

CAR FEATURES' INFLUENCE ON

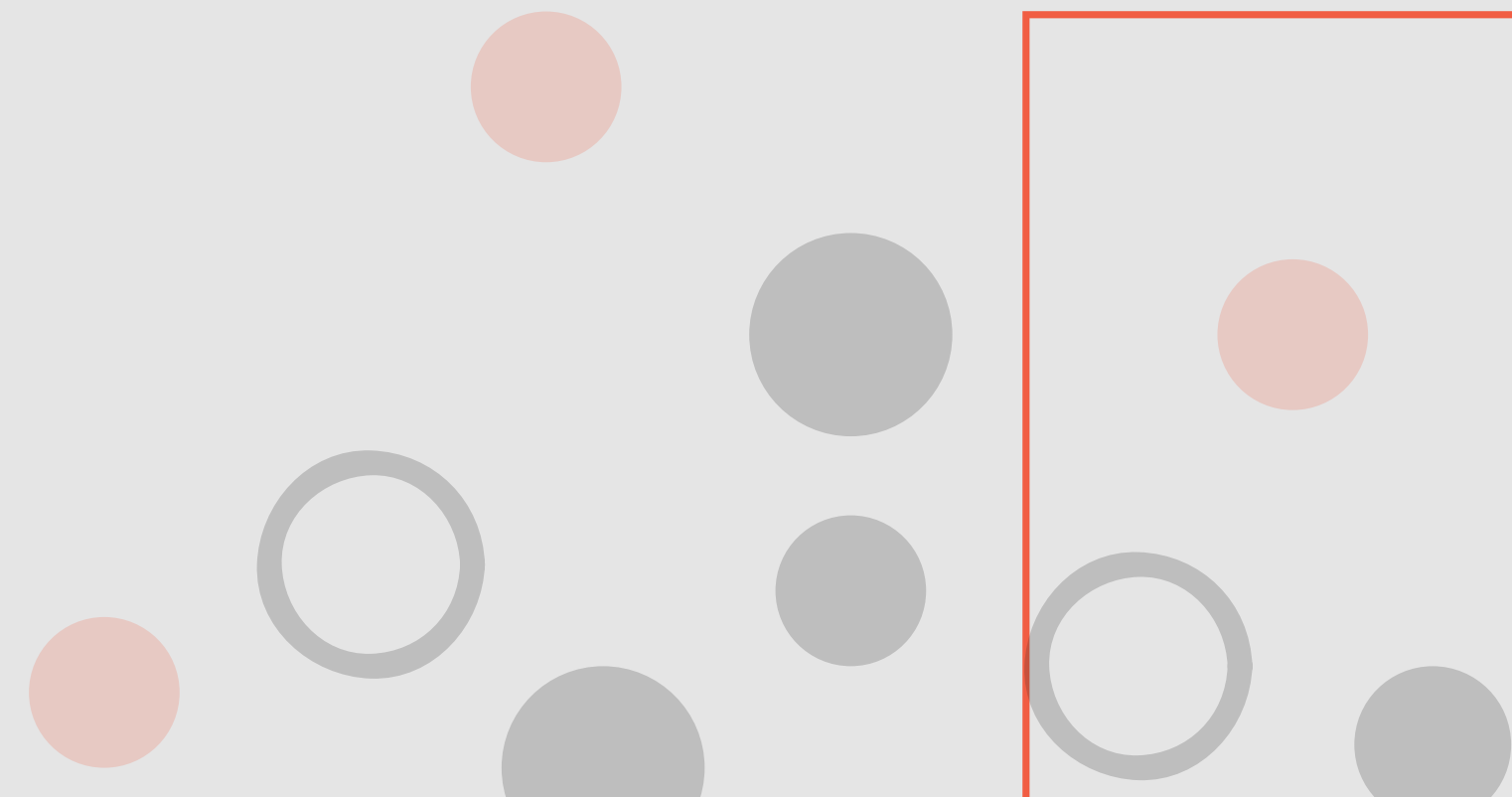
PRICE AND PROFITABILITY

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OVERVIEW

The project aims to provide valuable insights to a car manufacturer by analyzing the relationship between various car features, market categories, and pricing.



