

# Craigslist Used Cars Listings

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GEO

Manufacturers

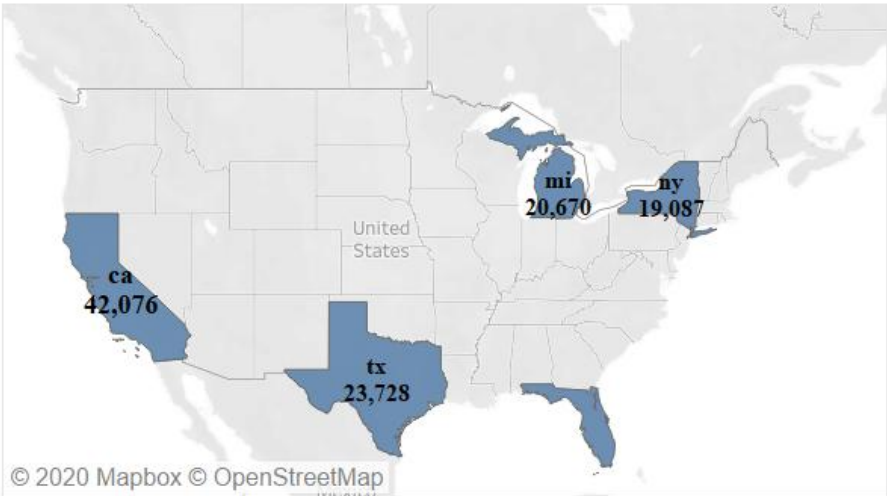
Car Features

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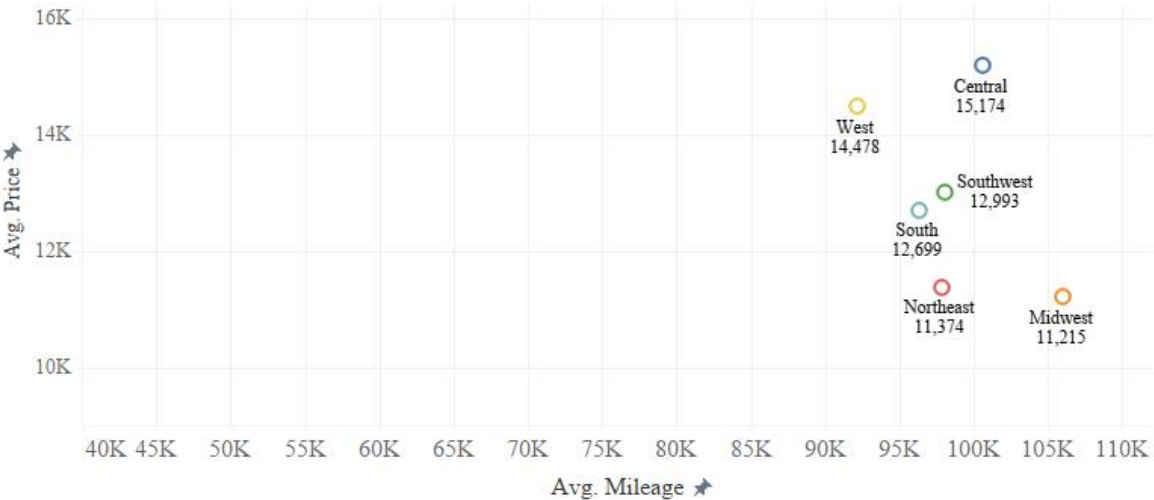
## Insights:

- 1. The states have more population will have more used car to purchase. For example, California, with a population of pproximately 34 million, will generally have more vehicles available for purchase than other states.
- 2. Region near coast also have more number of listings compare to the Central region.
- 3. We can target our buy back markets from Northeast and Midwest regions since they have lowerest average price.

