

WHEEL ON DEAL

CAR SALES ANALYSIS
DASHBOARD: INSIGHTS
AND TRENDS



TEAM INSIGHTFUL SIX



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DATASET OVERVIEW

Project Objective

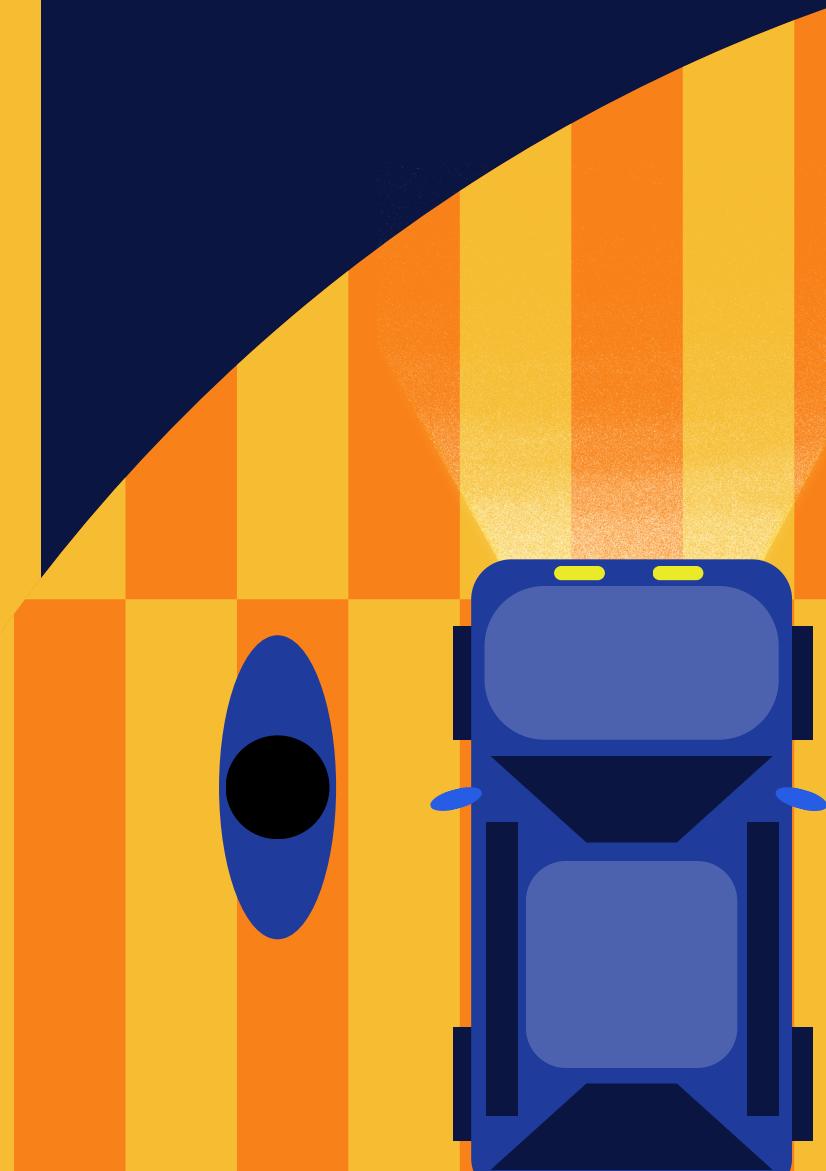
The analysis aims to provide insights into the market trends and dynamics of car sales, focusing on factors such as vehicle age, mileage, pricing, and seller types.

Data Scope

The dataset covers a range of car models and brands, with records of both individual and dealer sales, allowing for a detailed examination of different market segments and consumer preferences.

Dataset Composition

The dataset includes various attributes like car brand, model, vehicle age, kilometers driven, fuel type, transmission type, and selling price, providing a comprehensive view of the car sales market.



Number of Records

The dataset contains 15000+ rows, each representing cars with specific details. This dataset size enables a broad analysis of trends and patterns in the car sales market.

