Dayona Car Dealership Summary Slides

May 1,2021

PROBLEM STATEMENT

Dayona Car Dealership's goal is to decide selling new cars to which customers by developing a data-driven business strategy.

- **CONTEXT:** Current there are 5 groups that divided by the model.
- Which model would be appropriate given Dayona Car Dealership's features relative to sell cars?
- **SCOPE:** Customer calibration based on provided features of selling car data
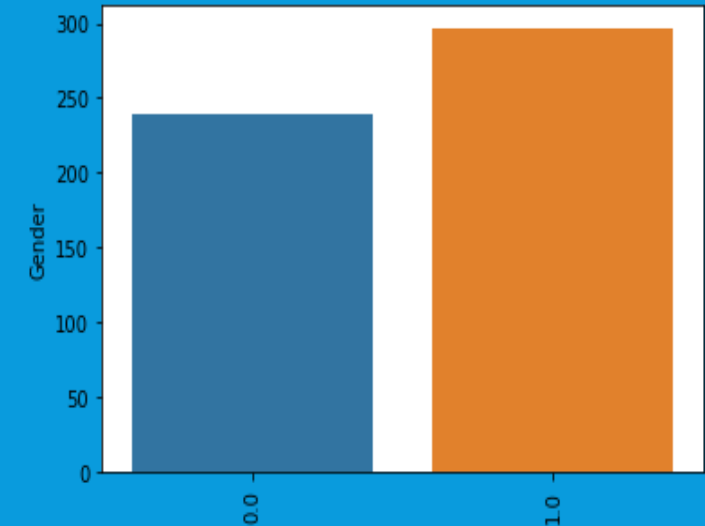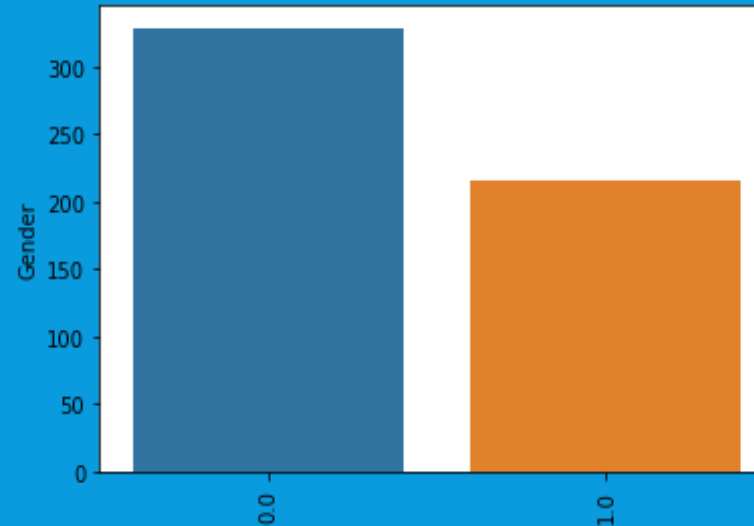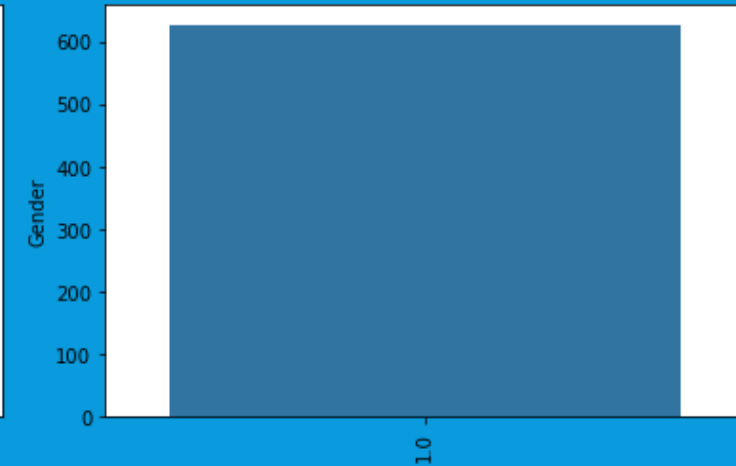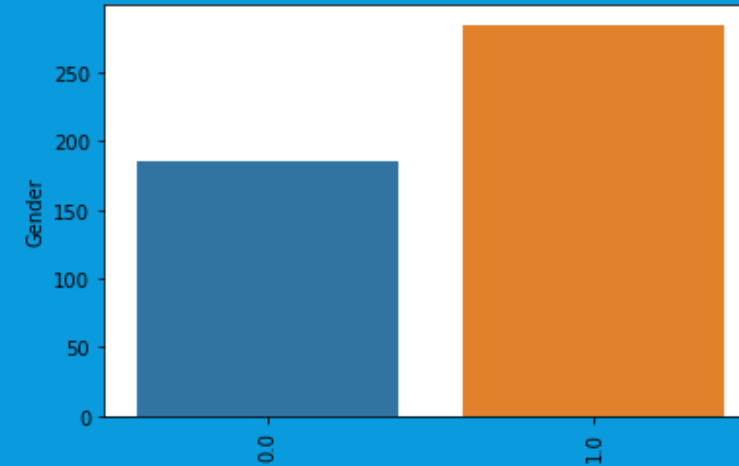
MODELING RESULTS

● Artist Profession takes in majority of the groups.

