

Company Customer Insight

699
Count of transacted

699
Count of transacted

70.27K

Average of average_viewe...

70.27K

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Average of average_viewed_car_price by car_brand_most_viewed and age

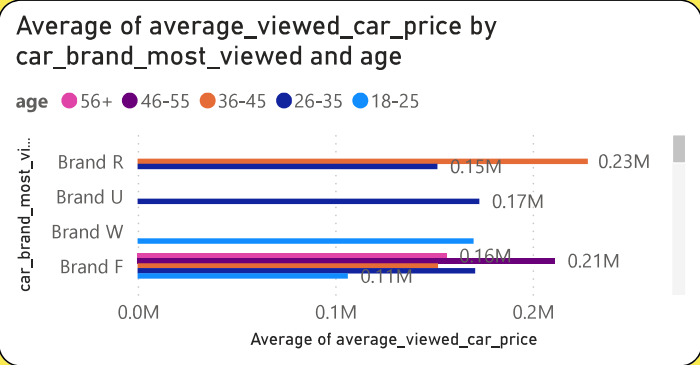
age ● 56+ ● 46-55 ● 36-45 ● 26-35 ● 18-25

| car_brand_most_viewed | 56+ | 46-55 | 36-45 | 26-35 | 18-25 |
|-----------------------|-------|-------|-------|-------|-------|
| Brand R | | | 0.23M | 0.15M | |
| Brand U | | | | 0.17M | |
| Brand W | 0.16M | 0.21M | | | |
| Brand F | 0.16M | | | | 0.11M |

Average of average_viewed_car_price by car_brand_most_viewed and age

age ● 56+ ● 46-55 ● 36-45 ● 26-35 ● 18-25

| car_brand_most_viewed | 56+ | 46-55 | 36-45 | 26-35 | 18-25 |
|-----------------------|-------|-------|-------|-------|-------|
| Brand R | | | 0.23M | 0.15M | |
| Brand U | | | | 0.17M | |
| Brand W | 0.16M | 0.21M | | | |
| Brand F | 0.16M | | | | 0.11M |

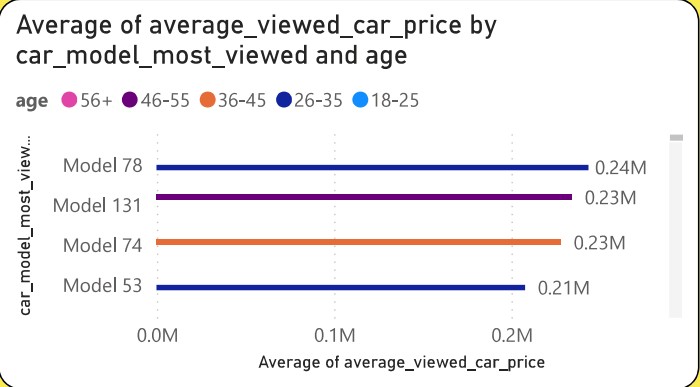


A horizontal bar chart titled 'Average of average_viewed_car_price by car_model_most_viewed and age'. The y-axis lists four car models: Model 78, Model 131, Model 74, and Model 53. The x-axis represents the 'Average of average_viewed_car_price' in millions, ranging from 0.0M to 0.2M. The bars are color-coded by age group: 56+ (pink), 46-55 (purple), 36-45 (orange), 26-35 (dark blue), and 18-25 (light blue). The values for each model are: Model 78 (0.24M), Model 131 (0.23M), Model 74 (0.23M), and Model 53 (0.21M).

| car_model_most_viewed | 56+ | 46-55 | 36-45 | 26-35 | 18-25 |
|-----------------------|-------|-------|-------|-------|-------|
| Model 78 | 0.00M | 0.00M | 0.00M | 0.24M | 0.00M |
| Model 131 | 0.00M | 0.23M | 0.00M | 0.00M | 0.00M |
| Model 74 | 0.00M | 0.00M | 0.23M | 0.00M | 0.00M |
| Model 53 | 0.00M | 0.00M | 0.00M | 0.21M | 0.00M |

A horizontal bar chart titled 'Average of average_viewed_car_price by car_model_most_viewed and age'. The y-axis lists four car models: Model 78, Model 131, Model 74, and Model 53. The x-axis represents the 'Average of average_viewed_car_price' in millions, ranging from 0.0M to 0.2M. The bars are color-coded by age group: 56+ (pink), 46-55 (purple), 36-45 (orange), 26-35 (dark blue), and 18-25 (light blue). The values for each model are: Model 78 (0.24M), Model 131 (0.23M), Model 74 (0.23M), and Model 53 (0.21M).

