Used Car Sales

Dataset Summary

- **ID**: Unique identifier for each record
- Distributor Name Name of the car distributor
- **Location**:City or area where the distributor is located
- **Car Name**:Model name of the car
- **Manufacturer Name**:Brand or company that produced the car
- **Car Type:**Category of the car
- **Mileage-KM:** Distance the car has traveled (in kilometers)
- **Color** :Car's exterior color
- **Gearbox** :Manual or Automatic
- **Number of Seats** :Total seats available in the car
- **Number of Doors** :Number of doors in the car
- **Energy :**Type of fuel used (Petrol, Diesel, Electric, Hybrid).
- **Manufactured Year**: The year the car was manufactured.
- **Price-$:** Listed price of the car.

Dataset Summary

Engine Power-HP : Engine strength measured in horsepower (HP).

Purchased Date: the distributor purchased the car.

Car Sale Status: Indicates if the car is Available or Sold.

Sold Date: Date the car was sold (if applicable).

Purchased Price-$: Cost at which the distributor bought the car.

Sold Price-$: Final selling price of the car.

Margin-%: Profit margin percentage between purchase and sale.

Sales Agent Name: Name of the agent who handled the sale.

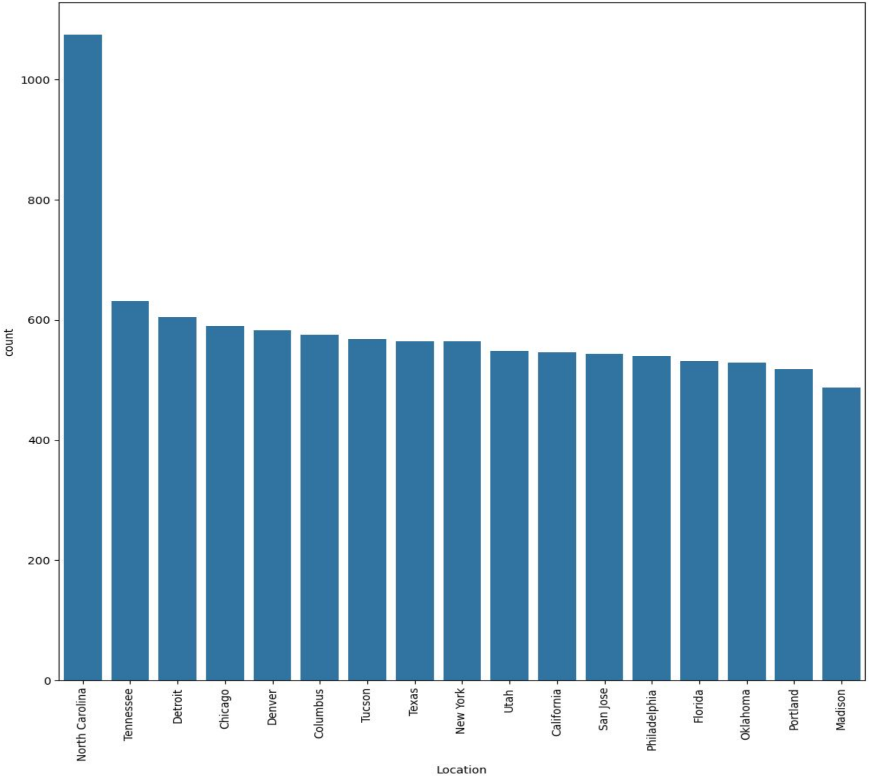
Sales Rating: Performance rating of the sales agent.

Sales Commission-$: Commission earned by the agent per sale.

