

# CarWax Data Driven Profit Strategy

CarWax is a data driven profit strategy that uses a combination of data science and machine learning to predict the future value of a car. The company's proprietary algorithm takes into account a wide range of factors, including the car's make, model, year, mileage, and location, to provide a highly accurate estimate of its future value. This information is then used to guide the company's pricing and marketing strategy, ensuring that they are always offering the best value to their customers.

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# CarWax Business Objectives

Used Car Dealership



**Expand product line to include Used Honda Vehicles**

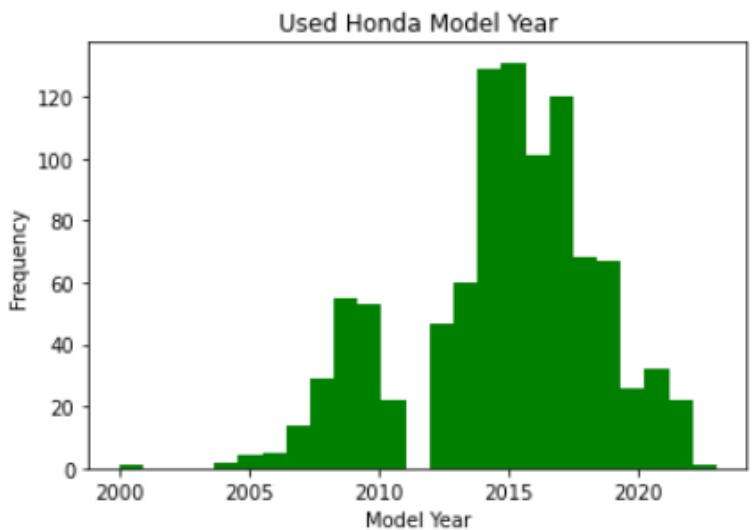
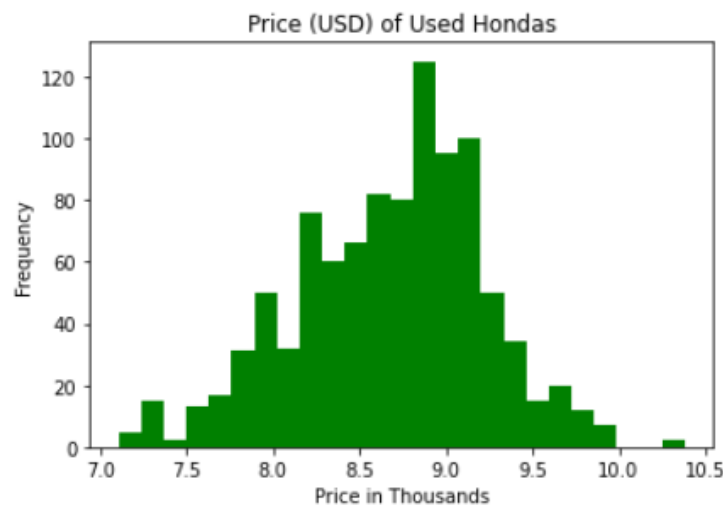
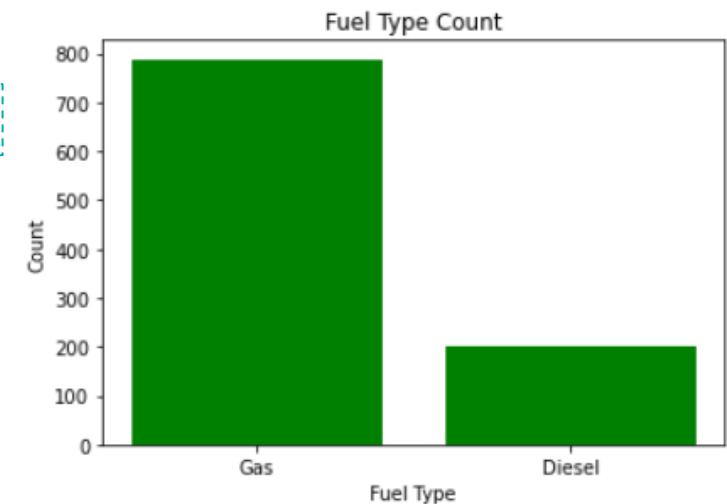
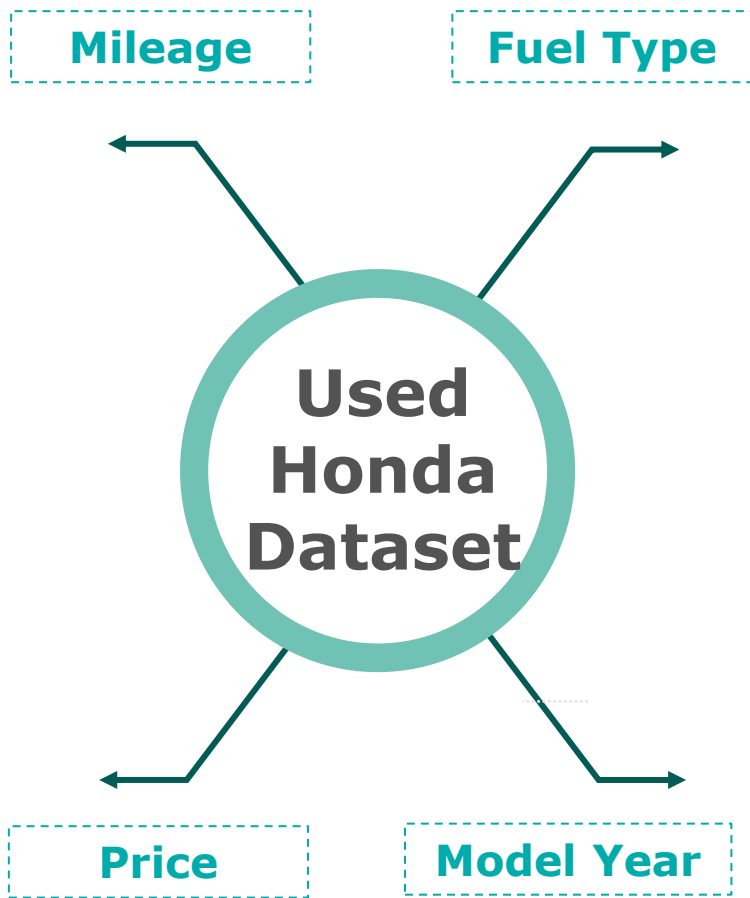
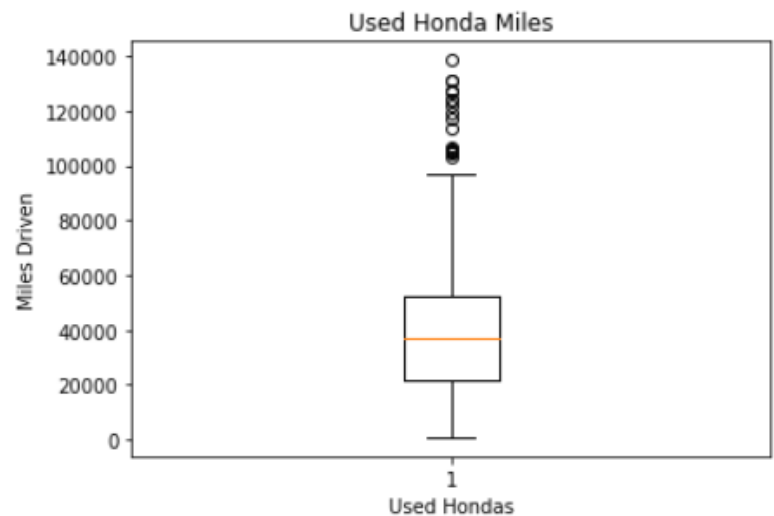


