The Price is Right - Craigslist Cars Edition -

By: Jacky Lu

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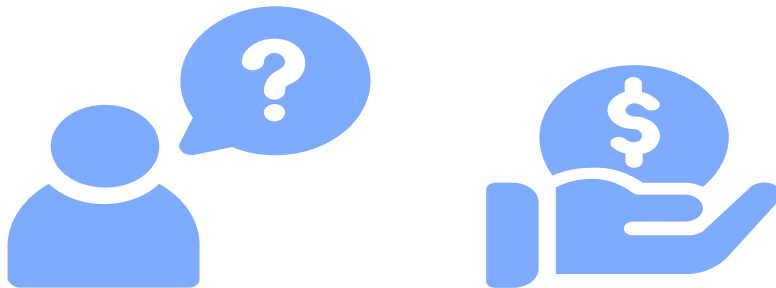| Background	Data Collection	Data Preparation
Exploratory Data Analysis	Regression Model	Conclusions & Future Work

Background

What factors most impact price on Craigslist car postings?

Data Collection

SF Bay Area Craigslist
July 10-12, 2020

- Price
- Attributes

2004 Honda Accord 4cyl auto for sale $4300obo 1owner 85k replacement - $4300 (brentwood / oakley)

image 1 of 5

I have a great running Honda Accord for sale very clean inside and out 4cyl has saver fully loaded and functional currently reg 2021 pass smog and clean title if you're interested call (show contact info)

© craigslist - Map data © OpenStreetMap
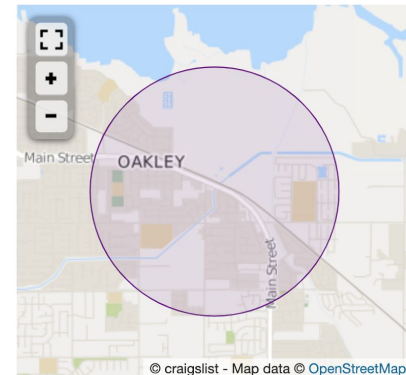
2004 Honda Accord

condition: **like new**

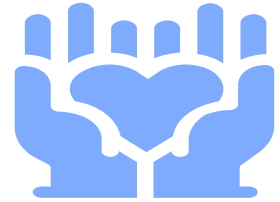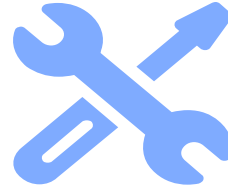cylinders: **4 cylinders**

fuel: **gas**

odometer: **85323**

title status: **clean**

transmission: **automatic**

Data Preparation

- **Data Cleaning**
- **Data Transformations**
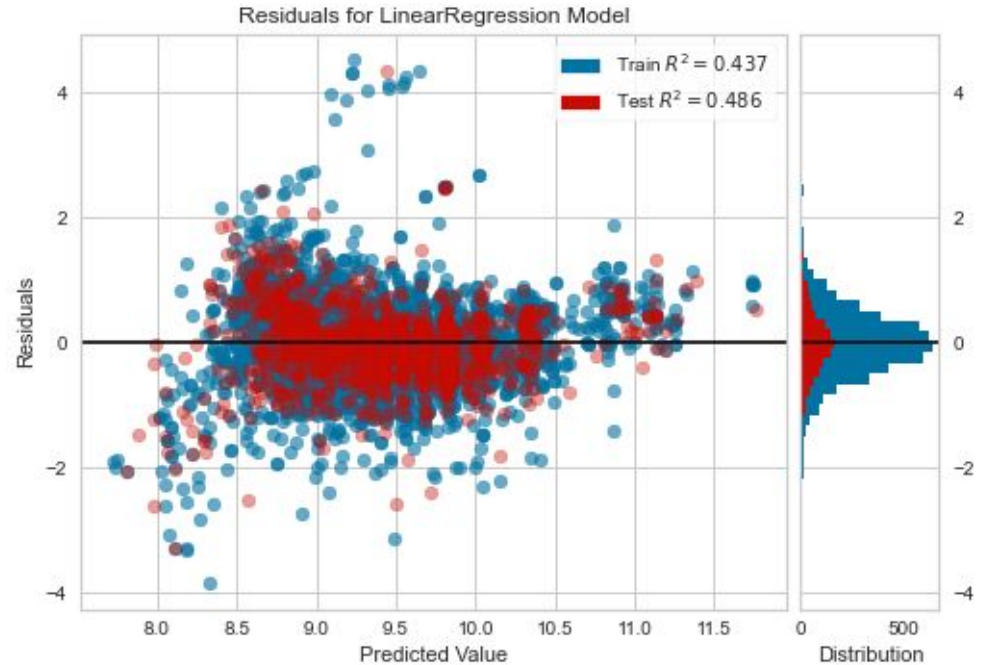
Exploratory Data Analysis

