Problem Statement

The used car market lacks an objective, data-driven methodology to accurately classify vehicles into high-value and standard-value segments. Without this clarity, businesses struggle with optimal pricing, inventory management, and targeted marketing of premium stock.

The objective of this project is to develop a reliable classification model (CHAID Decision Tree) to accurately predict the 'High Price' car segment (statistically defined as the top 25% of the market) and identify the critical car attributes (like Mileage, Engine Size, and Year of Manufacture) that are the primary drivers of this high value.