Feedback: Customer feedback or review after purchase

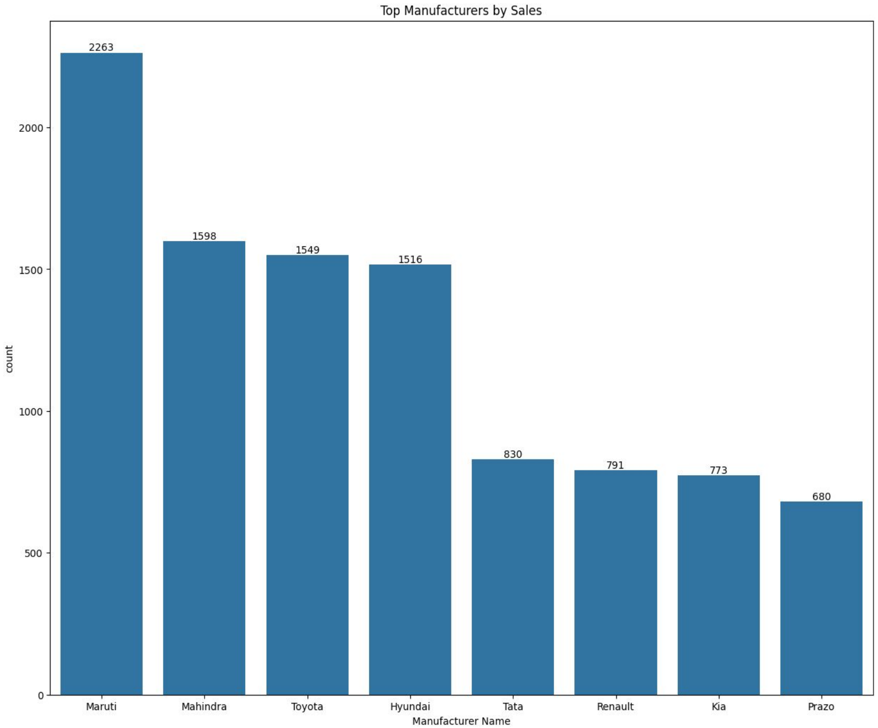
Inventory Distribution by Location

- North Carolina dominates with ~1,070 vehicles - nearly double the next location
- Top 3 locations (North Carolina, Tennessee, Detroit) hold ~40% of total inventory
- Significant drop-off after top location - Tennessee has only ~630 units (41% less)
- Bottom tier locations (Madison, Portland, Oklahoma) each hold under 550 units



Top Manufacturers by Sales

- Maruti leads significantly with 2,263 sales - 42% higher than second place
- Top 4 brands (Maruti, Mahindra, Toyota, Hyundai) are closely clustered between 1,516-2,263 units
- Sharp drop after top 4 - Tata has only 830 sales (45% less than Hyundai)
- Bottom 3 manufacturers (Tata, Renault, Kia, Prazo) each under 830 units combined

