Project Objective:

The goal of this project is to provide a comprehensive hands-on experience in data analysis, focusing on the essential tasks of data cleaning, exploratory data analysis (EDA), and data visualization. The dataset used for this project consists of used car sales data, and the purpose is to uncover significant trends and insights that can inform business strategies and decision-making. This project follows the instructions provided by Satyam Sir, Senior Trainer at Hyper Tech Global Technologies.

Insights & Summary:

Key Trends:

- Petrol cars dominate the dataset, with diesel cars coming second in terms of popularity.
- Manual transmission cars are more prevalent in the dataset; however, automatic transmission cars tend to have higher average prices.
- Newer cars and those with fewer kilometers driven are sold at higher prices.
- Brands like Maruti, Hyundai, and Honda are some of the top sellers in the used car market.

Surprising Insights:

- Some older diesel cars retain their value well, potentially due to their engine durability and long-term performance.
- Ownership type has a notable impact on pricing, with first-owner cars typically fetching higher prices compared to subsequent owners.

Business Suggestions:

- Focus on inventory that includes first-owner, low-kilometer petrol cars for faster sales and higher returns.
- Promote automatic transmission cars in urban regions where they command better prices due to consumer preferences.
- Offer value-based deals on older diesel models to attract budget-conscious buyers who prioritize cost-effective options.

This report presents an insightful analysis of the dataset, providing actionable suggestions that could optimize inventory and pricing strategies based on key market trends and consumer preferences.