Age vs Price Comparison
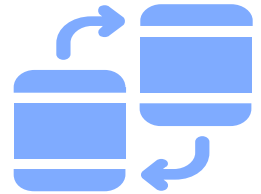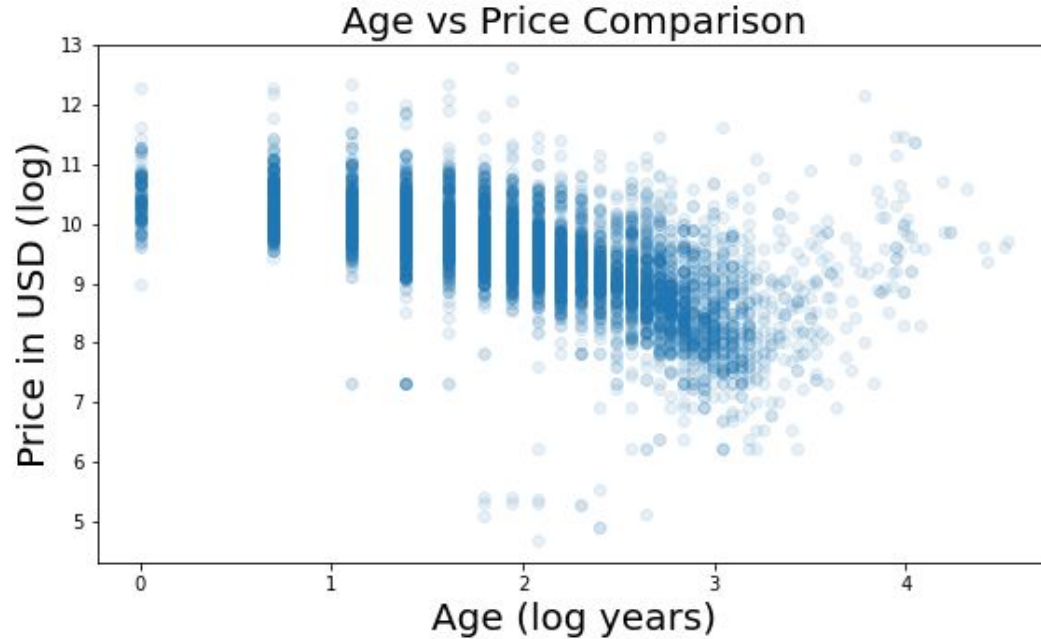
- **Car Age**