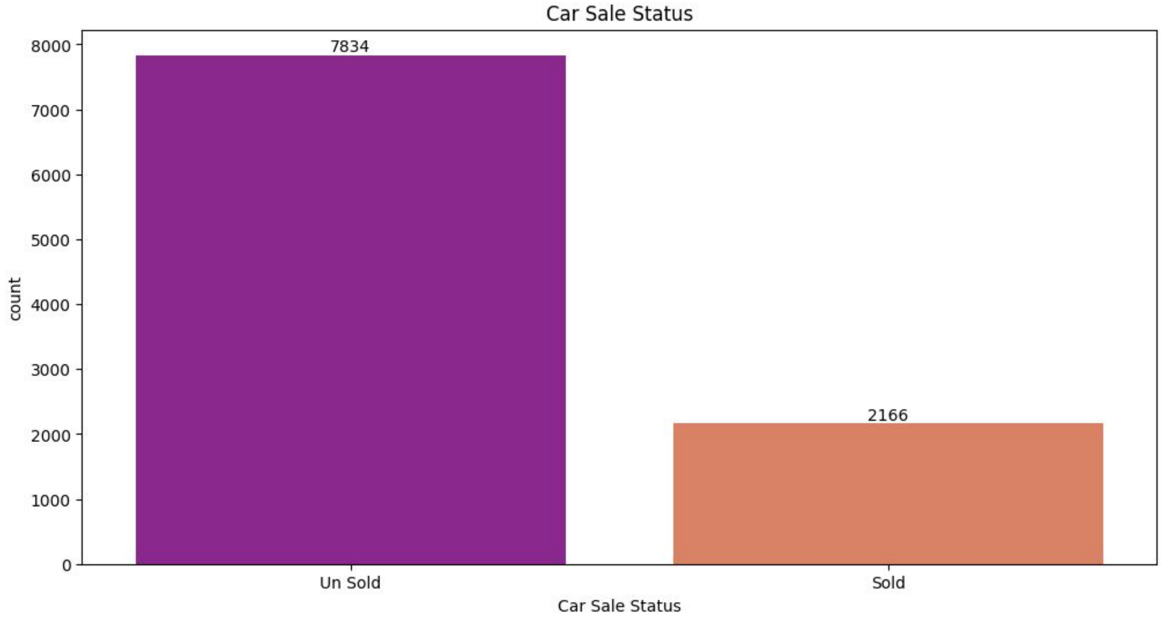


Car Sale Status Overview

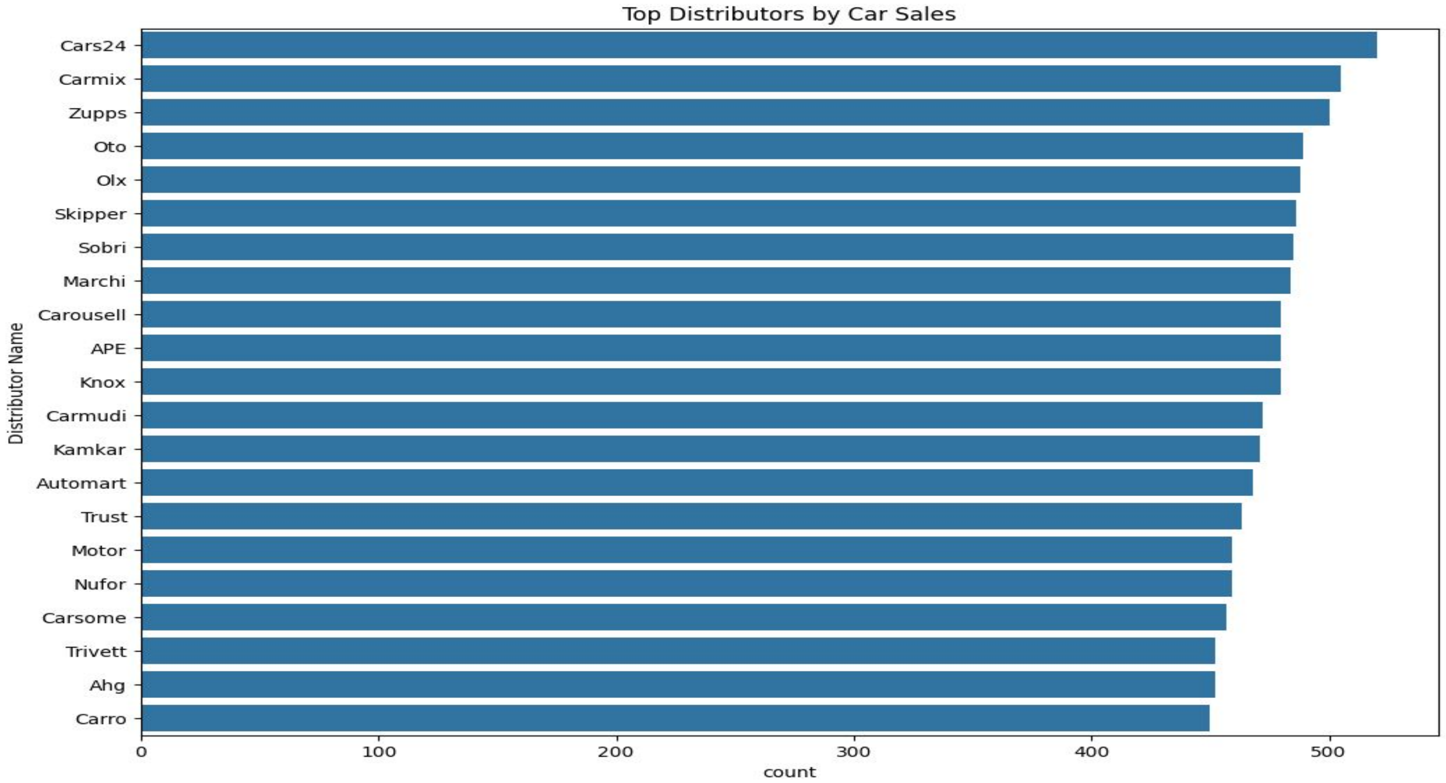
78.3% inventory remains unsold - 7,834 units still in stock

Only 21.7% sold - 2,166 units successfully moved

Inventory turnover concern - 3.6x more unsold than sold vehicles



Top Distributors by Car Sales



Top Distributors by Car Sales

Highly competitive landscape - Top 21 distributors show minimal performance gaps

Cars24 leads slightly with ~520 sales, but margin over competitors is narrow

Top 5 distributors **(Cars24, Carmix, Zupps, Oto, Olx)** are tightly clustered around 490-520 units

Remarkably even distribution - difference between #1 and #21 is only ~70 units (~13%)

