

# Dayona Car Dealership Summary Slides

May 1, 2021

# PROBLEM STATEMENT

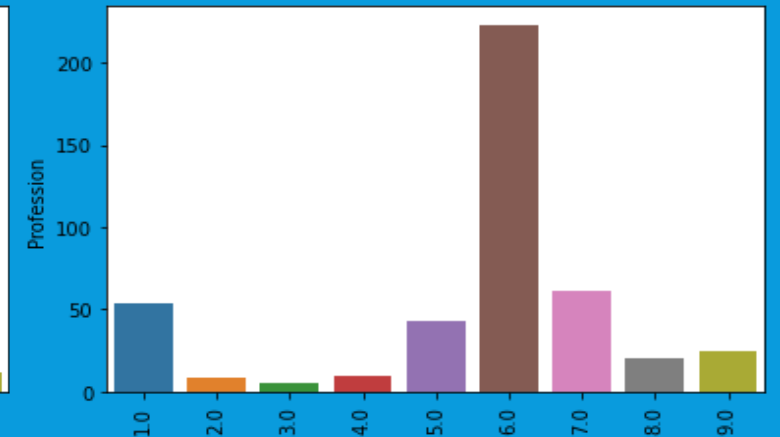
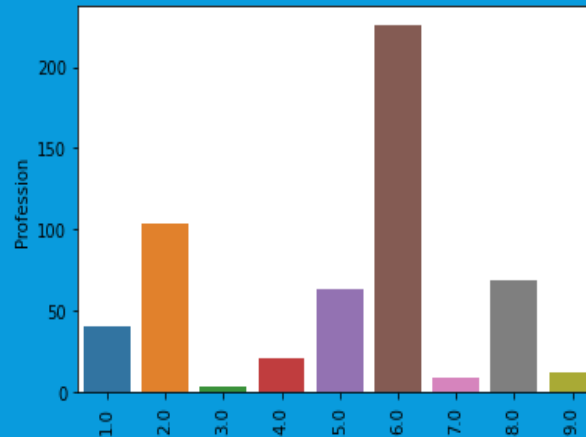
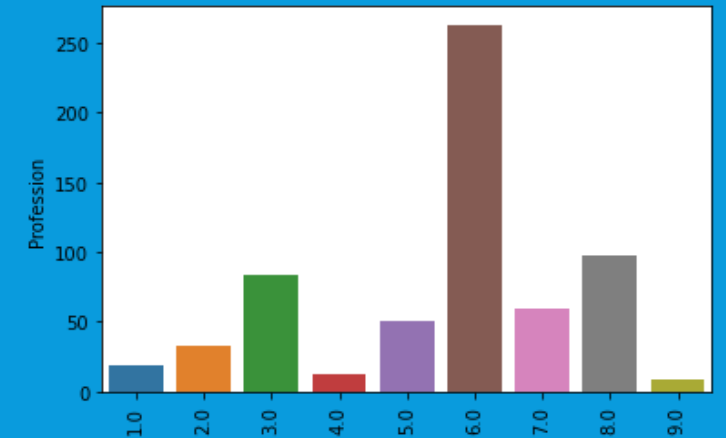
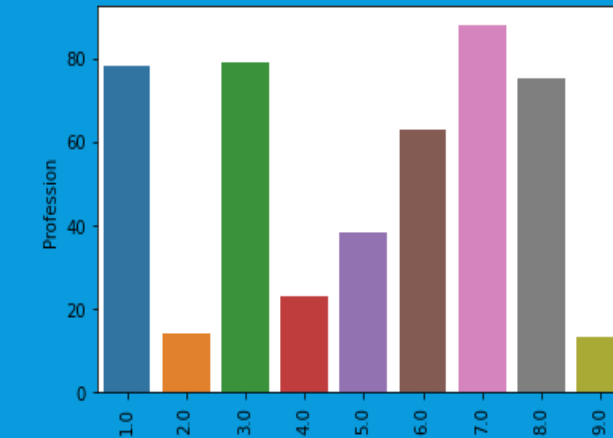
Dayona Car Dealership's goal is to decide selling new cars to which customers by developing a data-driven business strategy.

