



# 7040 Final Project Exploration of Craigslist Vehicle listings

Presented by: Luke Morris

lcmhng

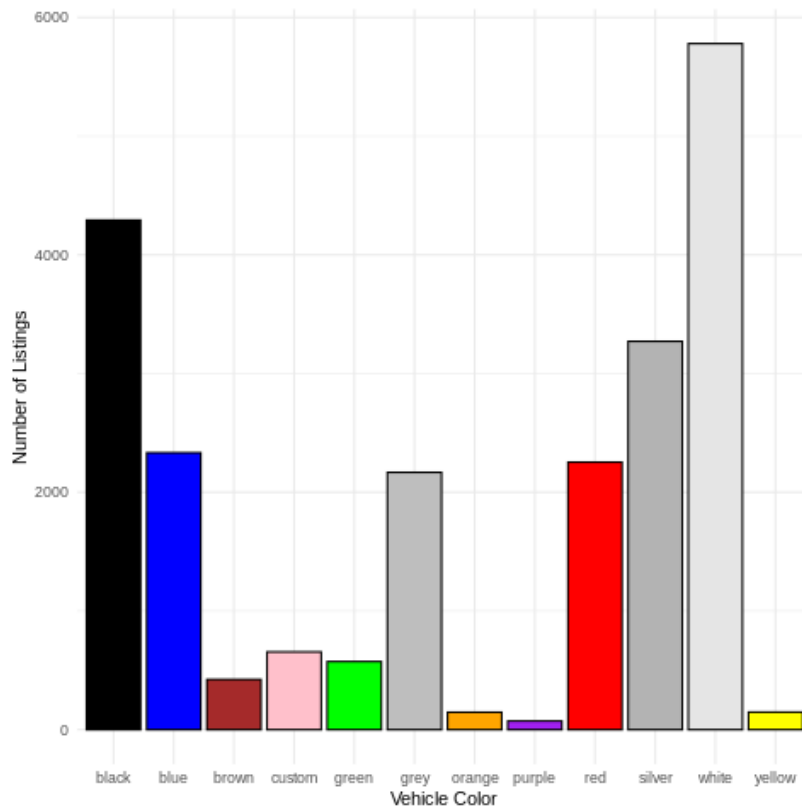
# Objective

Through this report I plan to dive into the distribution of vehicle colors for a sample of vehicle listings on Craigslist.com. The data I am using is a sample of ~40,000 vehicles from the Used Cars Dataset by Austin Reese taken from Kaggle.com.

The visualizations will explore vehicle colors, the distribution of colors and vehicle types, and finally pricing.

Source: <https://www.kaggle.com/austinreese/craigslist-carstrucks-data>

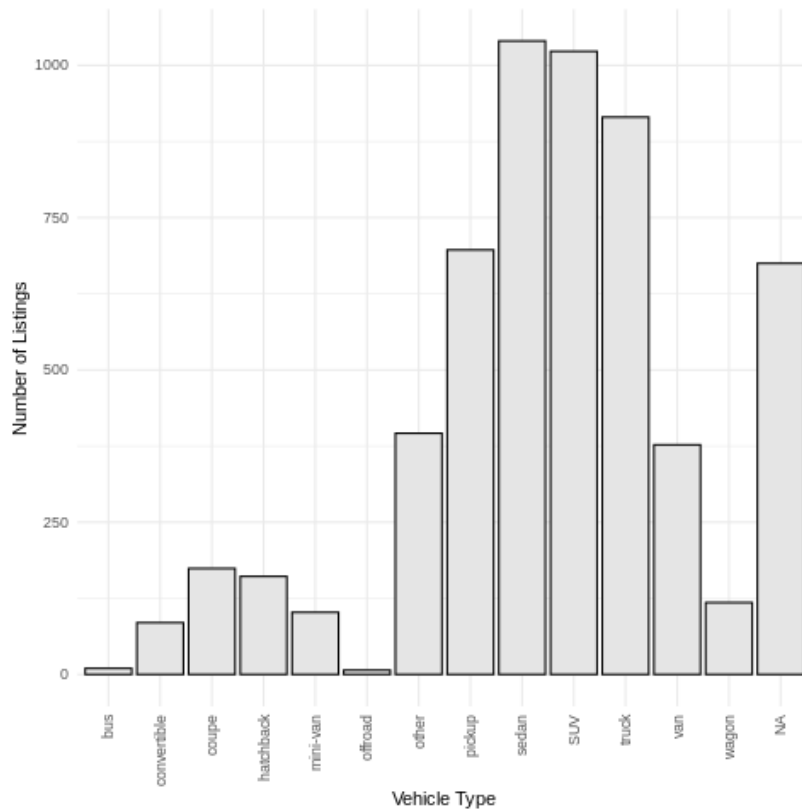
The majority of vehicles listed are neutral colors such as white, black, and greys



- White is the most popular vehicle color followed by black then silver.
- Purple and yellow cars are the least common colors, along with orange and browns.

