**Car Sales Data Analysis – Project Report**

**1. Introduction**
The automobile industry is highly competitive and data-driven. Understanding factors that influence car sales helps manufacturers and businesses make better strategic decisions. This project focuses on analyzing a car sales dataset to identify key patterns, relationships, and insights that affect vehicle sales performance.

**2. Objectives of the Project**
• Understand the structure and characteristics of the dataset
• Analyze sales distribution across manufacturers and models
• Study the impact of resale value on car sales
• Derive meaningful business insights

**3. Dataset Description**
The dataset contains information about various car manufacturers, models, sales volumes, and resale values. It includes 30 unique manufacturers and multiple models per brand.

**4. Data Analysis and Observations**
• Sales distribution is highly skewed – few models dominate sales
• Cars with resale value between 10–16 have the highest sales
• Mid-range cars perform better than very cheap or luxury cars

**5. Correlation Analysis**
A positive relationship was observed between resale value and sales volume. Balanced pricing plays a crucial role in sales performance.

**6. Key Findings**
• Resale value strongly influences purchasing decisions
• Brand trust and value-for-money perception increase sales
• Only a few models contribute to majority of sales

**7. Business Recommendations**
• Focus on mid-range resale value cars
• Improve after-sales service to enhance resale value
• Optimize product portfolios by reducing low-performing models

**8. Conclusion**
This project concludes that resale value is a key driver of car sales. Cars offering balanced pricing and reliable value retention achieve better market performance.

**End of Report**