- **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

- Engineer = 1, Healthcare = 2, Executive = 3, Marketing = 4, Doctor = 5, Artist = 6, Lawyer = 7, Entertainment = 8, Homemaker = 9

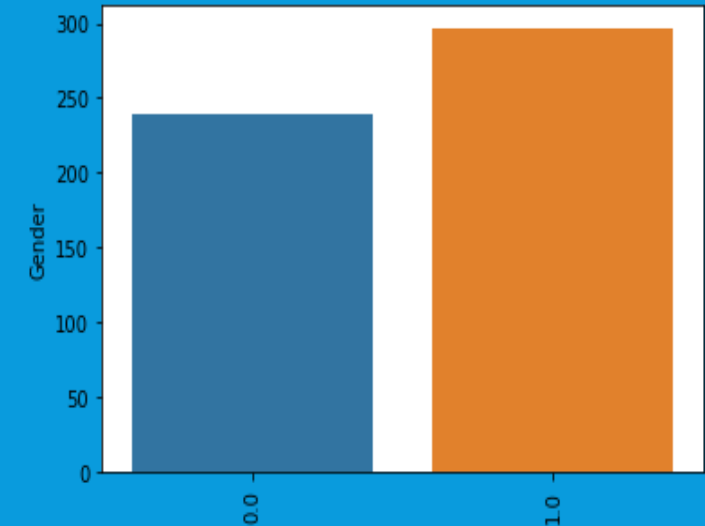
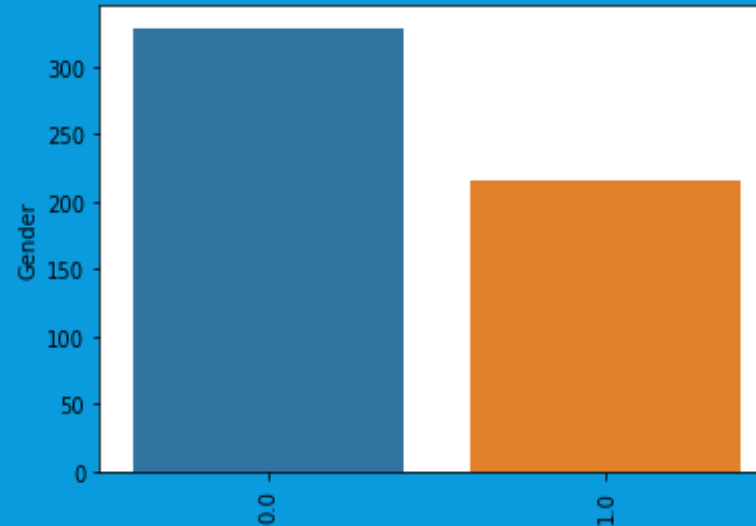
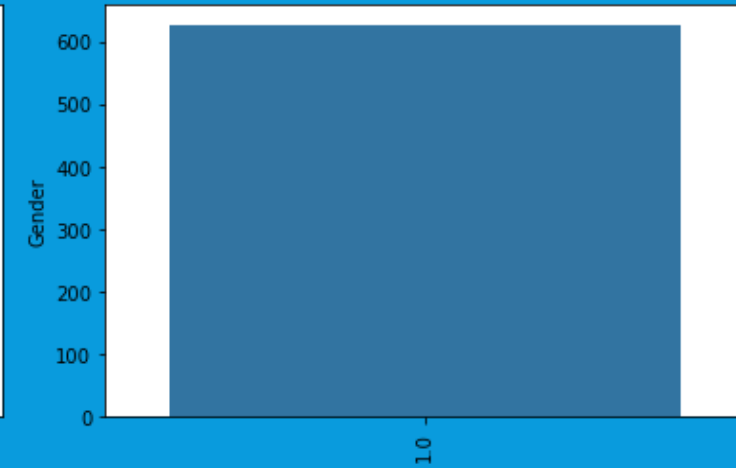
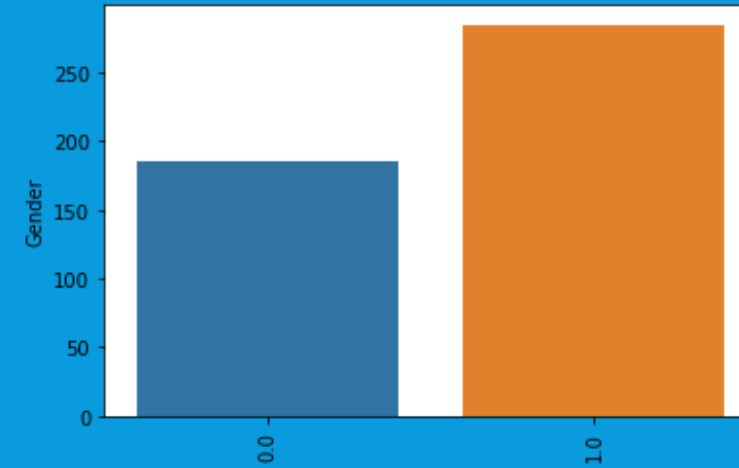
- Artist Profession takes in majority of the groups.
- Car dealership can selling more design appealing cars then power cars.
- Indicates that Artist customers may be willing to buy more cars then other Profession features