| car_model_most_viewed | 56+ | 46-55 | 36-45 | 26-35 | 18-25 |
|-----------------------|-----|-------|-------|-------|-------|
| Model 78 | | | | 0.24M | |
| Model 131 | | 0.23M | | | |
| Model 74 | | | 0.23M | | |
| Model 53 | | | | 0.21M | |



gender

| | |
|--------|------|
| Female | Male |
|--------|------|

gender

| | |
|--------|------|
| Female | Male |
|--------|------|

gender

| | |
|--------|------|
| Female | Male |
|--------|------|

age

Multiple selec... 

age

Multiple selec... 

user_state

All

user_city

All

user_state

All

user_city

All

user_city

user_city

transacted ☒

transacted ☒

Average of average_viewed_car_price by age, gender and age

age

- 18-25
- 26-35
- 36-45
- 46-55
- 56+

| Age Group | Gender | Average Price (K) |
|-----------|--------|-------------------|
| 18-25 | Female | 50K |
| | Male | 62K |
| 26-35 | Female | 64K |
| | Male | 73K |
| 36-45 | Female | 71K |
| | Male | 81K |
| 46-55 | Female | 61K |
| | Male | 77K |
| 56+ | Female | 59K |
| | Male | 88K |

gender

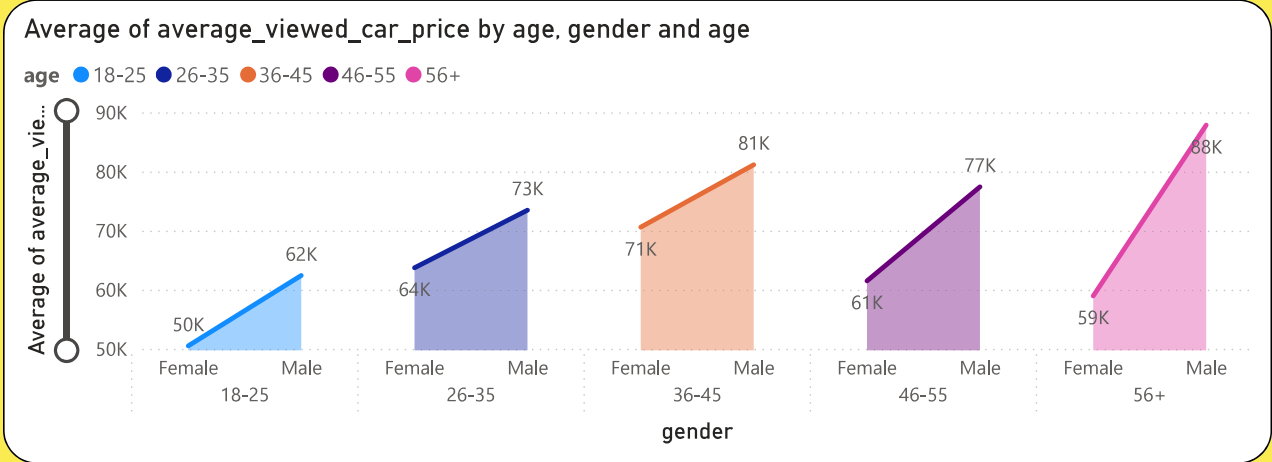
Average of average_viewed_car_price by age, gender and age

age

- 18-25
- 26-35
- 36-45
- 46-55
- 56+

| Age Group | Gender | Average Price (K) |
|-----------|--------|-------------------|
| 18-25 | Female | 50K |
| | Male | 62K |
| 26-35 | Female | 64K |
| | Male | 73K |
| 36-45 | Female | 71K |
| | Male | 81K |
| 46-55 | Female | 61K |
| | Male | 77K |
| 56+ | Female | 59K |
| | Male | 88K |