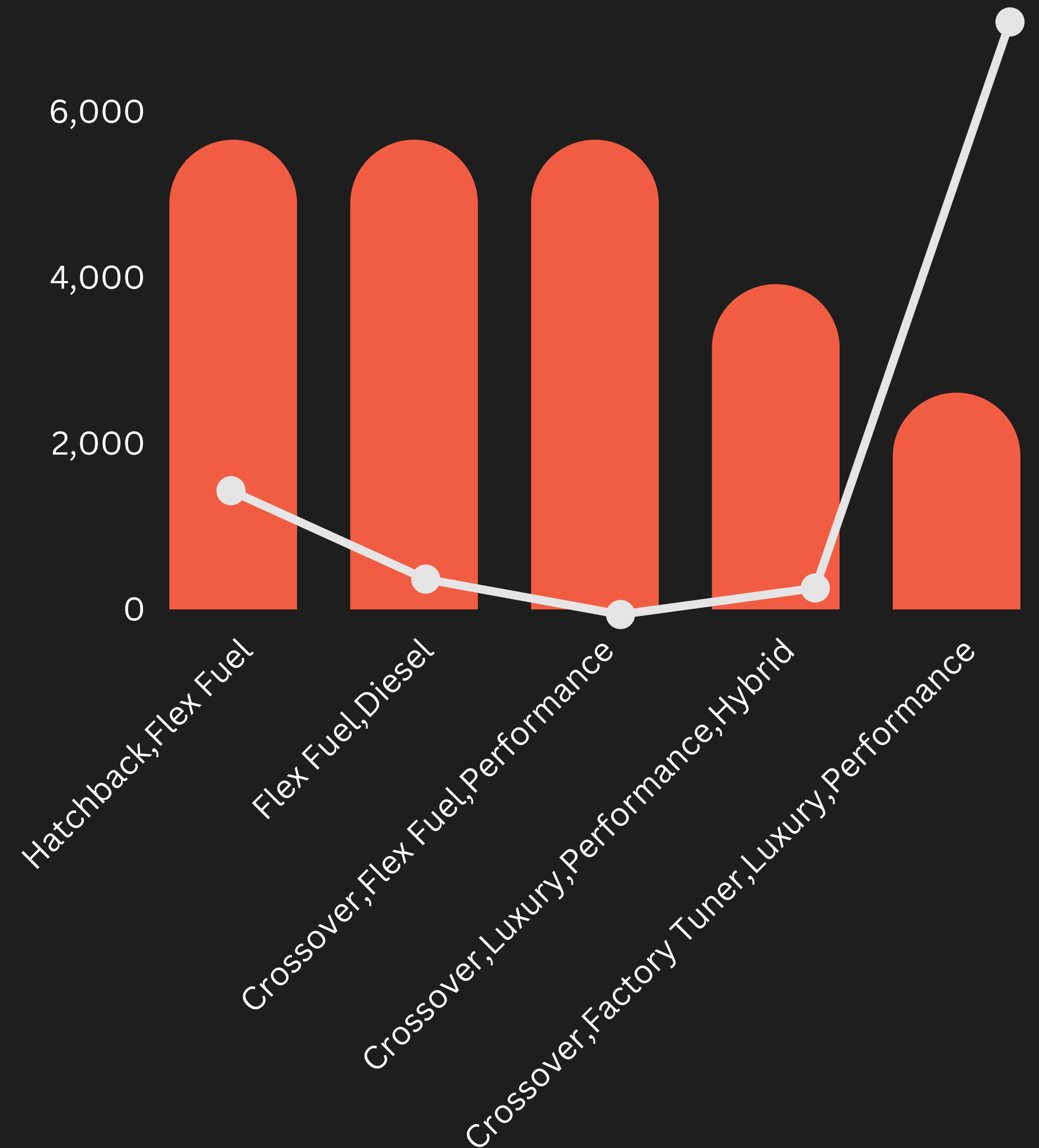
Areas of Analysis

- ✓ **Car Model Popularity**
- ✓ **Factors Influencing Price**
- ✓ **Engine Power and Price Relationship**
- ✓ **Manufacturer Price Comparison**
- ✓ **Transmission Type vs Price**

