e-16 ***
     `transmission_Semi-Auto`
                                                       NA
     fuelType Diesel
                                                 8.41e-06 ***
     fuelType_Electric
                                                    0.690
     fuelType_Hybrid
                                                 7.16e-07 ***
     fuelType_Other
                                                    0.388
     fuelType_Petrol
                                                       NA
     Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
```

```
Residual standard error: 0.06609 on 8075 degrees of freedom
Multiple R-squared: 0.5056, Adjusted R-squared: 0.5051
F-statistic: 917.6 on 9 and 8075 DF, p-value: < 2.2e-16
```

As we can see in this first model, there are a few missing values of coefficients. It means that there occur large **variance inflation factors** in 3 groups of independent values: year of a vehicle, type of transmission and type of fuel. I can reject the variables which aren't significant based on T-test value:

- fuelType Electric
- fuelType_Other
- transmission_Automatic (p-value lower than 0.05 but less significant that the other two variables in the same group of categorical data)

Call:

Residuals:

```
Min 1Q Median 3Q Max -0.16129 -0.03593 -0.01074 0.01663 0.84764
```

Coefficients:

```
Estimate Std. Error t value Pr(>|t|)
                                0.186294
                                         0.002433 76.580 < 2e-16 ***
(Intercept)
`cut_vehicle_year_1996-2012 (old)` -0.014215
                                         0.004685 -3.034 0.002418 **
`cut_vehicle_year_2018-2020 (new)` 0.067005
                                         0.002104 31.846 < 2e-16 ***
transmission_Manual
                                         0.002021 -25.606 < 2e-16 ***
                               -0.051763
`transmission Semi-Auto`
                               0.003691
                                         0.001777
                                                   2.077 0.037846 *
fuelType_Hybrid
                               0.016032
                                         0.004602 3.484 0.000497 ***
fuelType_Petrol
                               -0.007390
                                         0.001657 -4.459 8.36e-06 ***
mileage
```

```
Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
```

Residual standard error: 0.06608 on 8077 degrees of freedom Multiple R-squared: 0.5056, Adjusted R-squared: 0.5052

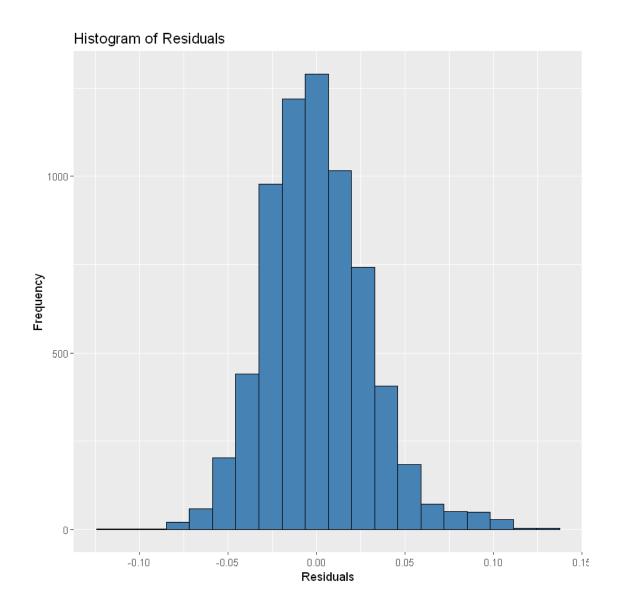
```
F-statistic: 1180 on 7 and 8077 DF, p-value: < 2.2e-16
```

Now there is the problem with pretty high p-value for semi-auto type of transmission so I will try to remove the variable in a new, **final model**.