● Car dealership can selling more design appealing cars then power cars.

● Indicates that Artist customers may be willing to buy more cars then other Profession features
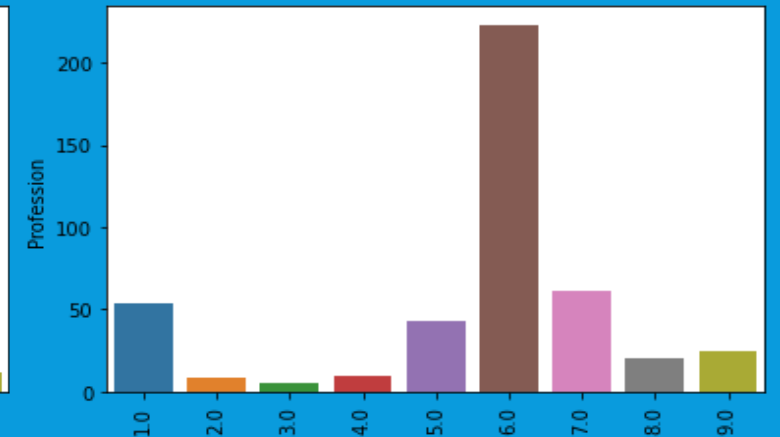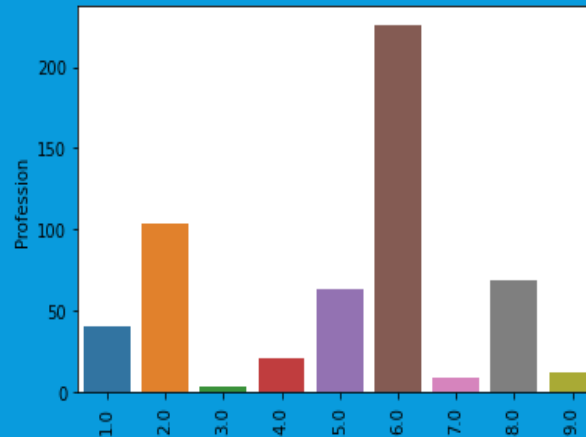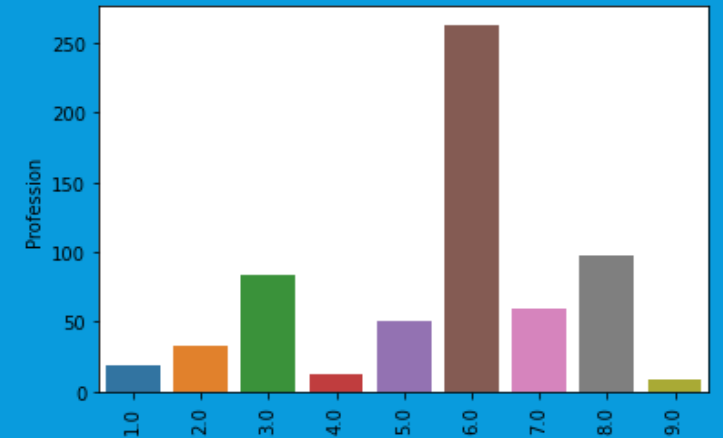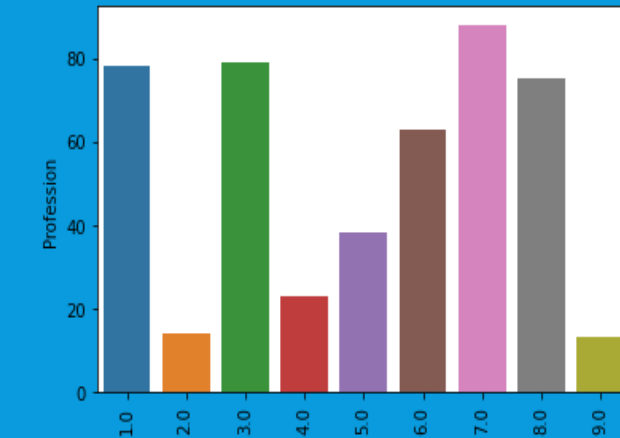
MODELING RESULTS

- Male = 0, Female = 1

- Car dealership can sell more cars for male then females but there is not much difference.

- Indicates that Male customers may be willing to buy more cars then Female customer.

MODELING RESULTS

- Looking for the family size feature, car dealership can sell more sedan cars then SUV or hatchback type cars.

- Indicates that Family size of 2 customers may be willing to buy more cars then other size of family customer.