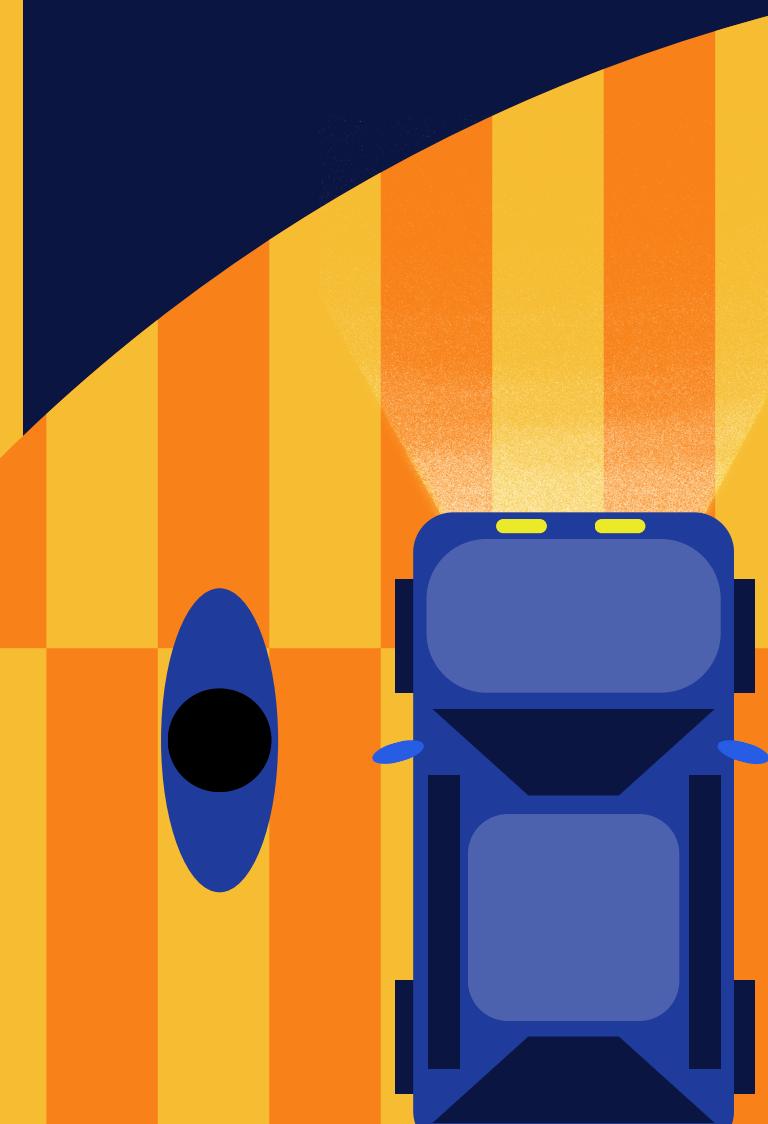
Transmission and Fuel Type Analysis:

The dataset provides insights into the distribution of cars based on transmission (manual vs. automatic) and fuel type (petrol, diesel, etc.). This information is crucial for understanding the technological and environmental preferences of buyers.

The average kilometers driven and vehicle age data allow for assessing the condition and depreciation of the cars. This analysis can help in understanding the resale value and market positioning of different car models.

Diverse Brand Representation

Vehicle Condition Assessment





DASHBOARD



The dataset contains 120 different car names, representing a diverse range of brands and models

The average mileage of these cars is 19.70 km/l, highlighting the fuel efficiency of the vehicles in the dataset.

The average kilometers driven is 55.62K, indicating typical car usage patterns and the extent of wear and tear.

The average selling price is 774.97K, offering a snapshot of the market's price range and the perceived value of the cars.

