

Used Car Sales Analysis



299K

Total Ads

6.12K

Avg Vehicle price

9d:14h:48m

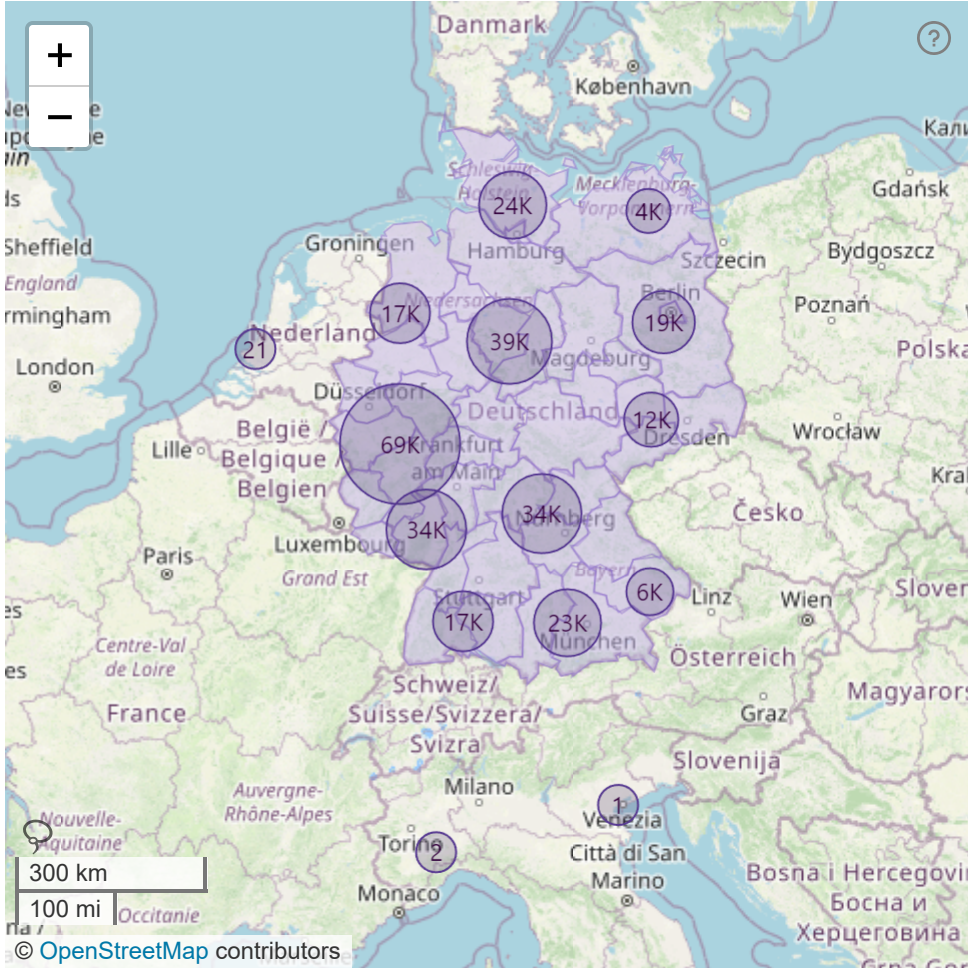
Avg Ad Duration

39

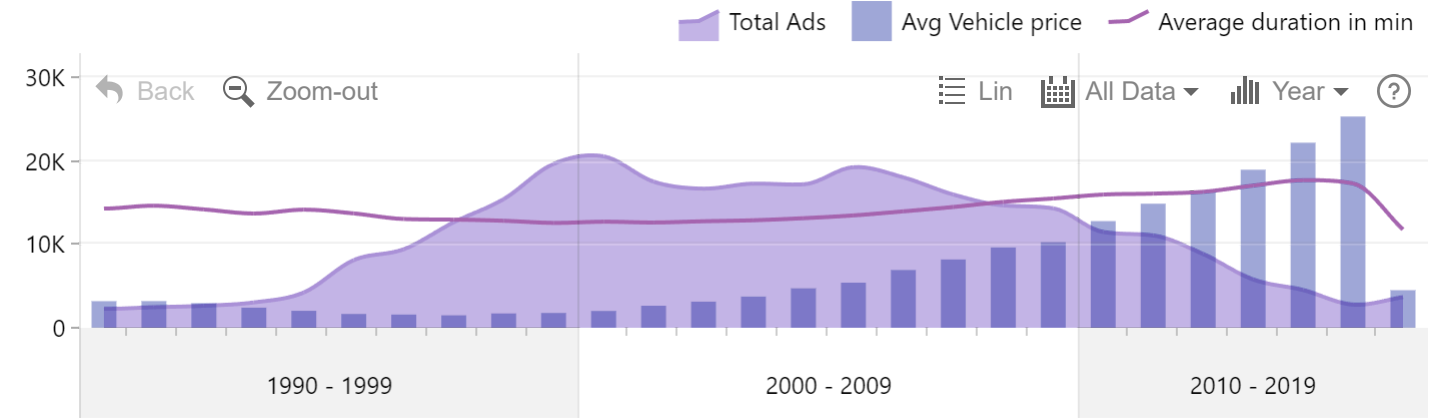
# Brands

- People prefer **new registered vehicles**, valuing their perceived higher quality. suggesting newer models or better features.
- **Condition matters more** to buyers than mileage when choosing a vehicle. Prices decrease as mileage increases, reflecting buyer preference for **less used cars**.