Exploratory Data Analysis

Odometer (log) vs Price (log)
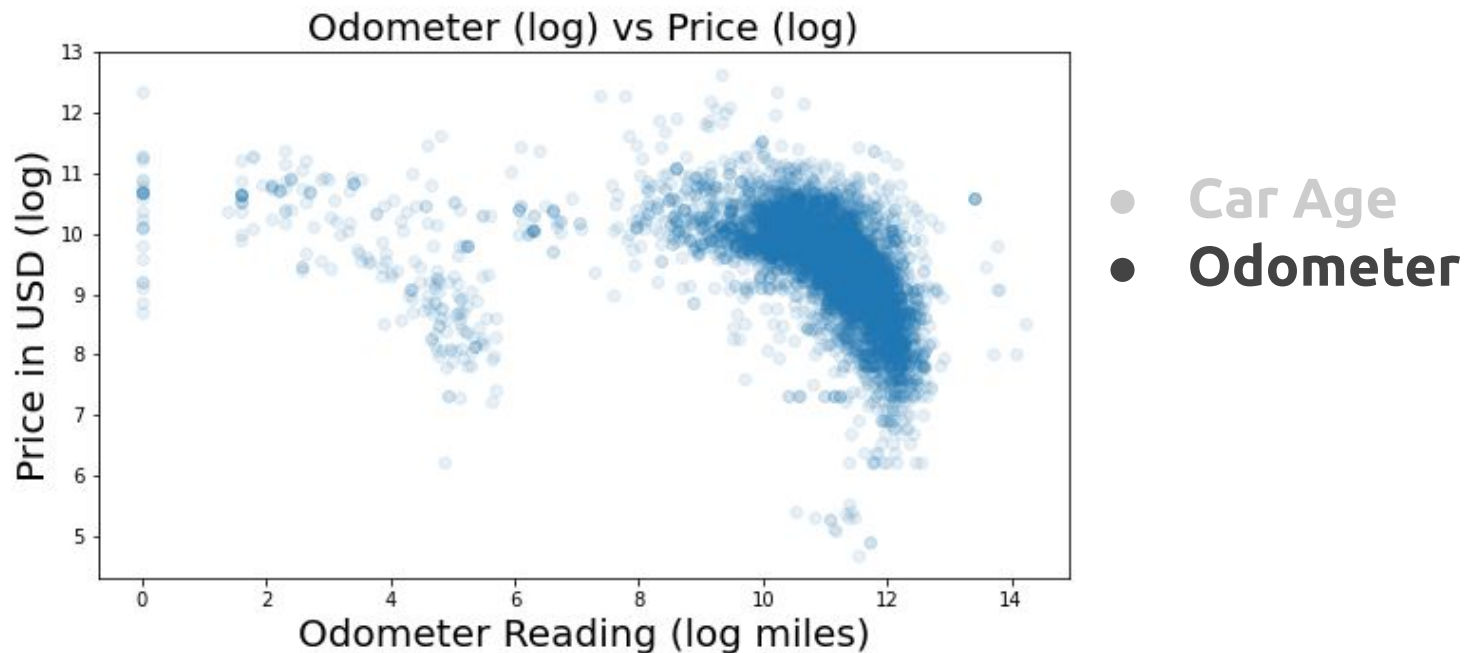
● Car Age

● **Odometer**

Regression Model

- **Refine model**
- **Cross Validation**
- **Final Model**
  - R^2 = 0.437

Residuals for LinearRegression Model

Conclusions

- **10%** increase in car age (by year) lowers price by **6.24%**

- **10%** increase in odometer reading (by mile) lowers price by **0.33%**

Conclusions

- **Diesel** cars have **96.8%** higher prices

- Post in **Peninsula** is **8.5%** cheaper

- Post in **San Francisco** is **13.3%** more expensive

Future Work

1 **Change time frame**
How has the pandemic impacted car prices?

2 **Dig into Post Descriptions**
Which words are correlated with higher/lower prices?

3 **Compare to other sites**
How do Craigslist prices compare to other website prices?

Thanks!

Any questions?

