CARVANA CASE STUDY SUMMARY

This case study examines Carvana, a retailer specializing in used cars that aimed to revolutionize the car buying process. Carvana was established in 2012. Launched its services in 2013 allowing customers to research, finance and purchase owned vehicles entirely through their website. The company stood out by introducing features such, as car vending machines and a 7-day money back guarantee.

Before its launch in 2011 Carvana organized a Kaggle competition where data scientists were invited to develop an algorithm of predicting whether cars purchased at auctions would have undisclosed issues. A total of 570 teams. Carvana rewarded the winning team with $10,000.

Although Carvana went public in 2017 it experienced a drop in share value on its day of trading. Some raised questions about whether the company's data science and algorithms provided an advantage for its growth or if it was more of a marketing strategy. Additionally, this case study explores the connections between Carvana's founders, its parent company Drive Time and how these relationships impacted the business.

Overall, this case study offers insights, into Carvana's business model and its efforts to leverage data science as a means of disrupting an industry that's both vast and fragmented.