```
[32]: lmModel <- lm(price ~ `cut_vehicle_year_1996-2012 (old)` +__
      → `cut_vehicle_year_2018-2020 (new) ` + transmission_Manual
                    + fuelType Hybrid + fuelType Petrol + mileage, data = train)
      # Printing the model object
      summary(lmModel)
     Call:
     lm(formula = price \sim `cut_vehicle_year_1996-2012 (old)` +_{\sqcup}
      → `cut_vehicle_year_2018-2020 (new) ` +
         transmission_Manual + fuelType_Hybrid + fuelType_Petrol +
         mileage, data = train)
     Residuals:
          Min
                    1Q
                         Median
                                      3Q
                                              Max
     -0.16022 -0.03638 -0.01080 0.01681 0.84956
     Coefficients:
                                         Estimate Std. Error t value Pr(>|t|)
                                                    0.002191 86.050 < 2e-16 ***
     (Intercept)
                                         0.188494
     `cut_vehicle_year_1996-2012 (old)` -0.014468
                                                    0.004684 -3.089 0.002017 **
     `cut_vehicle_year_2018-2020 (new)` 0.067369
                                                    0.002097 32.124 < 2e-16 ***
                                                    0.001814 -29.565 < 2e-16 ***
     transmission_Manual
                                        -0.053619
     fuelType_Hybrid
                                                    0.004587 3.321 0.000901 ***
                                        0.015233
     fuelType_Petrol
                                        -0.007335
                                                    0.001658 -4.425 9.76e-06 ***
                                                    0.008501 -25.449 < 2e-16 ***
     mileage
                                        -0.216338
     Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
     Residual standard error: 0.06609 on 8078 degrees of freedom
     Multiple R-squared: 0.5053,
                                         Adjusted R-squared: 0.505
```

Residual analysis of model:

F-statistic: 1375 on 6 and 8078 DF, p-value: < 2.2e-16



Error terms seem to be approximately normally distributed, so the assumption on the linear modelling seems to be fulfilled.

Prediction and evaluation:

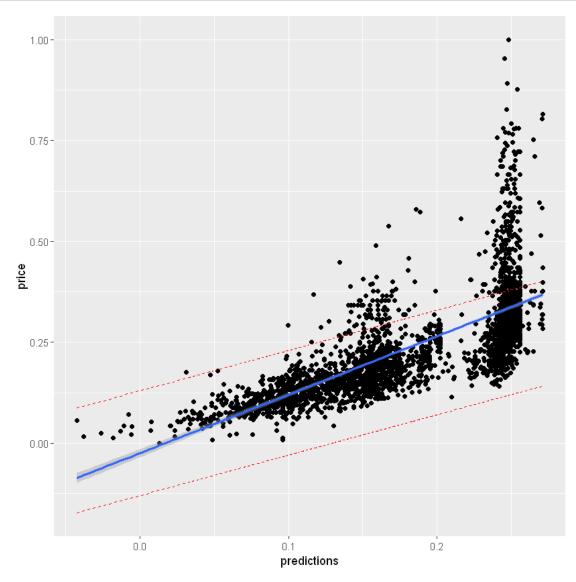
```
[30]: test$mileage <- normalize(test$mileage)
  test$price <- normalize(test$price)
  y_test <- test$price
  x_test <- test[c(1,3:13)]</pre>
```

```
stat_smooth(method = lm)
p + geom_line(aes(y = as.data.frame(prediction)$lwr), color = "red", linetype =

→"dashed")+

geom_line(aes(y = as.data.frame(prediction)$upr), color = "red", linetype =

→"dashed")
```



- 1. R-squared and Adjusted R-squared 0.5053 and 0.505 50.5% variance explained.
- 2. F-stats and Prob(F-stats) 1375 and 2.2e-16 Model is significant and explained 50% variance is just not by chance.
- 3. P-values of T-test for all the coefficients seem to be less than the significance level of 0.05 meaning that all the predictors are statistically significant.
- 4. The multicollinearity in the model variables doesn't occur.

8 Conclusion and recommendations

The project aimed to investigate the price of used BMW cars on Polish market in a certain used car dealership which sells the vehicles. The results from the model can then be used to help identify a price of potential new BMW car in the company which will be the most attractive for customers and suppliers.

The built model fits the low and average valuable cars the most. As it can be seen on the last graph, the car priced to the point of 30% of price for the most valuable car in the dataset are fitted well in the regression model. It will be good probably for the most of used BMW cars available on the Polish market.

However, the model isn't perfect. For most of highly-priced cars occurs the huge difference between prediction and price. It is caused probably by lack of some information about luxury cars in the model.

The important features available in the given dataset which have an impact on the price of a car, except any other features outside the dataset are in general:

- year of production
- type of transmission
- type of fuel
- mileage.

The model explains over 50% of variance, that means that half of the data could fit the regression model. The model should be quite good for predicting values of low and average costs of certain cars. Unfortunately, for the most valuable, luxury cars for example could be dangerous - the fact that a car comes from luxury class should be take into account like any other features outside the tested dataset (for example the fact of front-end damage). The information given in the dataset may not be enough and it's important to keep in mind all the significant info about the vehicle put up for sale.

9 References

- https://www.r-graph-gallery.com/218-basic-barplots-with-ggplot2.html
- $\bullet \ \, http://www.sthda.com/english/articles/40-regression-analysis/166-predict-in-r-model-predictions-and-confidence-intervals/ \\$