**Increase Sales Margins**

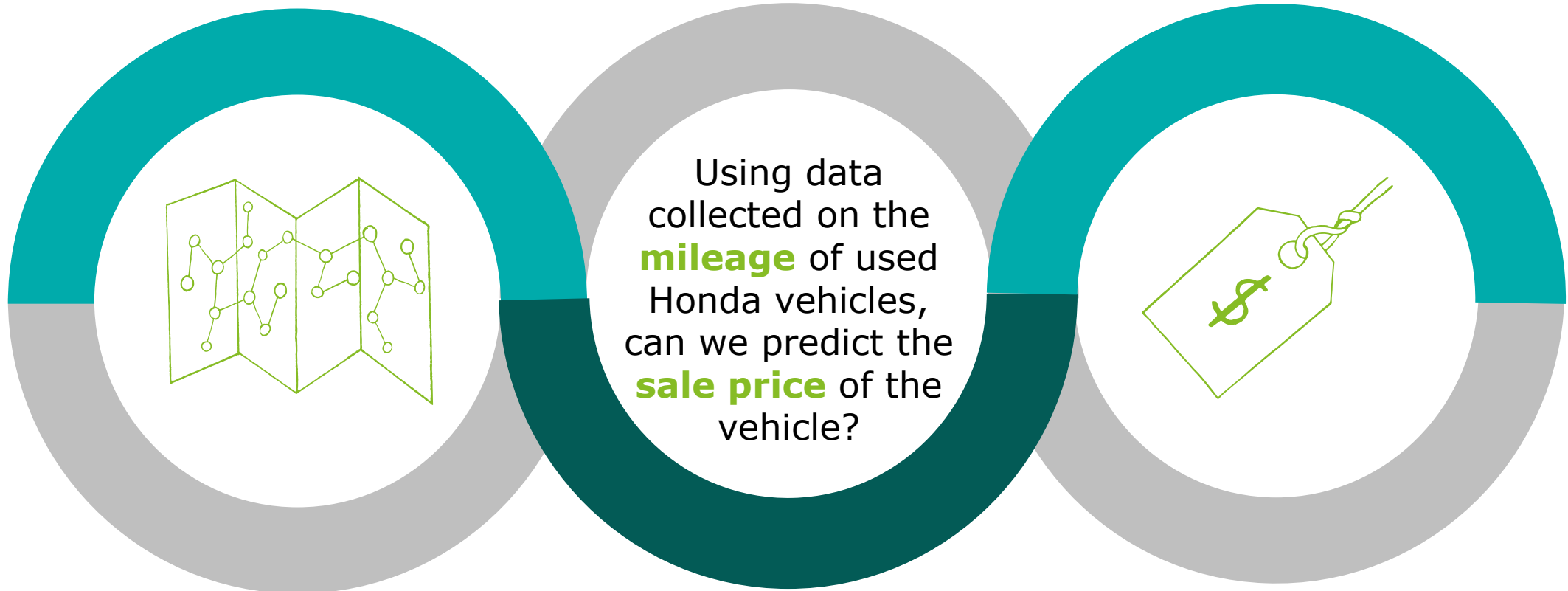


**Develop a strategic approach to purchasing inventory**

# A Look into our Dataset

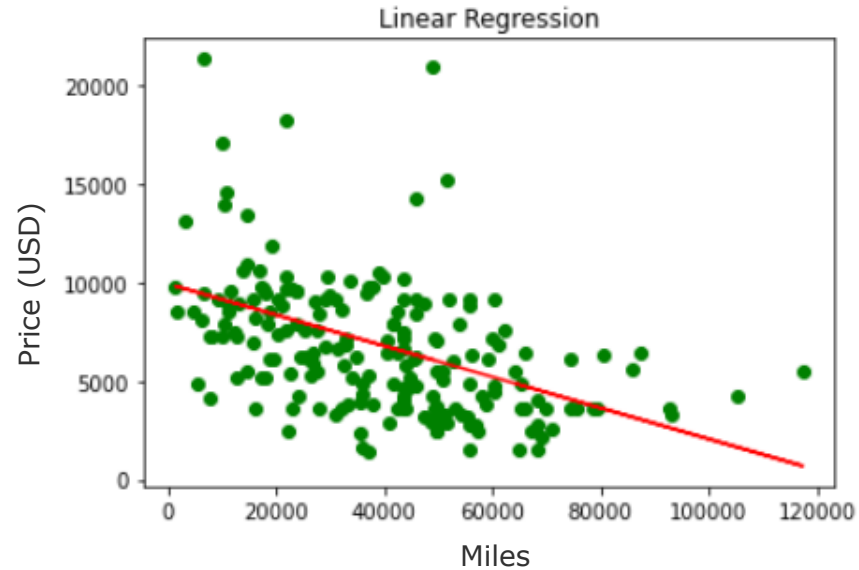


# Analysis Intention



# Model Analysis

## Linear