Credits

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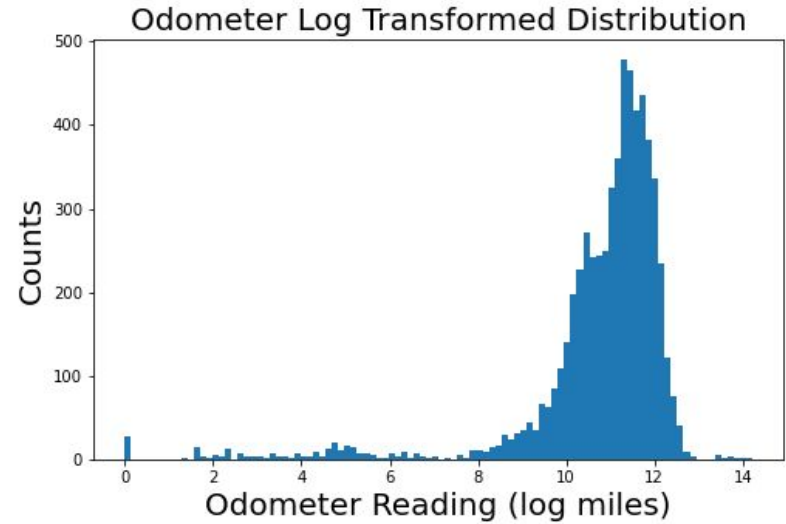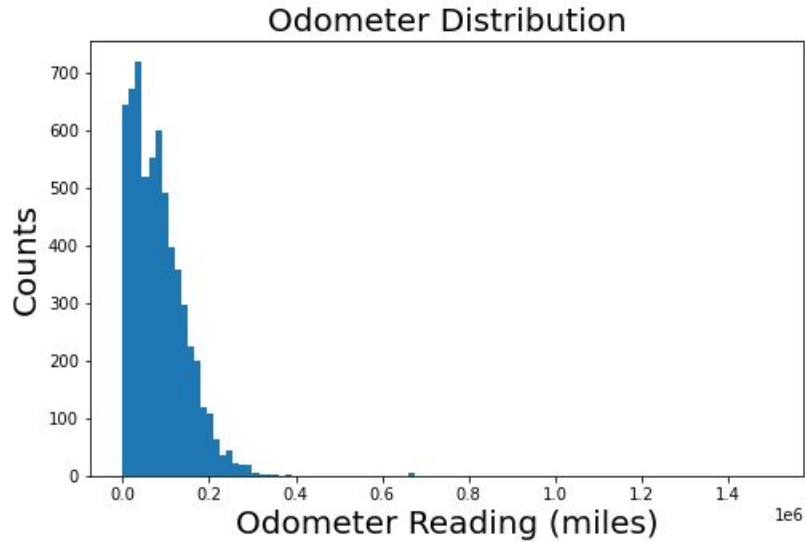
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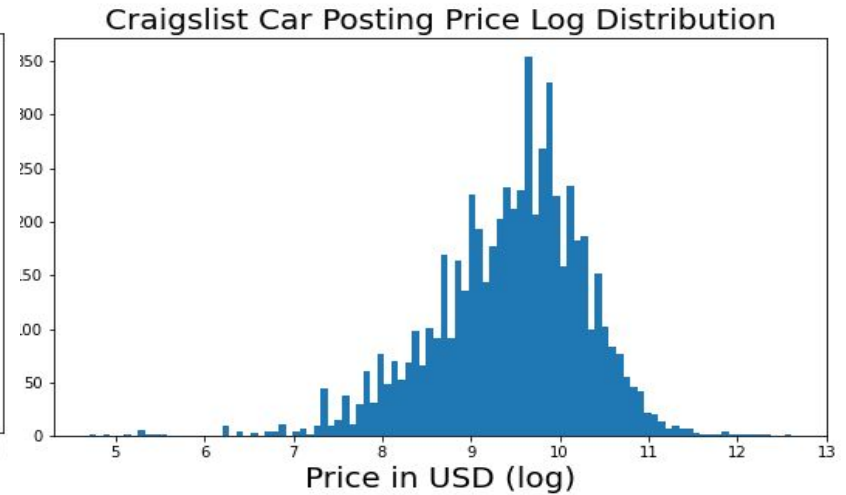Text & Image slide photo created by **Freepik**
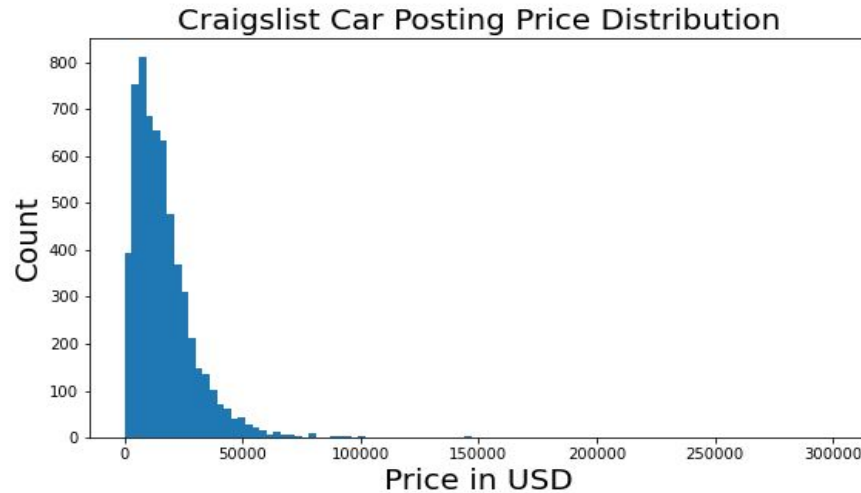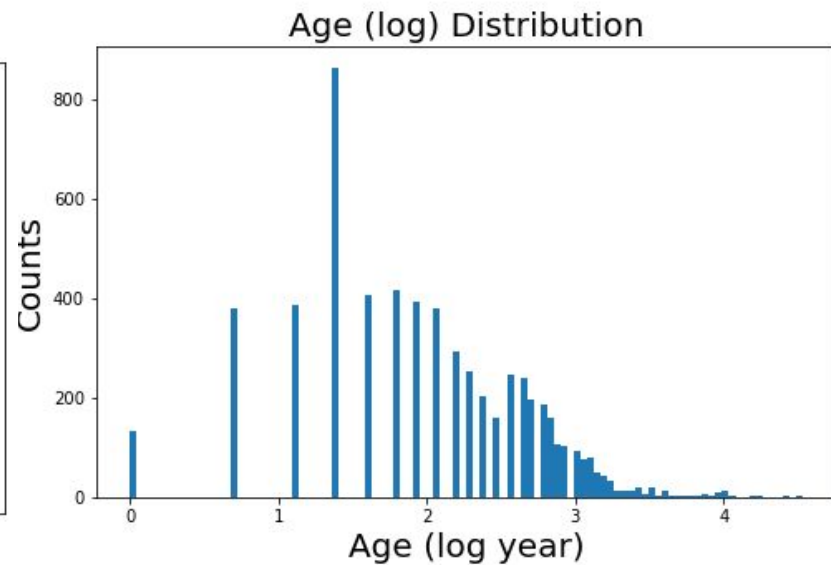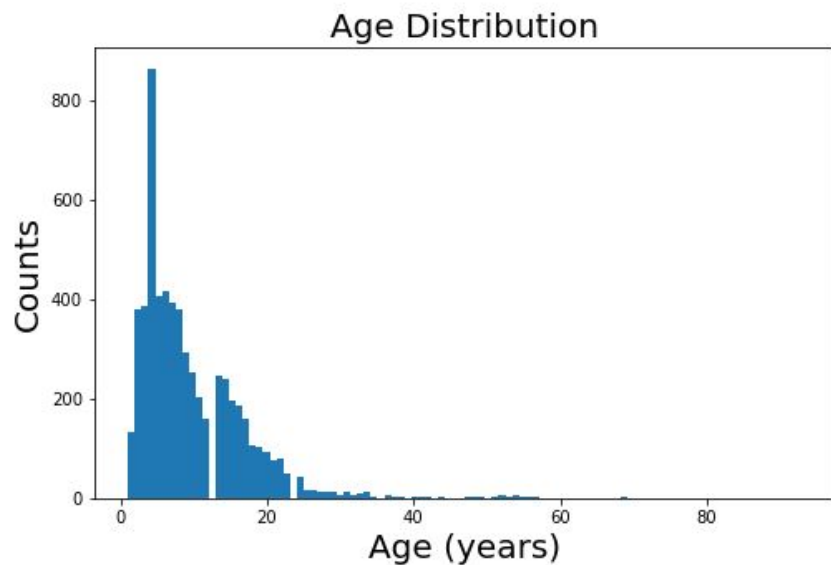
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Appendix

