

# Business Problem Statement:

This portfolio project involves a comprehensive analysis of a car sales dataset to provide insights into overall sales performance, customer preferences, fuel efficiency impact, price sensitivity, safety features' influence, and market trends.

Key Insights are:

## **Overview of cars dataset:**

Gives the overview of the dataset by defining the best car made by sales and by unit sold.

## **Sales Performance Analysis:**

- Understand the overall sales performance, identify the best-selling models, and explore trends over the years.

## **Customer Preferences:**

- Analyze customer preferences by examining the popularity of different car makes, models, body types, and colors.

## **Fuel Efficiency Impact:**

- Investigate the correlation between fuel efficiency (Mileage) and sales figures. Identify fuel-efficient models that attract more customers.

## **Price Sensitivity:**

- Determine the impact of pricing on sales. Analyze the relationship between car prices and customer ratings to understand if higher-priced models result in higher customer satisfaction.

## **Safety and Features Impact:**

- Evaluate the influence of safety features, entertainment features, and overall vehicle features on customer ratings and sales figures.

## **Market Trend Analysis:**

- Identify market trends by analyzing the popularity of different car makes and models over the years.
- Investigate if certain body types or fuel types are gaining traction in the market.