gender



Average of average_viewed_car_price by car_brand_most_viewed and user_state

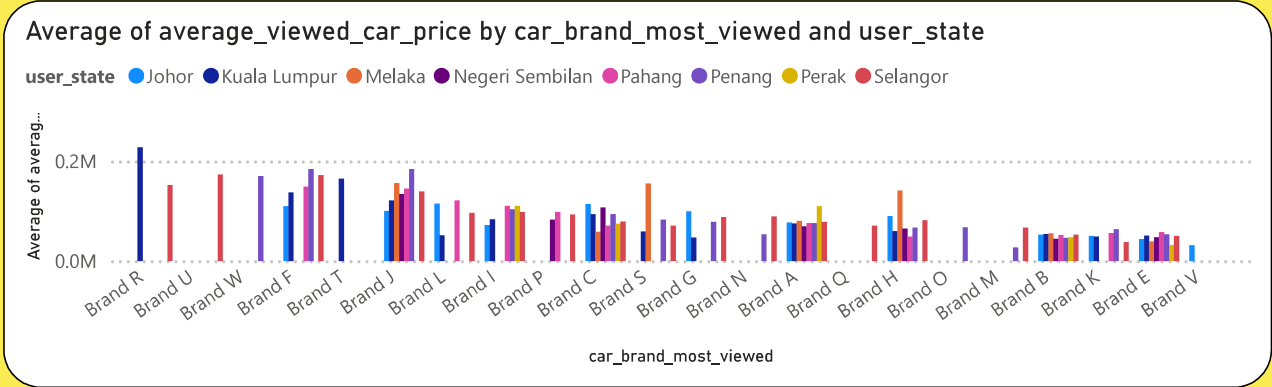
user_state Johor Kuala Lumpur Melaka Negeri Sembilan Pahang Penang Perak Selangor

| car_brand_most_viewed | Johor | Kuala Lumpur | Melaka | Negeri Sembilan | Pahang | Penang | Perak | Selangor |
|-----------------------|-------|--------------|--------|-----------------|--------|--------|-------|----------|
| Brand R | | 0.22 | | | | | | 0.15 |
| Brand U | | | | | | | | 0.17 |
| Brand W | | | | | | | | 0.17 |
| Brand F | 0.12 | 0.14 | 0.15 | 0.16 | 0.17 | 0.18 | 0.19 | 0.18 |
| Brand T | 0.16 | 0.17 | 0.18 | 0.19 | 0.20 | 0.21 | 0.22 | 0.23 |
| Brand J | 0.10 | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 | 0.16 | 0.17 |
| Brand L | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 | 0.16 | 0.17 | 0.18 |
| Brand I | 0.08 | 0.09 | 0.10 | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 |
| Brand P | 0.09 | 0.10 | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 | 0.16 |
| Brand C | 0.10 | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 | 0.16 | 0.17 |
| Brand S | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 | 0.16 | 0.17 | 0.18 |
| Brand G | 0.09 | 0.10 | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 | 0.16 |
| Brand N | 0.08 | 0.09 | 0.10 | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 |
| Brand A | 0.07 | 0.08 | 0.09 | 0.10 | 0.11 | 0.12 | 0.13 | 0.14 |
| Brand Q | 0.06 | 0.07 | 0.08 | 0.09 | 0.10 | 0.11 | 0.12 | 0.13 |
| Brand H | 0.05 | 0.06 | 0.07 | 0.08 | 0.09 | 0.10 | 0.11 | 0.12 |
| Brand O | 0.04 | 0.05 | 0.06 | 0.07 | 0.08 | 0.09 | 0.10 | 0.11 |
| Brand M | 0.03 | 0.04 | 0.05 | 0.06 | 0.07 | 0.08 | 0.09 | 0.10 |
| Brand B | 0.02 | 0.03 | 0.04 | 0.05 | 0.06 | 0.07 | 0.08 | 0.09 |
| Brand K | 0.01 | 0.02 | 0.03 | 0.04 | 0.05 | 0.06 | 0.07 | 0.08 |
| Brand E | 0.01 | 0.02 | 0.03 | 0.04 | 0.05 | 0.06 | 0.07 | 0.08 |
| Brand V | 0.01 | 0.02 | 0.03 | 0.04 | 0.05 | 0.06 | 0.07 | 0.08 |

Average of average_viewed_car_price by car_brand_most_viewed and user_state

user_state Johor Kuala Lumpur Melaka Negeri Sembilan Pahang Penang Perak Selangor

