Car Market Data Analysis Report

This report provides a comprehensive analysis of the current car market, leveraging a rich dataset to uncover key trends and insights. We'll explore market performance, popular vehicle attributes, and an interactive tool for deeper exploration.

Dataset Overview & Key Performance Indicators

Dataset Attributes

- Brand: Manufacturer (e.g., Ford, Toyota)

- Model: Specific vehicle model

- Year: Manufacturing year

- Color: Exterior paint color

- Mileage: Distance traveled in miles

- Price: Selling price in USD

- Condition: New or Used

Key Performance Indicators

100K

Total Cars Analyzed

$4.25B

Total Revenue Generated

$42.5K

Average Car Price

19

Average Car Age (Years)

Detailed Market Insights

Top-Selling Brands

Identified based on comprehensive total revenue, indicating market dominance.

Best-Selling Models

Most frequently sold model within each individual brand, highlighting product success.

Popular Colors by Year

Analysis of the most frequently sold car colors for each manufacturing year, revealing consumer preferences.

Revenue & Sales Metrics

Total revenue and sales volume segmented by brand, model, condition, and year for granular understanding.

Explore the Interactive Dashboard

Access our dynamic Streamlit application for in-depth data exploration and visualization:

https://carssalesanalysis-hxhxnyaahgrhtyjckxtsdd.streamlit.app/

- Select any car brand to view specific KPIs for its models.

- Filter data by year, condition (New/Used), and color to pinpoint trends.

- Interact with dynamic charts and download customized results for further analysis.

Report Summary

This report, authored by Mohamed Ayoub, provides critical insights into the automotive market as of July 2025. The data analysis, combined with the interactive dashboard, offers a powerful tool for industry analysts and business professionals to make informed strategic decisions.

For further inquiries, please contact Mohamed Ayoub.