Distribution of Car Types in Inventory

SUV dominates inventory at 31.7% - largest single category

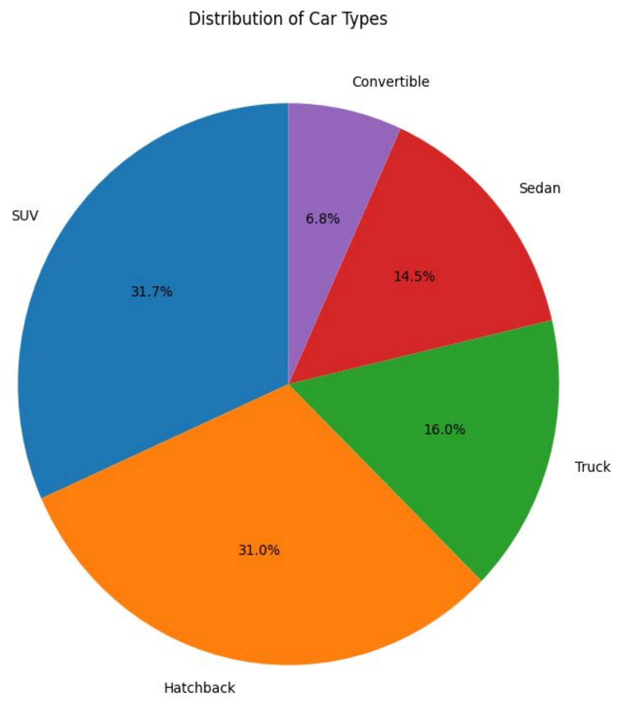
Hatchback nearly tied with SUV at 31.0% - combined they represent ~63% of total inventory

Top 2 categories (SUV + Hatchback) account for nearly two-thirds of all vehicles

Truck represents niche segment at 16.0% - solid presence but significantly lower

Sedan declining share at 14.5% - traditional favorite now fourth place

Convertible is specialty category at only 6.8% - smallest segment



Distribution of Vehicle Purchase Prices

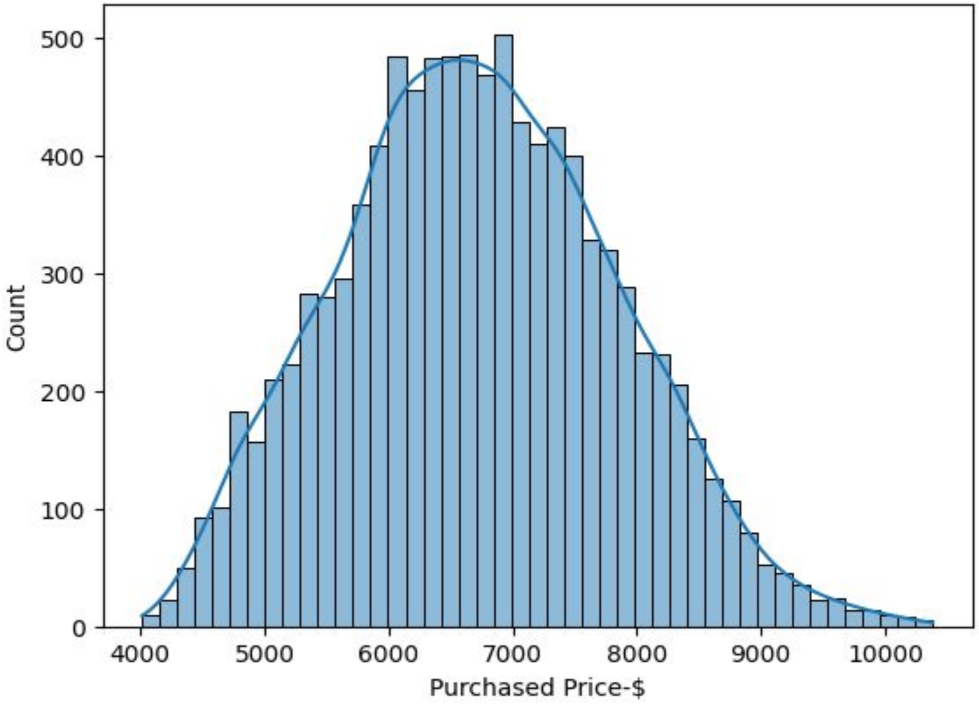
Normal distribution pattern - classic bell curve centered around $6,500-$7,000