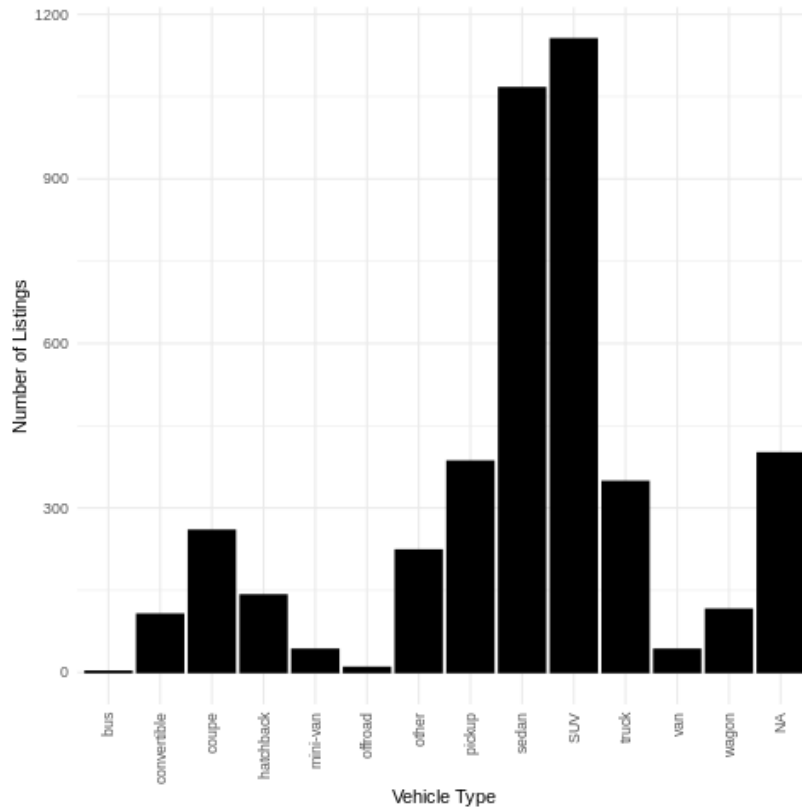
# White cars are more common across a wider variety of vehicle types

- White is a popular color choice for most of the common vehicles, except for vans.



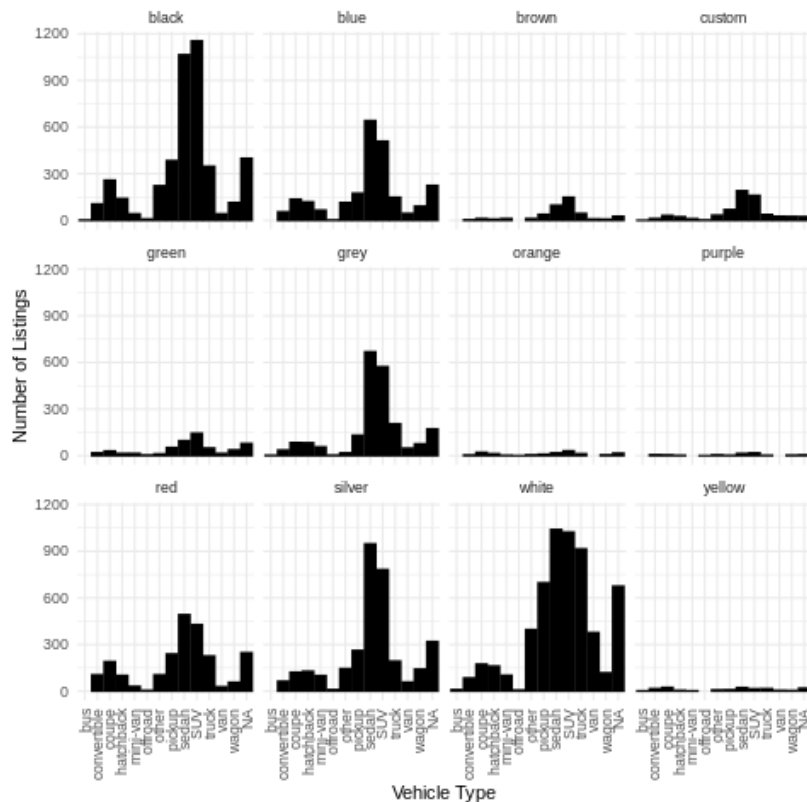
# The variety of black vehicle types is less than white, skewing heavily to sedans and SUVs

- Unlike the distribution of white vehicles, black is most popular for only two vehicle types.