Odometer Distributions
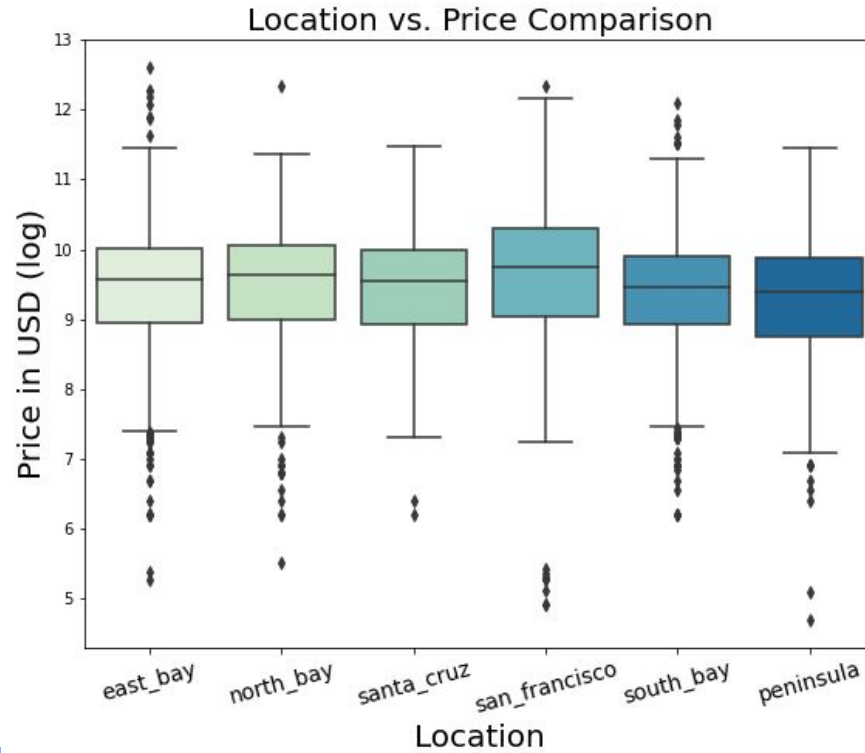
Price Distributions

