**Business Objective**

Our goal is to understand what factors make a car more or less expensive.

As a result of our analysis, we should be able to provide clear recommendations to our client as to what consumers value in a used car.

**Dataset Observations**

Initial plot on the dataset shows that Ford and Chevrolet manufacturers have the highest number of cars.

44re are manufacturers such as Land rover and Ferrari who have almost no data or volume.

Another observation is that year’s large amount of data is available for years after 2000.

Average price of cars in different years plot shows we need to take care of price outliers.

We have records with null values which we need to remove/fix.

We removed outliers in the prices, odometer and year.

**Model Evaluation and Observations**

On cleaned dataset we applied Linear, Lasso and Ridge model to observe RMSE

**Final Findings**

First sorted 10-features revealed: year, odometer, fuel\_diesel, drive\_fwd, cylinders\_4 cylinders, cylinders\_8 cylinders, manufacturer\_ferrari, manufacturer\_porsche, 8 cylinders, and type\_pickup have more influence on the price