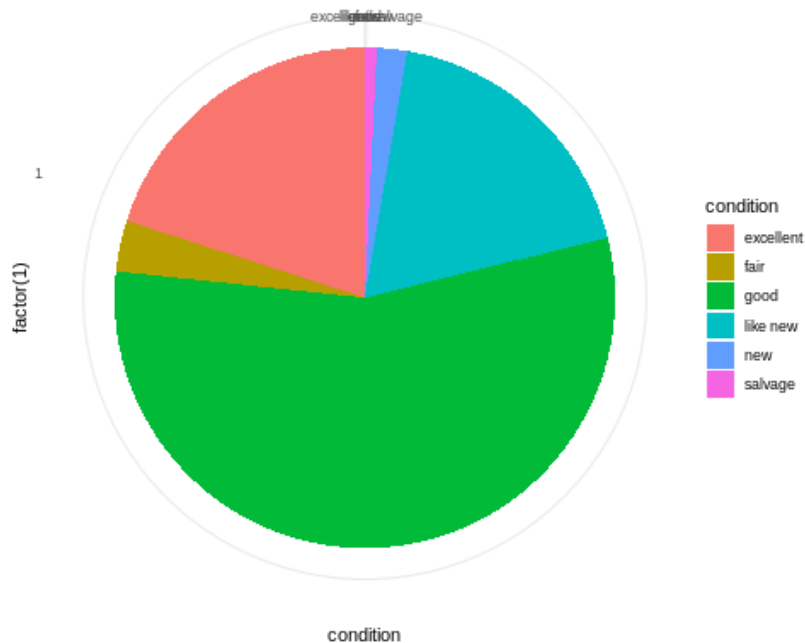
When comparing all colors, we can see white is the most evenly distributed color

- Other lesser chosen colors also have fairly even distributions across all vehicle types. However, these are chosen so infrequently that it is difficult to get an accurate reading.

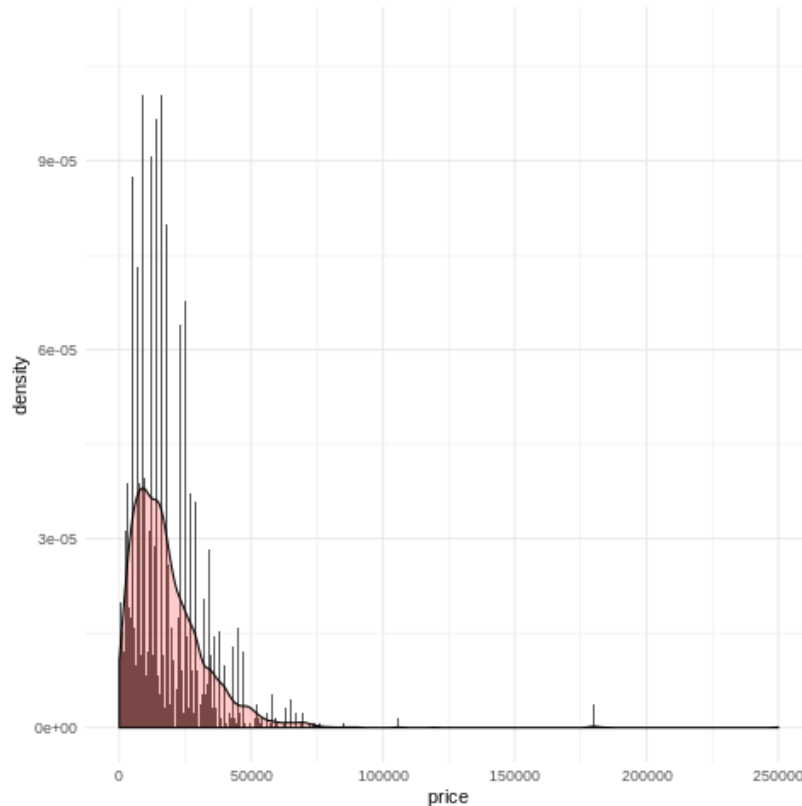


# Most white vehicles are in 'good' condition

- While most white vehicles are listed as 'good' condition, we can see that both 'excellent' and 'like new' vehicles also account for a fair amount of listings.



# White vehicles tend to be less-expensive



- The price of white vehicles is concentrated around \$0 - \$50,000
- We can see there are still some luxury white cars priced greater than \$150,000