**Car Sales (2024)**

Kaggle link to dataset: [click here](https://www.kaggle.com/datasets/mexwell/dvm-car)

With COVID-19 hitting the world in 2020, I am interested to find out the trends of car sales prior to this and which companies were growing in relation to sales revenue, volume and number of models.

To do this I have used the dataset ‘DVM-Car’ found in the link at the top of this article and cleaned the data. This has then allowed me to use SQL Queries and Data Visualisation tools to come up with my analysis.

**QUESTIONS TO ANSWER**

1. Does the release of more car models lead to higher sales volume?
2. Which companies sold the most cars between 2017 & 2019?
3. Are Tesla the fastest growing manufacturer between 2017 to 2019?
4. What type of cars being sold were the most popular?

**HYPOTHESIS**

1. New releases will increase sales volume if they are moderately priced.
2. Japanese Manufacturers will sell the most cars due to their affordability.
3. Yes, because of the sift towards electric cars and their unique design.
4. Regular 1.0-2.0L petrol/diesel cars will be most popular due to price.

**DATA ANALYSIS**

I thought the Maker of the car was a very important factor in this study and to not combine all the sales revenue and volume together as to incorporate the size and strategy of each car manufacturer when making conclusions.

The first variable I studied was the impact of new releases on sales volume.

There was little correlation between new releases and sales volume even with them being cheaper on average. Bigger manufacturers seemed to be steady regardless with smaller ones more volatile. For example, Kia who made 3 new releases between 2017 & 2019 and are one of the larger manufacturers only increased their sales volume by 8.6% whereas Smart made 0 releases but experienced a nearly 60% loss in sales volume.

I then looked at highest selling and growing manufacturers between 2017 and 2019. There was no cross over with German manufacturers dominating sales with a range in average pricing. Tesla were clearly growing the most with one of the highest growth rates at a high number of sales.

Petrol and Diesel cars were most popular with most engines ranging from 1 to 2 litres.

**DEEPER ANALYSIS**

For the cars that were experiencing high growth, I wanted to see if there were any factors that could have caused this. Tesla sell fully electric vehicles, and their growth is likely heavily impacted by this approach. Otherwise, Petrol still remained dominant for growing manufacturers showing there is a big way to go in going fully electric by 2030.