Peak concentration at ~$7,000 with approximately 500 vehicles

Price range spans $4,000 to $10,500 - relatively tight distribution

Majority of purchases fall within **$5,500-$8,500** range (middle 60%)

Budget segment small - minimal inventory below $4,500



Total Sales Revenue by Manufacturer

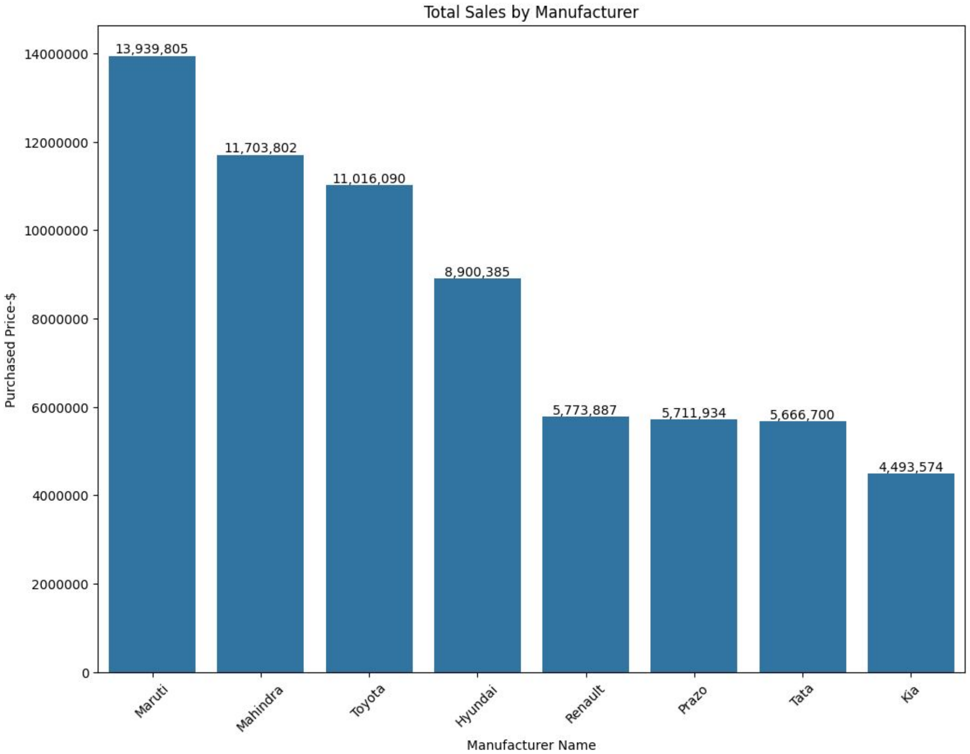
Maruti generates highest revenue at $13.9M - 19% more than second place

Top 3 manufacturers (Maruti, Mahindra, Toyota) account for $36.7M combined revenue

Clear tier structure: Premium tier ($11-14M), Mid tier ($8-9M), Lower tier ($4-6M)

Significant drop after Hyundai - revenue falls from $8.9M to $5.7M (35% decline)

Bottom 4 brands (Renault, Prazo, Tata, Kia) cluster tightly between $4.5-5.8M



Customer Feedback Distribution

Excellent feedback dominates at 41.2% - strong customer satisfaction indicator

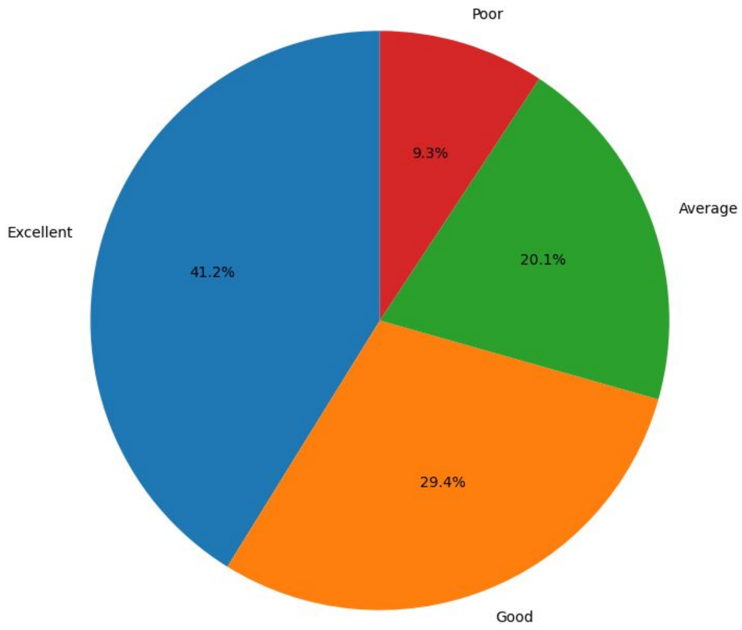
70.6% positive feedback combined (Excellent + Good) shows overall quality performance