Regression

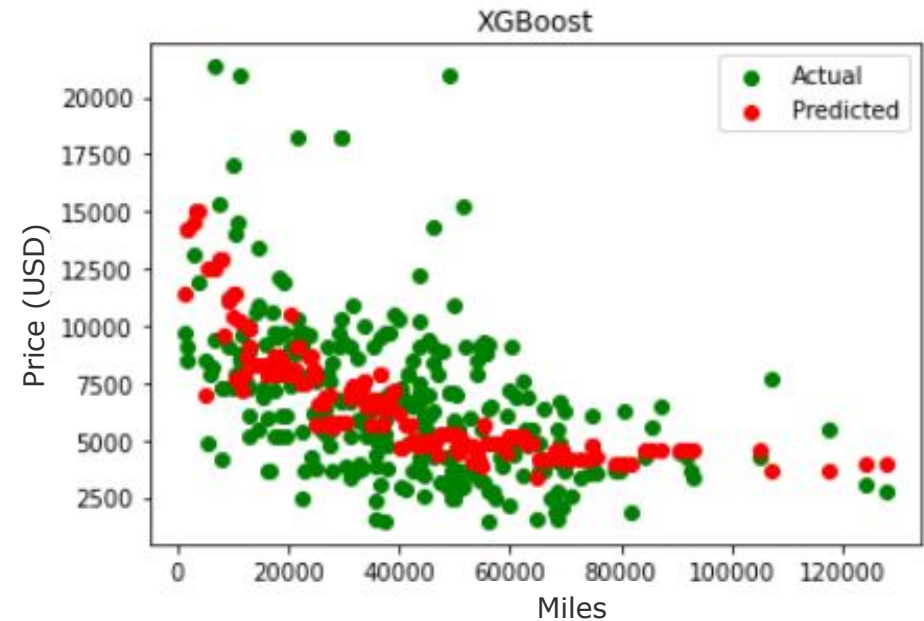


**RMSE:** \$3012

**MAE:** \$2260

**R<sup>2</sup>:** 19%

## XGBoost

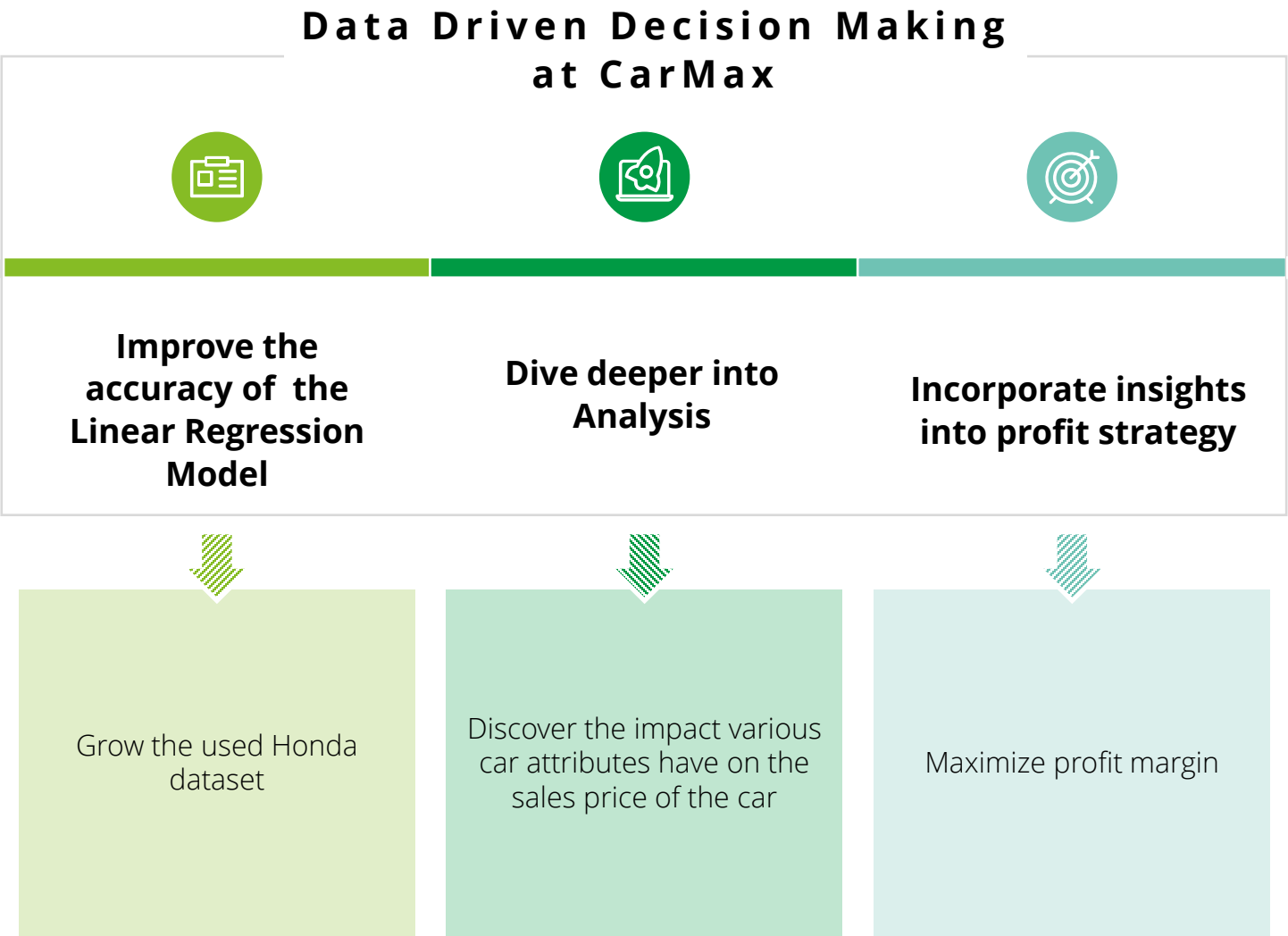


**RMSE:** \$3105

**MAE:** \$2250

**R<sup>2</sup>:** 16%

# Next Steps





# Questions?