Car Name

120

Avg Mileage

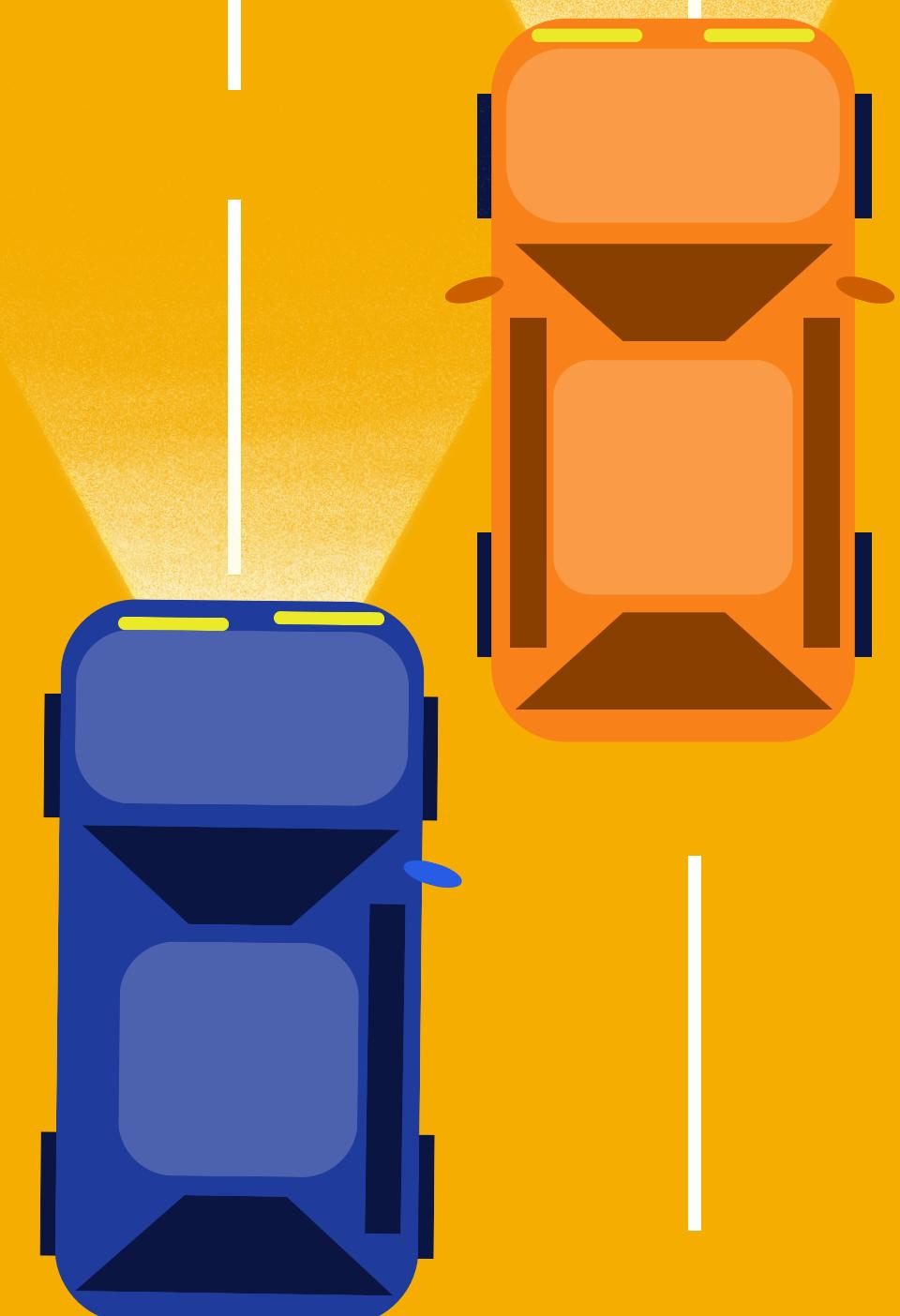
19.70

Avg Km_Driven

55.62K

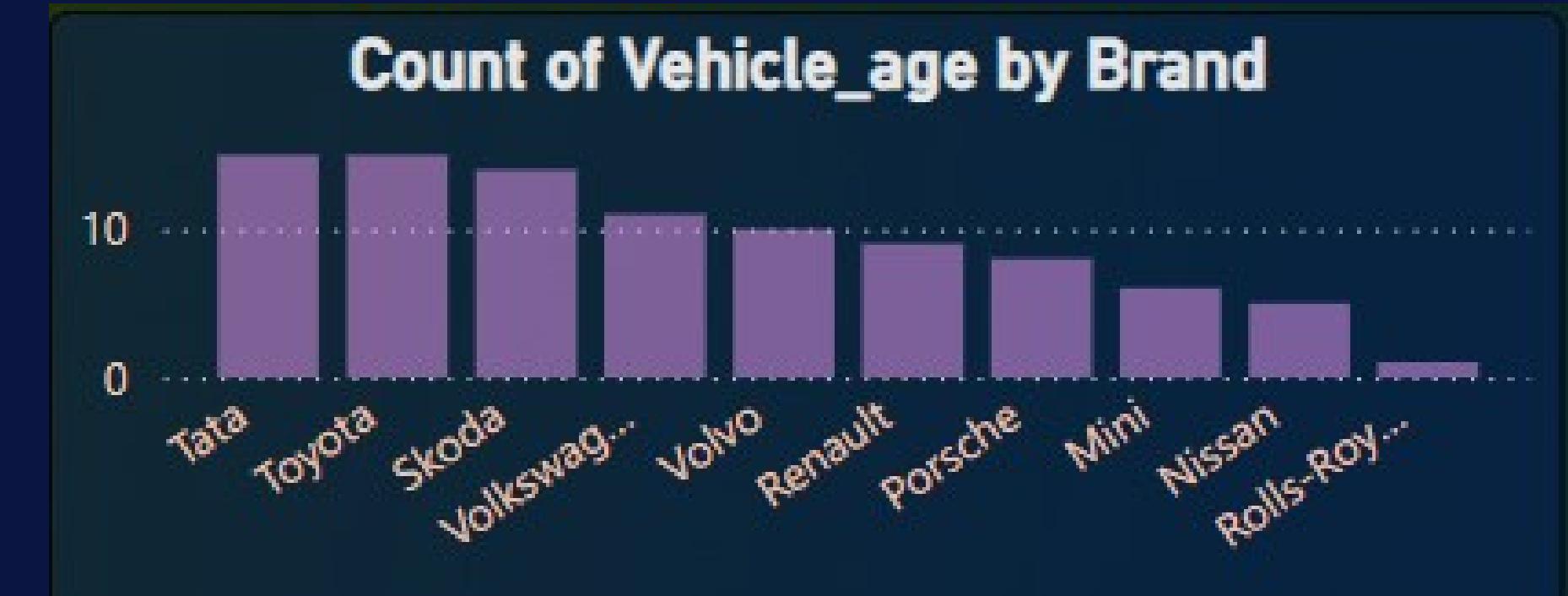
Avg SellingPrice

774.97K

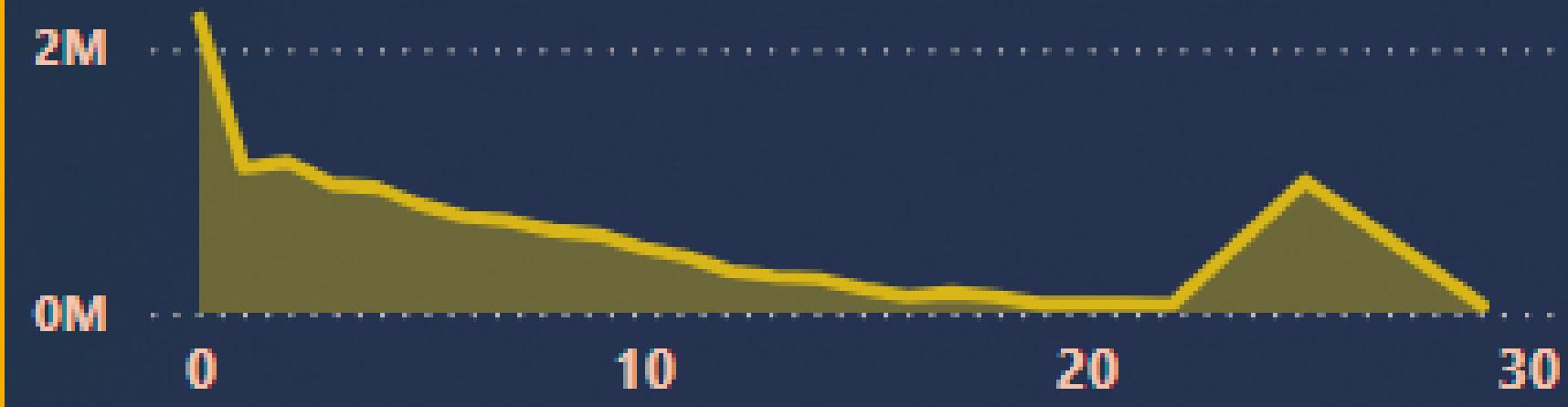


VEHICLE AGE BY BRAND ANALYSIS

