**Laptop Price Modeling**

**Problem Statement**

The increasing complexity and power of laptops makes their pricing challenging. Without appropriate pricing, companies can make potential customers shy away or lose out on revenue. Understanding consumer desires and what factors may have the greatest impact on their purchasing decisions will allow a company to better price their products and learn what components to focus on. This knowledge is vital so that companies do not waste resources pursuing functionality consumers do not find useful or miss out on great pricing strategy. I hope to create a machine learning model that can group laptops by their specifications and their price. As we create new laptops we can then use these groups to help us place our laptop and the pricing that should go along with it.

**Data Wrangling**

**Exploratory Data Analysis**

**In-Depth Processing**

**Modeling**

**Results and Discussion**