Age Distribution

Age (log) vs Price (log)
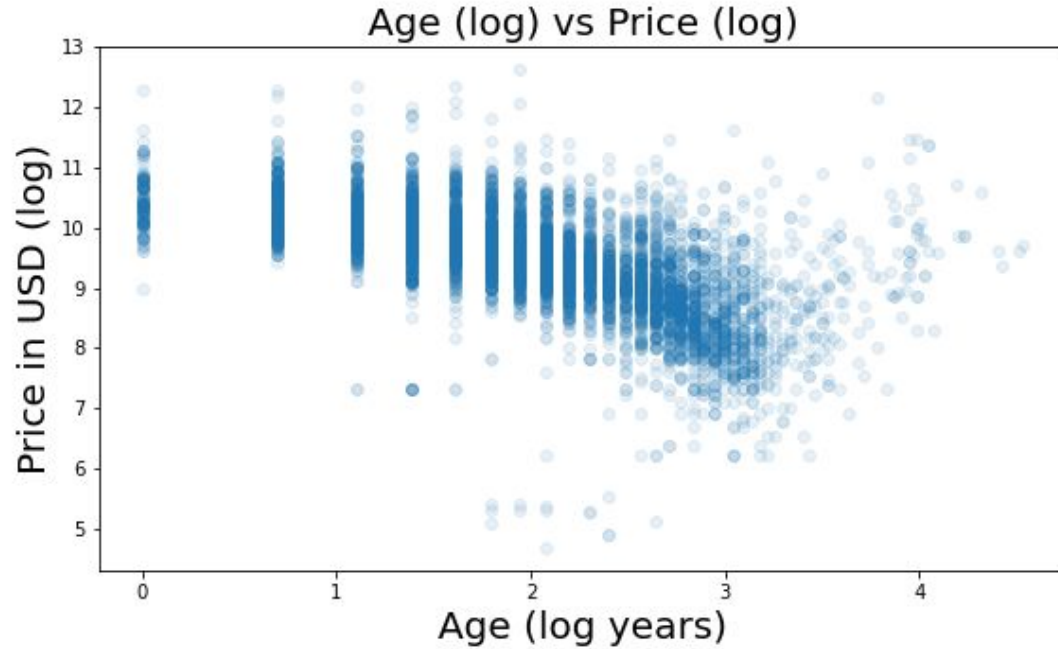
Odometer (log) vs. Age (log)

Odometer vs Car Age

Location vs Price (log)

Location vs. Price Comparison

Fuel vs Price (log)

Fuel vs. Price Comparison