

Used Car Market Analysis Report

Market Trends & Vehicle Performance

- Some vehicles in the dataset are manufactured in 1982, indicating the presence of vintage/classic cars.
- The top 5 most frequent brands are Ford, Chevrolet, Nissan, Toyota, and Dodge.
- The most common body types are Sedan and SUV.
- Around one-third of all sales are from vehicles that are 4 years old or newer.
- Vehicles with less than 50,000 miles account for 49.75% of units sold and 67.82% of total revenue.

Pricing & Correlations

- Strong positive correlation between MMR and Selling Price, with visible outliers.
- Mileage has a negative but weak relationship with price.
- Cars manufactured after 2000 show an upward price trend.
- No clear trend between sale date and price.
- Newer model years correlate with higher prices.
- Automatic cars are priced higher on average than manual cars.
 - Lotus: no automatic vehicles; Rolls-Royce: no manual vehicles.
- Seasonality has minimal price impact, except Ravenu which performs better in winter.
- Cars under 3 years old contribute to 48% of total revenue.

Customer Preferences & Profitability

- Ford is the top-selling brand with 4 models in the top 6; Ford Fusion is the most sold model.
- Weak correlation between vehicle condition and selling price.
- Most profitable states: Tennessee, Colorado, Illinois (median price > \$12,400).
- Vehicles aged 0-3 years show less depreciation.
- BMW and Mercedes-Benz retain value better than other brands.

Sellers

- PDX Auto Wholesale LLC made \$41,500 above MMR across their sales.

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Summary

- Newer, low-mileage vehicles dominate both volume and revenue.
- Price influenced more by model year and transmission than condition or season.
- Ford, BMW, Mercedes-Benz are strong in volume or value retention.
- Targeting profitable states and seller strategies boosts income.