

## Business Case

Project Name : Car Price Prediction Using ANN  
Project Manager : Muhammad Zulhisyam Naqib Bin Mahurin  
Client : -  
Duration : 6 months

Executive Summary	This project is developed to predict customers' budget for purchasing a car based on several factors including economic background. This project will be beneficial for car salespeople, dealers and financial institutions.
Mission Statement	<p>The mission of this project is to:</p> <ul style="list-style-type: none"><li>• Help financial institutions to estimate the amount of car loan to approve when a particular customer wants to purchase a car.</li><li>• Ease the work of car salespeople and dealers to predict the car price that is suitable for the particular customer and choose the best car for their budget.</li><li>• Explain customers why they not to choose a car that is not complying their economic state.</li></ul>
Product/Service	<p>The end product(system) will have the following modules:</p> <ul style="list-style-type: none"><li>• Customer budget analyser</li><li>• Loan approval check</li><li>• Car price prediction</li></ul>
Project Definition	<p>The project is about to build a system using ANN for car price prediction. Using ANN model, we train models by giving ample amount of data so that the model learns the trend of the data and able to predict when the data of customers were inputted.</p> <p>The project will be beneficial for car salespeople, dealers and financial institutions so that they could do their job faster and can reduce errors in car sales.</p>
Project Organization	<p>This project consist of project manager who leads the project, data scientist, ML engineer and a software developer. Each of them will have a workflow based on project prepared by project manager. Meeting will be conducted two weeks once to get the updates from each person in this project in the form of report and showing progress.</p>