Good feedback at 29.4% represents significant room for improvement to excellent

Average feedback at 20.1% indicates one-fifth of customers had mediocre experience

Poor feedback minimal at only 9.3% - low dissatisfaction rate

Quality concern: Nearly 30% (Average + Poor) need attention to prevent churn



Car Type Performance by Customer Feedback

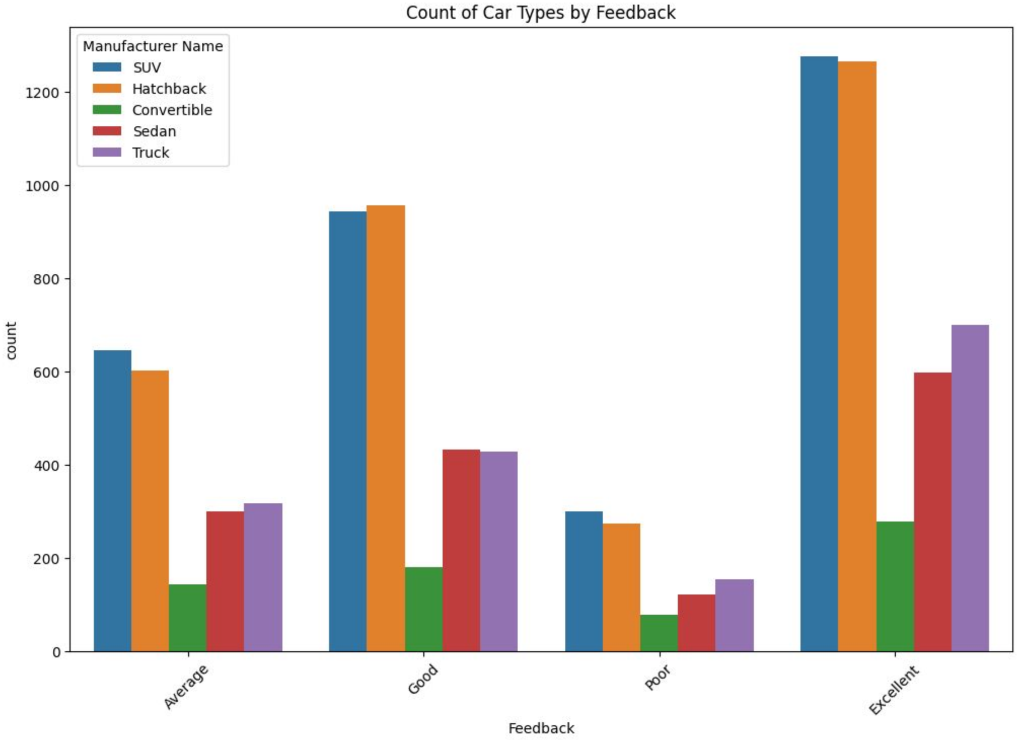
Excellent feedback dominates - SUVs and Hatchbacks lead with ~1,270 units each receiving top ratings

SUV & Hatchback perform consistently across all feedback categories - most balanced performers

Convertibles struggle significantly - lowest counts in Average (~145) and Poor (~80) categories

Trucks show polarized performance - strong in Excellent (700+) but weak in Poor/Average categories

Sedans underperform - consistently lower counts across all feedback levels



Price Distribution by Engine Power (HP)

Positive correlation - Higher horsepower generally commands higher prices

250 HP segment most expensive - median ~$9,500, reaching up to $10,900

Entry-level pricing - 100-115 HP range shows lowest prices ($6,500-$9,000)

Significant price jump at 250 HP - approximately $1,500-$2,000 premium over other segments

Mid-range consistency - 120-200 HP segments show similar pricing ($7,000-$10,000)

Widest price variance in 100 HP and 250 HP categories - suggests diverse vehicle types

Tightest pricing in 130-150 HP range - most standardized pricing structure