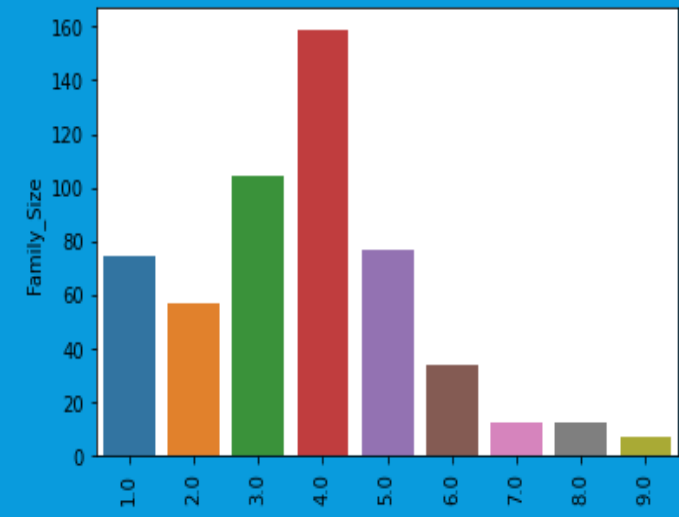
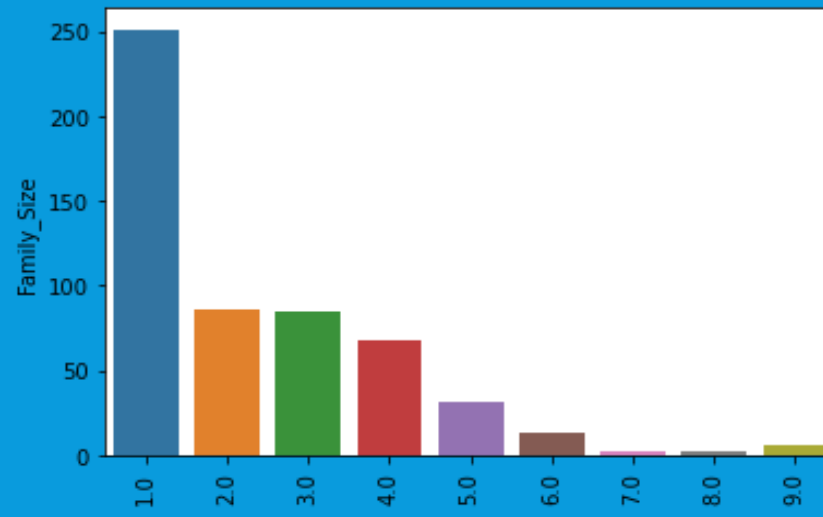
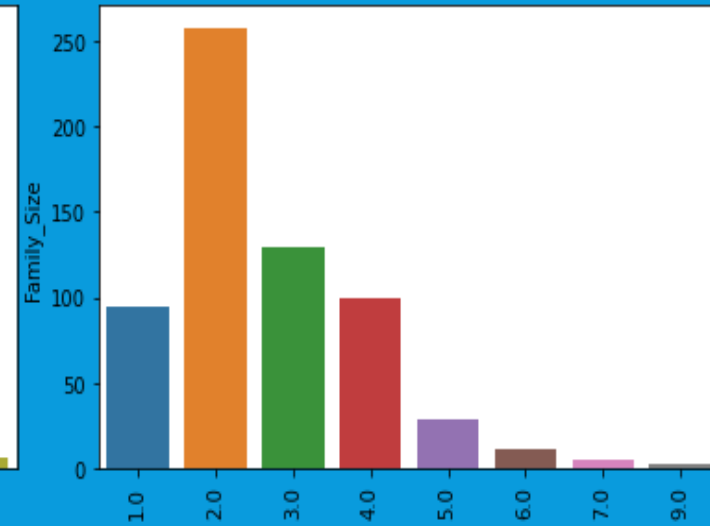
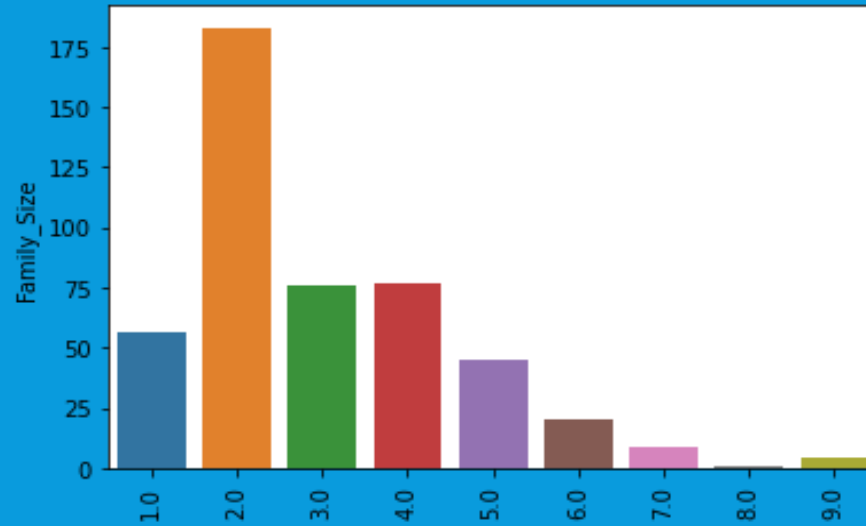
# MODELING RESULTS

