

Report: Analysis of Car Dataset

Objective:

The aim of this analysis was to gain comprehensive insights into the Australian car market trends for the year 2023, focusing on various aspects such as pricing, sales volume, fuel types, and transmission preferences. By analyzing this data, we sought to understand the dynamics driving consumer choices and industry trends.

Key Findings:



Average Price of Cars:

The average price of cars in the dataset is 35299. This insight helps stakeholders understand the general pricing landscape in the Australian car market.

Average Price of Used Cars vs New Cars:
Used cars have an average price of 33720, while new cars have an average price of 50427. Additionally, demo cars in the dataset, with an average price of \$63,385, contribute to this comparison. This comparison sheds light on the price disparities between new and used cars, influencing purchasing decisions.

Distribution of Cars by Fuel Type:

Understanding the prevalence of different fuel types provides insights into environmental concerns and technological

advancements in the automotive industry.

Maximum Engine Capacity:

The maximum engine capacity among all cars is 8 CYL, 7.3L. This information is crucial for buyers interested in high-performance vehicles or specific engine specifications.

Average Distance Travelled by Cars:

The average distance travelled by cars in the dataset is 100290. This metric gives an indication of car usage patterns and potential resale value.

Distribution of Cars by Body Type:

Analysing body type distribution helps understand consumer preferences and market segmentation.

Most Common Transmission Type:

The most common transmission type among cars in the dataset is Automatic and Manual. This insight is valuable for manufacturers and dealerships to align their offerings with consumer preferences.

Location with the Highest Average Car Price:

Rushcutters Bay, NSW has the highest average price for cars, with an average price of 342392. Understanding regional price variations aids in targeted marketing and sales strategies.

Year with the Most Cars Sold:

The year with the most cars sold is 2018. This information is pivotal for assessing market trends and forecasting future demand.

Top 5 Brands with the Most Cars Sold in 2018:

Identifying top-selling brands provides insights into brand loyalty and market dominance.

Conclusion:

This analysis offers valuable insights into various facets of the Australian car market, enabling stakeholders to make informed decisions regarding pricing strategies, product offerings, and market positioning. By understanding consumer preferences and industry trends, businesses can adapt and thrive in this competitive landscape.