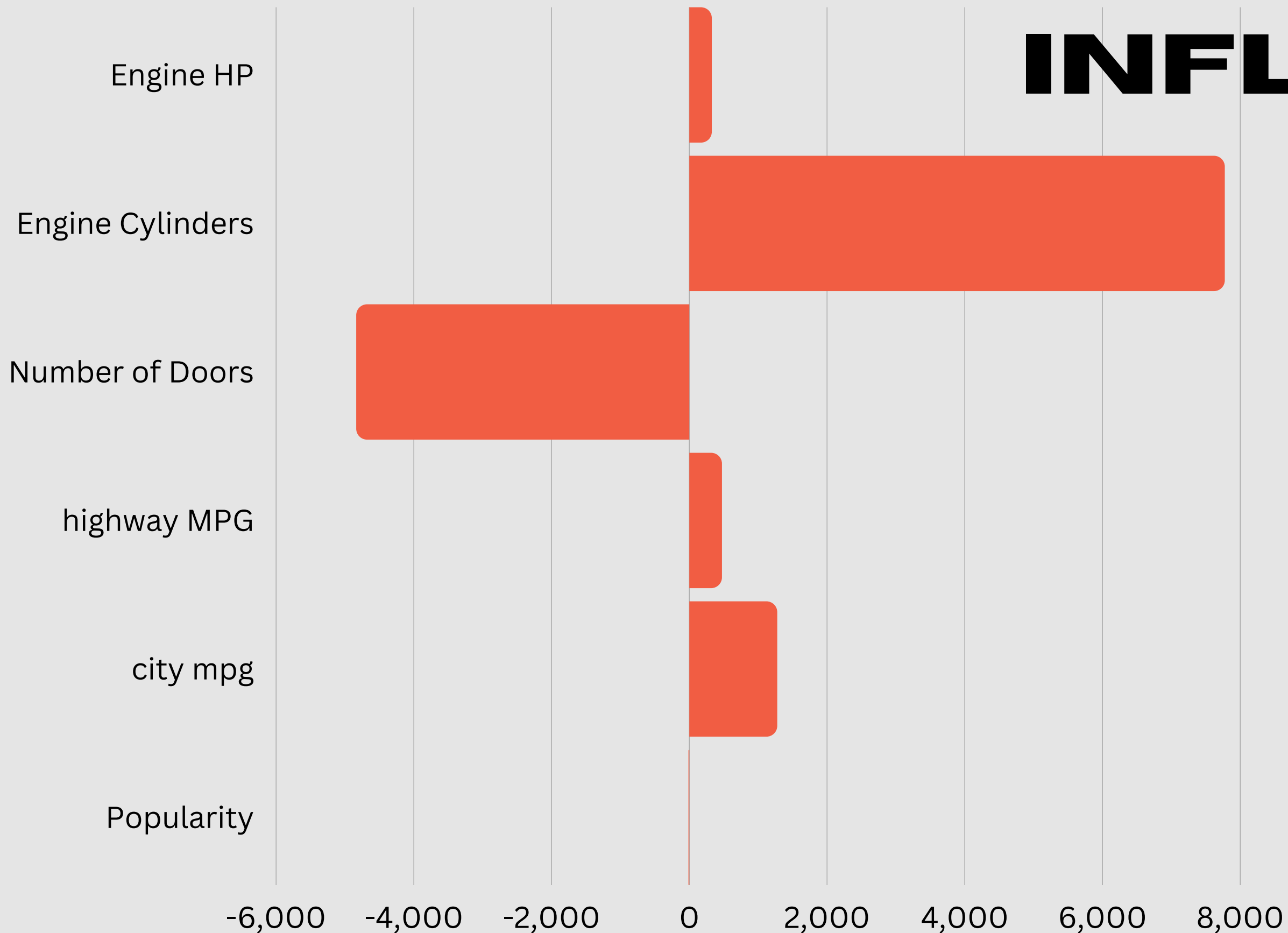


CAR MODEL POPULARITY

- **Popular categories:** 'Hatchback, Flex Fuel', 'Flex Fuel, Diesel', 'Crossover, Flex Fuel, Performance' have an average popularity of 5657 but fewer cars.
- 'Crossover' (1068), 'Flex Fuel' (855), and 'Luxury' (815) are the top car model categories, despite moderate popularity.