- Male = 0, Female = 1

- Car dealership can sell more cars for male than females but there is not much difference.
- Indicates that Male customers may be willing to buy more cars than Female customer.

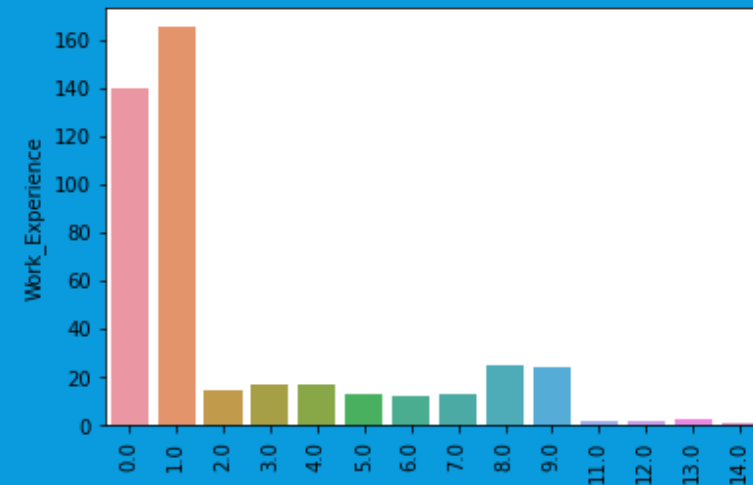
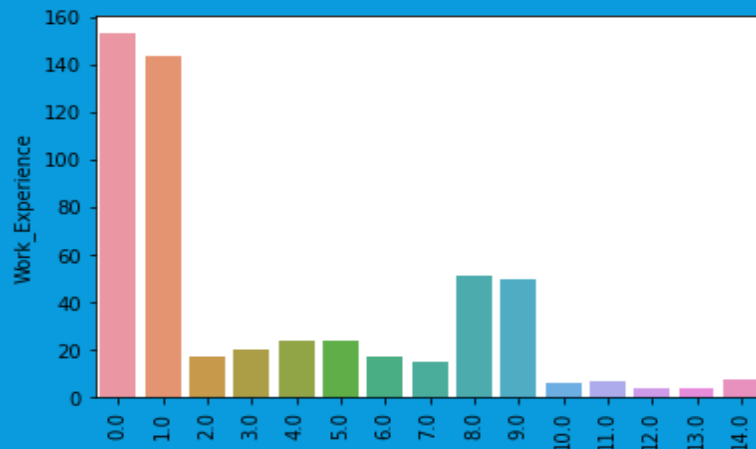
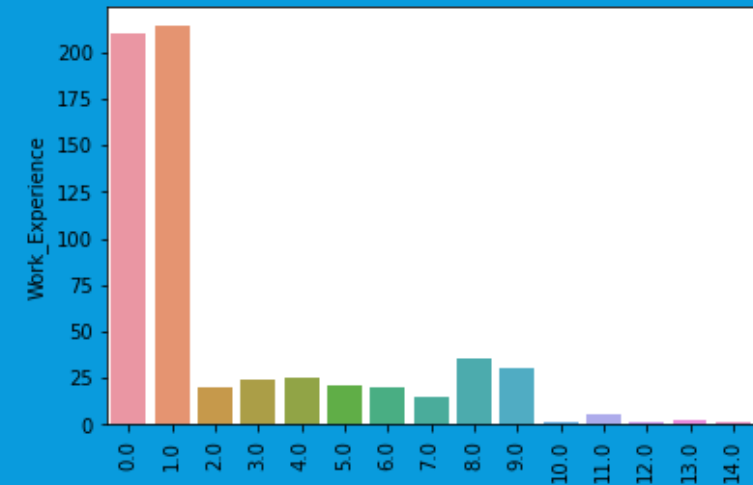
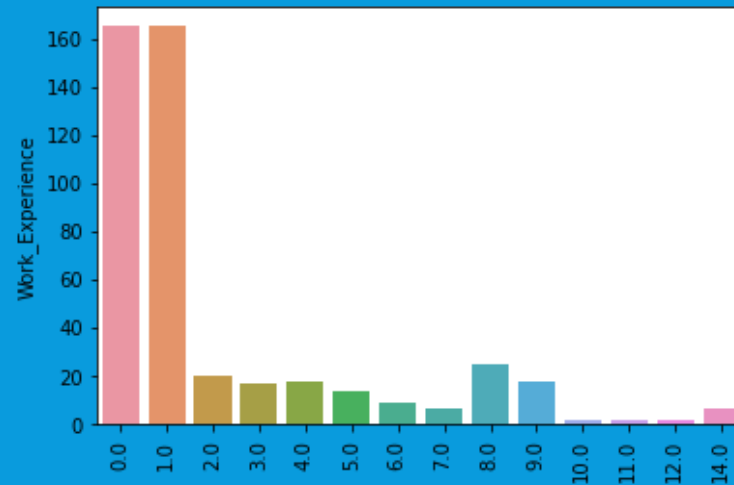


- Looking for the family size feature, car dealership can sell more sedan cars then SUV or hatchback type cars.
- Indicates that Family size of 2 customers may be willing to buy more cars then other size of family customer.