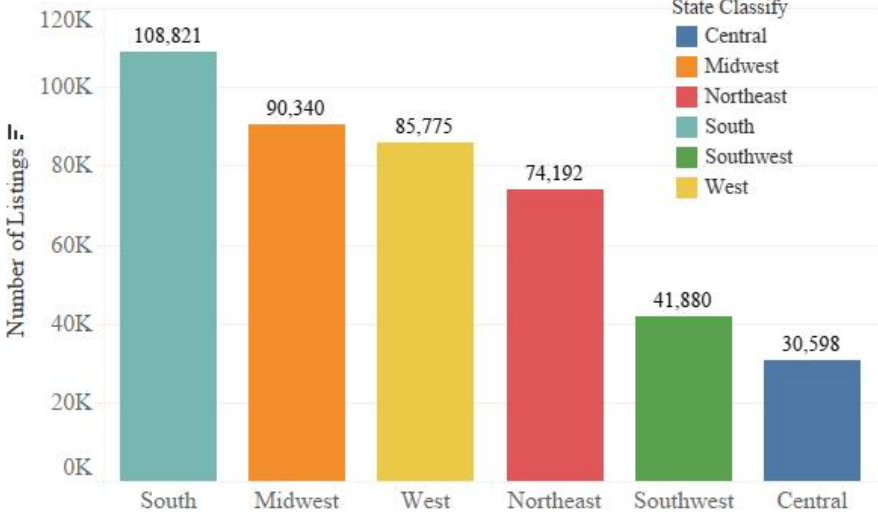
Top 5 States: Number of Listing



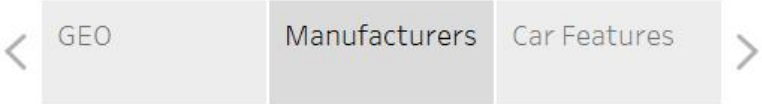
Avg Price & Mileage by Region



Number of Listings by Regions



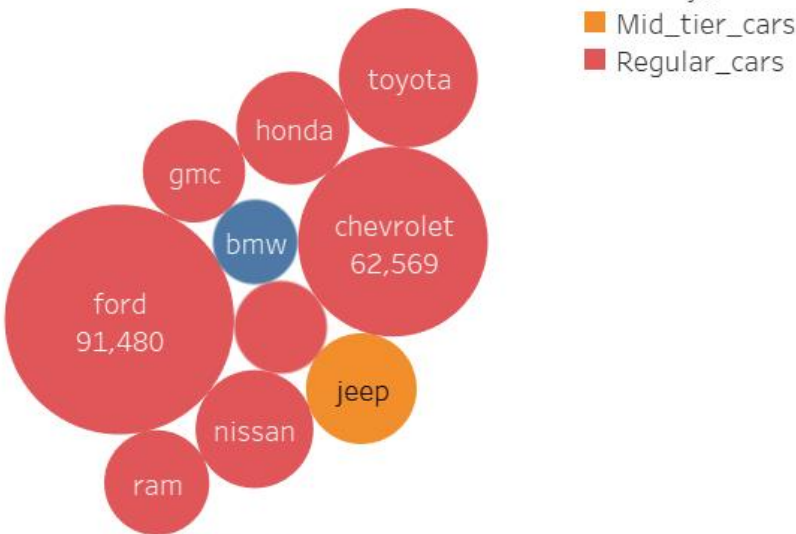
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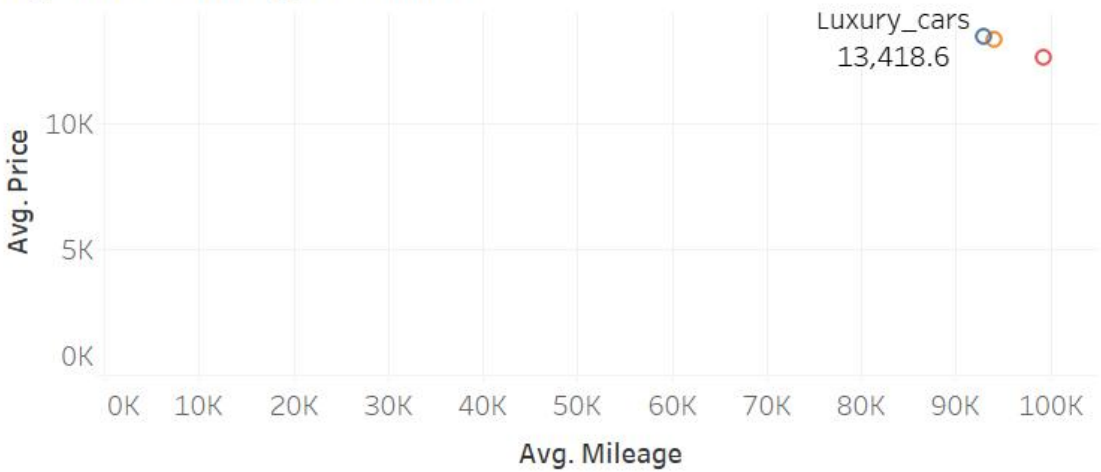
## Insights:

- 1. Regular cars have the greatest number of listings compare to Mid\_tier cars and Luxury cars.
- 2. American brand cars have the most number of listings then foreign makes espeically Japanese brand.
- 3. American brand cars have the highest average price among all three difference tiers such as RAM has the highest average price among Regular cars; Jeep has the highest average price among Mid\_tier cars and Tesla has the highest average price among Luxury cars.

Number of Listings: Top 10 Manufacturers



Avg Price & Mileage vs Makers



Average Price : Top 10 Manufacturers



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**Insights:**

- 1. Orange cars have the highest Average price because most of fancy sports cars'color is orange. That explains why orange cars have higher average price. Let's look at other colors which are black, white and red, these are standard color, so it makes sense that they are the next one who have higher average price.
- 2. Pickup-Full-size has the highest average price, the next one is Truck-Full-size. One of the reasons can be these types of cars can serve different purposes. For example, Pickup-Full-size can be either family cars or works for certain group of customers like someone in constructions business. Therefore, these types of cars can be priced at a higher price.
- 3.For Cylinder, we can see a trend that a greater number of cylinders, the higher median price they have. From business standpoint, I would suggest to sell/buy back any used cars that have 4 or 6 cylinders which would fit different markets: Fuel Efficiency (4 Cylinders) or more horsepower (6 Cylinders). In addition, their price range is at mid tiered.

