

Business analytics

Analysis of car advertisement data

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1 Introduction

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2 Theoretical background

3 Methodology

4 Findings and discussion

4.1 Model usage

4.1.1 Assessing expectations

Registration year	Mileage	Horsepower	Width (mm)	Length (mm)	Average mpg	Top speed (mph)	Predicted price
2019	60000	135	2027	4284	49	116	17596
2019	130000	135	2027	4284	49	116	15267

Table 4.1: Assessing expectations

4.1.2 Usage of example data

Registration year	Mileage	Horsepower	Width (mm)	Length (mm)	Average mpg	Top speed (mph)	Predicted price (£)
2014	180000	110	1799	4204	45	110	5601
2016	150000	120	2027	4255	48	112	12130
2018	80000	130	2027	4255	50	115	16136
2015	190000	115	1799	4204	44	108	5819

Table 4.2: Assessing model for business use cases

4.2 Findings

4.2.1 In line with presumptions

4.2.2 Outliers

Engine size ↔ Price

Width ↔ Price

Year ↔ Price ↔ Mileage

5 Conclusion

5.1 Summary

5.2 Further questions

How do the findings compare with other car models?

Was the car actually sold at that price?

How do used prices behave in comparison to new retail price

Bibliography

- [1] *Industrie-Roboter - Hirata Engineering Europe GmbH*. URL: <https://www.hirata.de/de/produkte/scara-roboter> (visited on 02/02/2024).