

Insights about customer purchase preferences



25% of all cars bought were in the price range \$20k-\$25k



74% of all appraisals occurred in-person



Market **14** was the biggest with 10% of all transactions



Top 5 popular car brands are AIH, HXQ, LTX, KQZ and ARU



55% customers bought a car with body type 'E'



82% of all cars bought had a model year between 2011-2015

Information about the appraised car can help personalize the customer's shopping experience

Price

The odds of a customer to purchase a car from a higher price range increases as appraisal offer increases

72% of customers who sold a "Not Premium" car are likely to purchase a car cheaper than \$25k-\$30k

A **unit** increase in the number of cylinders in the appraised vehicle (keeping all other factors constant) increases the odds of a customer to purchase a car from a higher price range by **39%**

Make

Customers are most likely to buy a car with the same brand as the appraised car

Body and model

The body and model of the purchased car are influenced by the body of the appraised car

E and **F** are the top car body choices for nearly all customers

80-90% of models likely to be bought by a customer fall within the top 10 models of the top 3 body types likely to be preferred by the customer

Trim description

As appraisal offer increases, customers are more likely to buy a 'Premium' car

Color

White, Black, Gray, Silver, Blue and Red are the most popular car colors

The color of the purchased car is not influenced by any feature of the appraised car

Engine specifications (eg., engine type, cylinders, mpg, etc)

Customers are likely to purchase a car with engine specifications similar to their appraised car