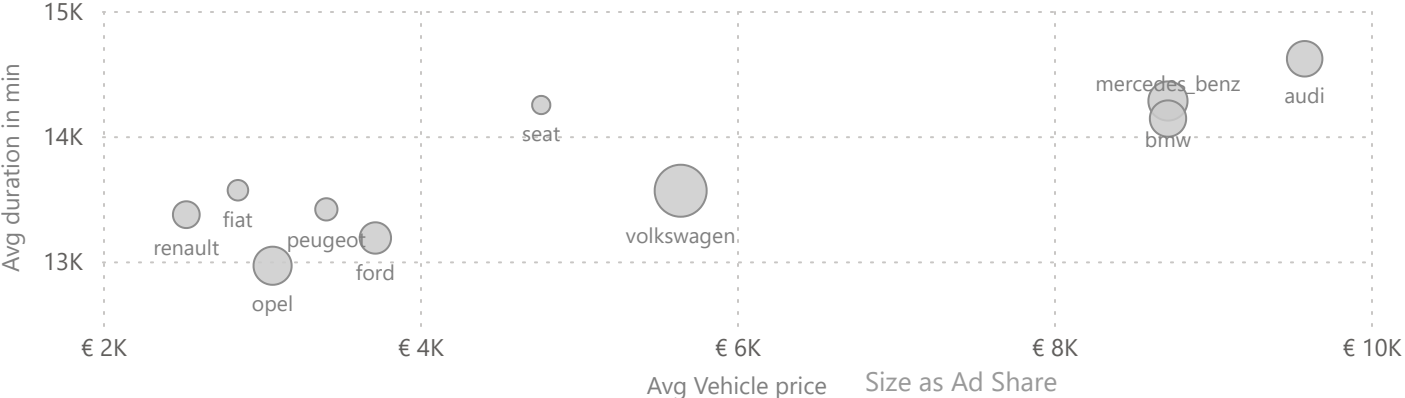
Total Ad listings Regionally



Avg Vehicle price, Average duration in min and by Registered Timeline



Avg Vehicle price vs Avg duration by Top10 brands



Impact on Vehicles which had damage

Damage	Total Ads	Avg Vehicle price	Avg Duration	in Min
no	222989.0	€ 7,206.4	9d:21h:40m	14,261
yes	27273.0	€ 2,266.3	8d:16h:26m	12,506

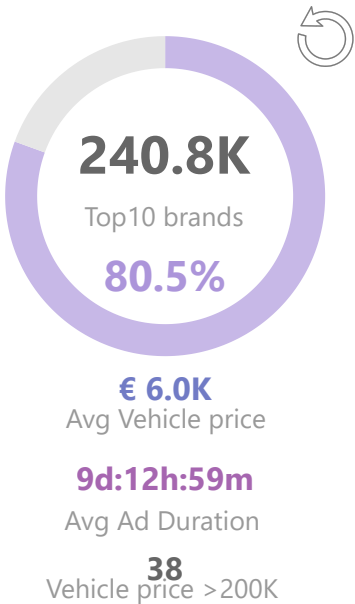
Metrics Based on vehicle Gear box type

gearbox	Total Ads	Avg Vehicle price	Avg Duration	in Mln
manual	222.4K	€ 4.8K	9d:11h:30m	13,650
automatik	65.0K	€ 11.0K	10d:5h:5m	14,706

Range (km)	Total Ads	Avg Vehicle price	Avg Duration
0	5.7K	€ 11.4K	10d:6h:27m
20000	9.9K	€ 17.1K	11d:8h:27m
40000	12.2K	€ 14.6K	11d:5h:20m
60000	15.9K	€ 11.7K	10d:14h:30m
80000	19.9K	€ 9.3K	10d:10h:0m
100000	12.9K	€ 7.9K	10d:7h:31m
120000	31.6K	€ 6.5K	9d:18h:20m
140000	191.0K	€ 3.9K	9d:4h:4m

Top 10 Brands with Metrics

Brands	Avg Vehicle price	Total Ads	Ad share	Avg Duration	in Min	Price > 200k
audi	€ 9.6K	27.1K	9.1%	10d:3h:38m	14,618	3
mercedes_benz	€ 8.7K	28.5K	9.5%	9d:19h:40m	14,141	8
bmw	€ 8.7K	33.7K	11.3%	9d:22h:1m	14,281	9
volkswagen	€ 5.6K	62.2K	20.8%	9d:10h:4m	13,564	14
seat	€ 4.8K	5.8K	1.9%	9d:21h:29m	14,249	
ford	€ 3.7K	20.5K	6.9%	9d:3h:47m	13,187	2
peugeot	€ 3.4K	9.3K	3.1%	9d:7h:35m	13,416	
opel	€ 3.1K	31.7K	10.6%	9d:0h:5m	12,965	1
fiat	€ 2.9K	7.7K	2.6%	9d:10h:8m	13,568	1
renault	€ 2.5K	14.3K	4.8%	9d:6h:53m	13,373	



Avg Vehicle price, Avg Ad Duration in min and days by Fuel type