FACTORS INFLUENCING PRICE



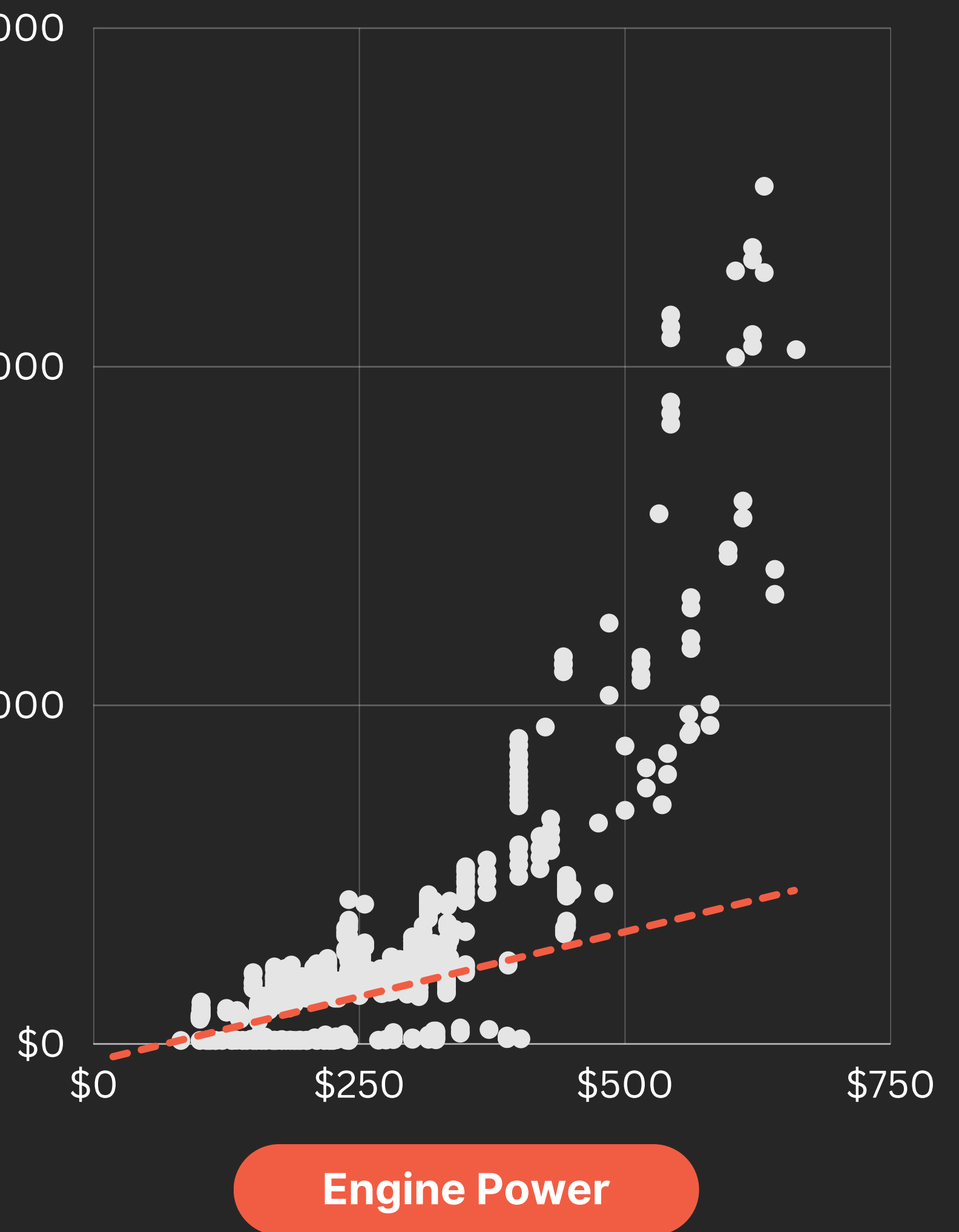
- **Engine Cylinders** show a **positive** relationship with Price(coefficient: 7770)
- **Number of Doors** display a **negative** relationship with price (-4830)
- **Popularity** has the weakest link to car price (-3.55)

ENGINE POWER AND PRICE RELATIONSHIP

- The car's engine horsepower and its price show a linear relationship; as horsepower increases, so does the price.



