**INSIGHTS**

**The existence of the problem lies in the challenge faced by both consumers and automobile industry stakeholders in accurately determining the fair market value of vehicles. Inaccurate pricing can lead to either overpricing, resulting in lost sales opportunities, or underpricing, causing revenue loss for automobile sellers. This uncertainty can lead to inefficiencies in the market, affecting consumer trust and hindering the industry's growth.**

**RECOMMENDATION**

**The goals and objectives of the project include:**

**- Enhancing pricing transparency and fairness in the automobile market.**

**- Empowering automobile industry stakeholders with actionable insights to optimize pricing strategies and improve revenue generation. - Improving customer satisfaction by facilitating fair and competitive pricing.**

**- Contributing to the overall efficiency and competitiveness of the automobile industry through data-driven decision-making.**

**- Improving customer satisfaction by facilitating fair and competitive pricing.**