Chase Rawson

DATA 520.1OL - Data Mining/Cleaning/Visualization

January 25, 2023

New Cars Price 2019

Finance and Travel Industries

The following data set I chose contains 32,317 observations of car models manufactured in the United States between 1990 and 2019. Each row of data includes its original MSRP, MPG for cars that are not electric, engine type, weight, horsepower, torque, year manufactured, manufacturer, and whether it is a car or an SUV. This dataset will be used in the scenario of a used car dealership, analyzing the differences between the car make and each characteristic listed above. As part of the used car dealerships’ operations, they acquire cars and SUVs from auctions at low prices and sell them at higher prices to make a profit. Those who consider themselves car enthusiasts look for cars to buy based on those above characteristics and an affordable price. Used car dealerships look to keep their clientele years down the road. However, they need a data-driven way to purchase vehicles at auction that would keep these enthusiasts impressed, which most times can be challenging as the Auto Remarketing magazine described, “dealers still scrambling for inventory to others experiencing a softening of demand and the beginning return of margin compression.” (Rubenoff, 2023). As a member of an investment group looking to start a chain of used car dealerships, our mission is to ensure transparency between our customers and management, providing them with options of the best vehicles on our lots, ensuring a positive relationship while adding profit to build the dealership of the future.

I chose this data set to discover which cars are the most affordable to acquire at an auction by the MSRP. I want to compare the MSRP of different car models to determine which carmaker will fulfill this goal. I am also analyzing whether I should acquire cars or SUVs, and determine which affordable models have a higher MPG rating, year manufactured, horsepower, torque, and engine type. With this dataset, I believe that all the answers I am looking for will be provided with the following KPIs I will be using.

**References**

Rubenoff, S. (2023, January 24). *Exploring used-car inventory acquisition in ever-changing environment*. Auto Remarketing. Retrieved January 26, 2023, from <https://www.autoremarketing.com/trends/exploring-used-car-inventory-acquisition-ever-changing-environment>

**Raw Dataset Chosen**

See attached dataset titled “New Cars Price 2019” or <https://www.kaggle.com/datasets/prassanth/new-cars-price-2019?select=New_cars_cleaned.csv>