# MODELING RESULTS (WORKING EXPERIENCE (IN YEARS))

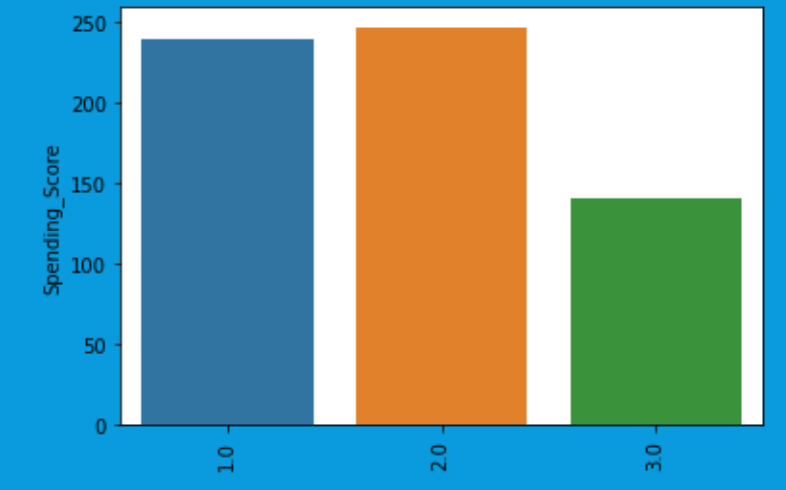
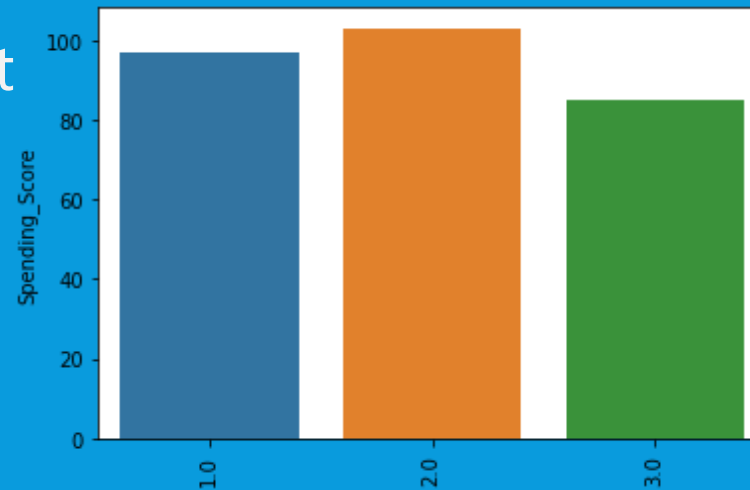
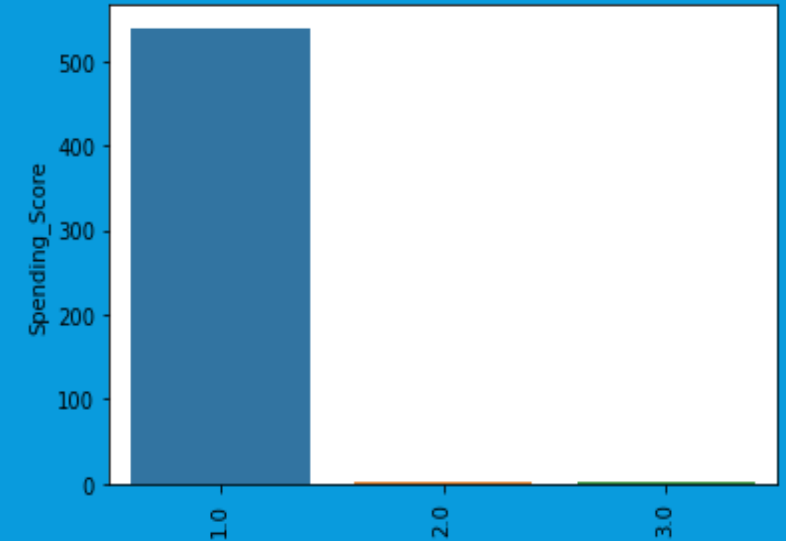
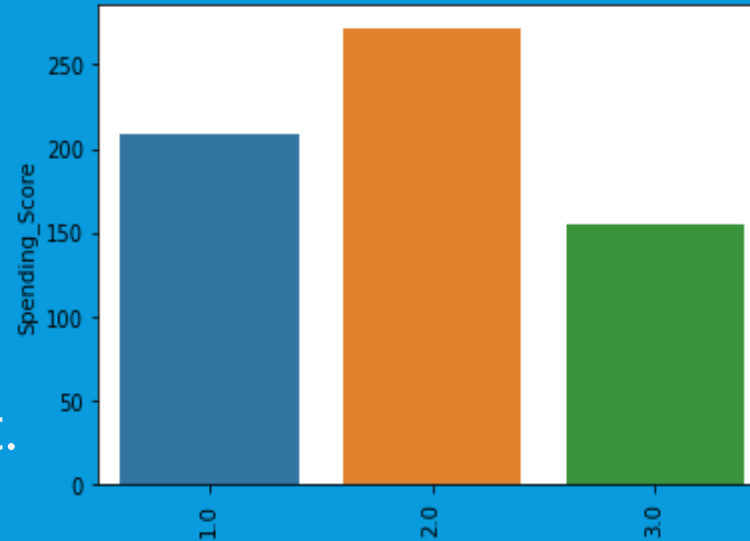
- Looking for the Work\_Experience feature, mostly customers are have 0-1 work experience in all groups.
- Indicates that Car dealership Selling cars to most people as much as they could. That might also indicate that younger people more likely buy a car.



# MODELING RESULTS

- Low = 1, Medium = 2, High = 3

- Looking for the Spending\_Score, we can see that most people spending medium size of their budget.
- Indicates that people who has low spending score, that means also they can pay their finance and don't waste money.



# FINAL THOUGHTS

- As a result, the model gave us good results which is with different options. Managers of dealer can decide which group would be best and take that path.



Any Questions?

Thank you for listening my presentation!