**CAR SALES PREDICTION – REGRESSION**

**BUSINESS CONTEXT:**

Business problem definition:- One of the major automobile company would like to design new product which gives high sales. In order to define the product, they want to understand and identify important drivers for the sales(what are the factors driving sales) and Predict the new car sales for given car model with defined factors.

**Expectations:-**

1.Understand the data & perform the data preparation before the model building.

2.Perform all the modelling steps including pre & post modelling steps like data preparation

and implementation of the model.

3.Understand output & explain the model fit.

4.Determine what is the “best” linear model?

5.Apply transformations to the given variables & find out the possible best model after

Transformations.

6.Generate the final equation.

**DATA AVAILABLE:**

Car\_sales.csv

**Data Dictionary:**

Description of the Variables:

1.Manufacturer - Car Manufacturer Name

2.Model – Car Model Name

3.Sales\_in\_thousands – Car Sales in Thousands

4. \_year\_resale\_value – Resale value after 4 years

5.Vehicle\_type – Type of car

6.Price\_in\_thousands – Priceof the car

7.Engine\_size – Car Engine Size

8.Horsepower – Car Horse power

9.Wheelbase – Car wheel base

10.Width – Car Width

11.Length – Car Length

12. Curb\_weight – Car Curb weight

13.Fuel\_capacity - Fuel Capacity in liters

14.Fuel\_efficiency – Fuel efficiency (kms/per liter)

15.Latest\_Lauch – Car Model Lauch Date

16.Power\_perf\_factor – Power performance factor