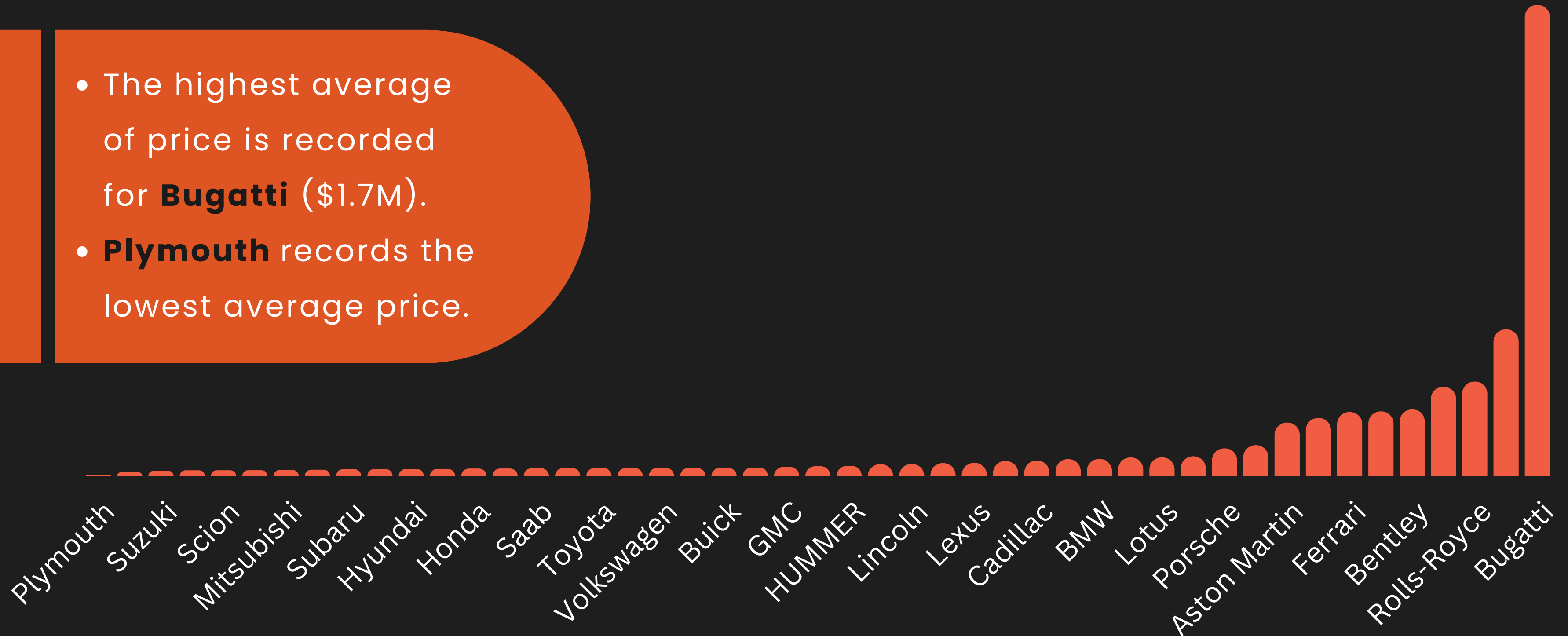
Price

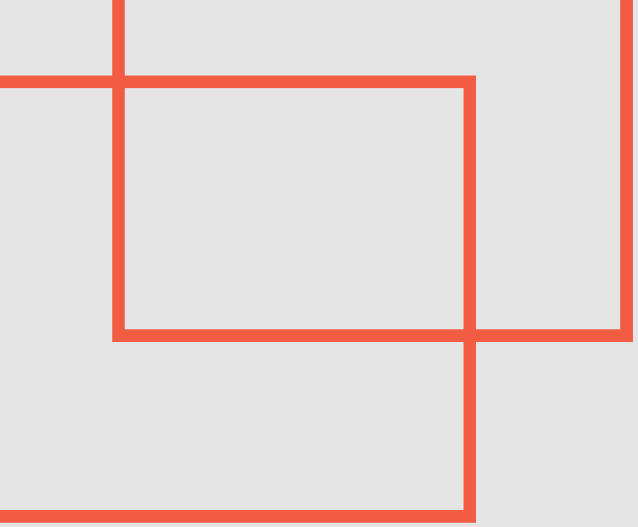


Engine Power

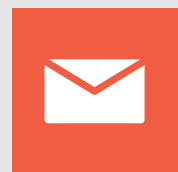
MANUFACTURER PRICE COMPARISON

- The highest average of price is recorded for **Bugatti** (\$1.7M).
- **Plymouth** records the lowest average price.





Thank you



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