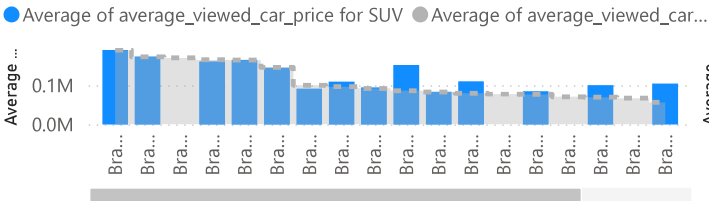
| car_brand_most_viewed | Johor | Kuala Lumpur | Melaka | Negeri Sembilan | Pahang | Penang | Perak | Selangor |
|-----------------------|-------|--------------|--------|-----------------|--------|--------|-------|----------|
| Brand R | | 0.22 | | | | | | 0.15 |
| Brand U | | | | | | | | 0.17 |
| Brand W | | | | | | | | 0.17 |
| Brand F | 0.12 | 0.14 | 0.15 | 0.16 | 0.17 | 0.18 | 0.19 | 0.18 |
| Brand T | 0.16 | 0.17 | 0.18 | 0.19 | 0.20 | 0.21 | 0.22 | 0.23 |
| Brand J | 0.10 | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 | 0.16 | 0.17 |
| Brand L | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 | 0.16 | 0.17 | 0.18 |
| Brand I | 0.08 | 0.09 | 0.10 | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 |
| Brand P | 0.09 | 0.10 | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 | 0.16 |
| Brand C | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 | 0.16 | 0.17 | 0.18 |
| Brand S | 0.08 | 0.09 | 0.10 | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 |
| Brand G | 0.09 | 0.10 | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 | 0.16 |
| Brand N | 0.07 | 0.08 | 0.09 | 0.10 | 0.11 | 0.12 | 0.13 | 0.14 |
| Brand A | 0.08 | 0.09 | 0.10 | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 |
| Brand Q | 0.09 | 0.10 | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 | 0.16 |
| Brand H | 0.08 | 0.09 | 0.10 | 0.11 | 0.12 | 0.13 | 0.14 | 0.15 |
| Brand O | 0.07 | 0.08 | 0.09 | 0.10 | 0.11 | 0.12 | 0.13 | 0.14 |
| Brand M | 0.06 | 0.07 | 0.08 | 0.09 | 0.10 | 0.11 | 0.12 | 0.13 |
| Brand B | 0.05 | 0.06 | 0.07 | 0.08 | 0.09 | 0.10 | 0.11 | 0.12 |
| Brand K | 0.04 | 0.05 | 0.06 | 0.07 | 0.08 | 0.09 | 0.10 | 0.11 |
| Brand E | 0.03 | 0.04 | 0.05 | 0.06 | 0.07 | 0.08 | 0.09 | 0.10 |
| Brand V | 0.02 | 0.03 | 0.04 | 0.05 | 0.06 | 0.07 | 0.08 | 0.09 |



Company Target Market

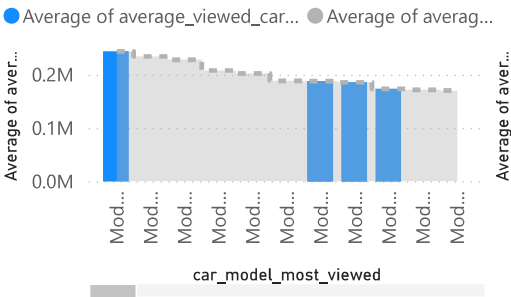
Metrics Target

Average of average_viewed_car_price for SUV and Average of average_viewed_car_price by car_brand_most_viewed

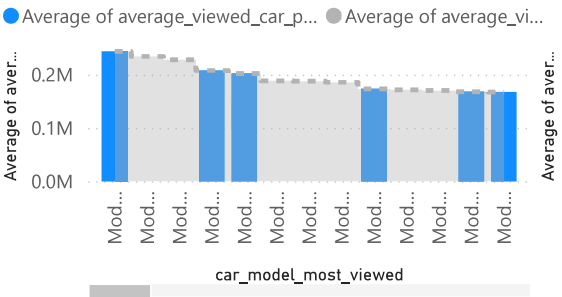


Demographics Target

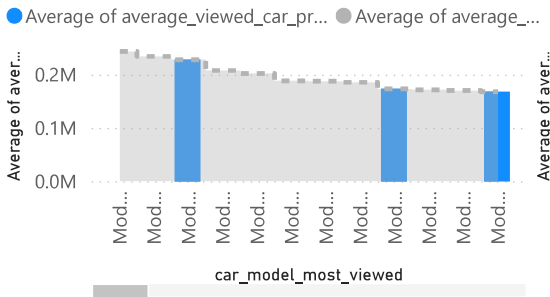
Average of average_viewed_car_price for City I and Average of average_viewed_car_price by car_model...



Average of average_viewed_car_price for 26-35 and Average of average_viewed_car_price by car_model...



Average of average_viewed_car_price for Female and Average of average_viewed_car_price by car_model...



Average of average_viewed_car_price for Brand B and Average of average_viewed_car_price by car_body_type_most_viewed

