

Barbara Wallen, Chris Albert,  
Catarina Tegtmeier, Angie Llamas, Kris Guan  
Professor Norman Lo  
DS-311-01  
10/24/2022

The Cars sales and market place data consists of listings of vehicles on a website. The data has over 9000 different listings from various dealers and private sellers across the country. The data contains information for each listing of a car that one would need when purchasing a car, such as : the amount of miles on the car, the price, the condition of the car, the model and the manufacturer, etc. Our group was tasked with exploring this raw data to find insights that would be valuable to prospecting purchasers and dealers on the site. The data columns also consist of logistical information such as the location of the sellers. Some other notable columns in this dataset are: there are rankings for the comfort, performance, value for money, and so forth. It is unclear though how these are formulated and if they use any values at all from the other columns.

Some interesting facts that we found during our deep-dive:

I) The most popular car manufacturers in this dataset are: Honda, Ford, and Toyota. This was found by cross-referencing the average amount of reviews per model from each manufacturer and the average review rating of each model. The higher number of average reviews further validated how well of a representation the average rating was for the manufacturer.

II) The vast majority of the sellers in the marketplace are the dealers as opposed to the private(individual) sellers in this class. The ratio of dealers to private sellers is: 233 dealers to 1 private seller!

III) The top five states with the most listings are as follows: Texas with 1225, Florida with 888, California with 668, Illinois with 593, and New York with 439.

IV) The maker(manufacturer) with the highest Value for Money Rating is Genesis with an average rating of 4.853 out of 5.

V) There are three types of deals on the marketplace dataset. There are 5524 “Good” deals, 2408 “Great” deals, and 1225 “Great Deals.