- Tata and Toyota have the maximum number of cars of max age 15 years.
- Rolls Royce has least number of cars i.e. 1, of age 4 years.



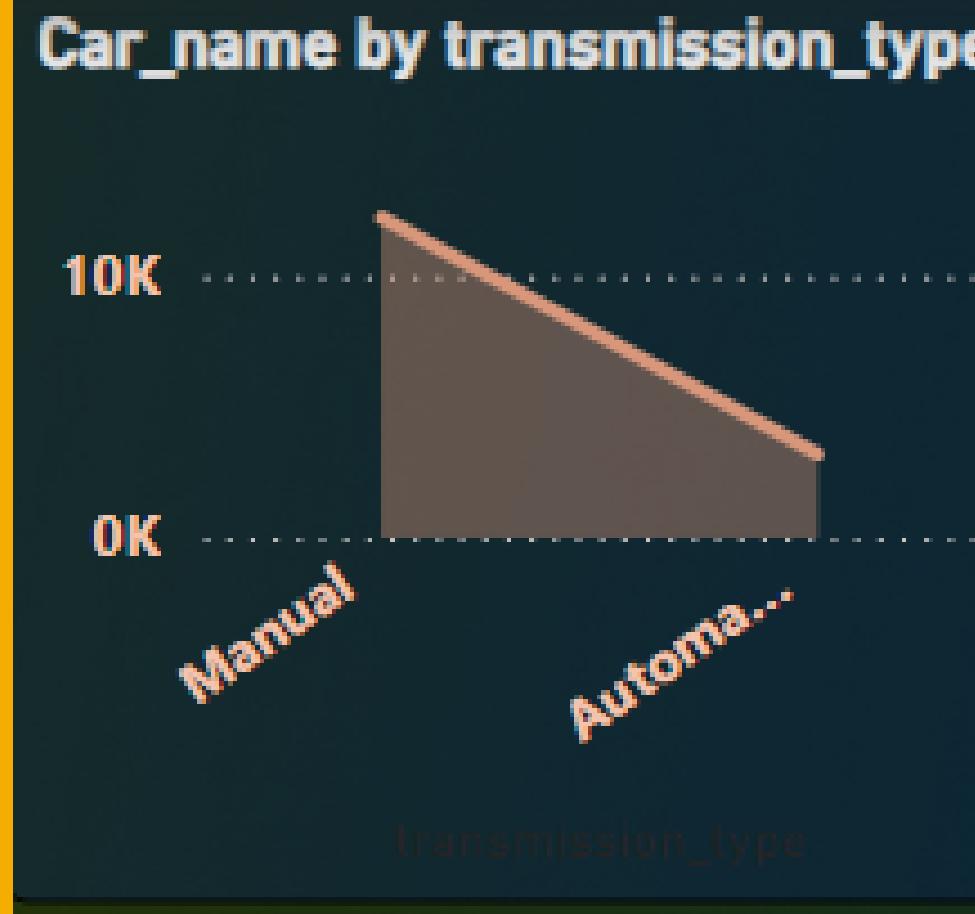
Average Selling_price by Vehicle_age



AVG SELLING PRICE BY AGE ANALYSIS

- The average selling price of the cars is at its peek(\$ 22,30,000) for cars of age 0 years.
- The SP keeps on decreasing with the increase in age and goes as low as \$ 60,000.
- There is a sudden increase in SP at 25 years.

Car_name by transmission_type



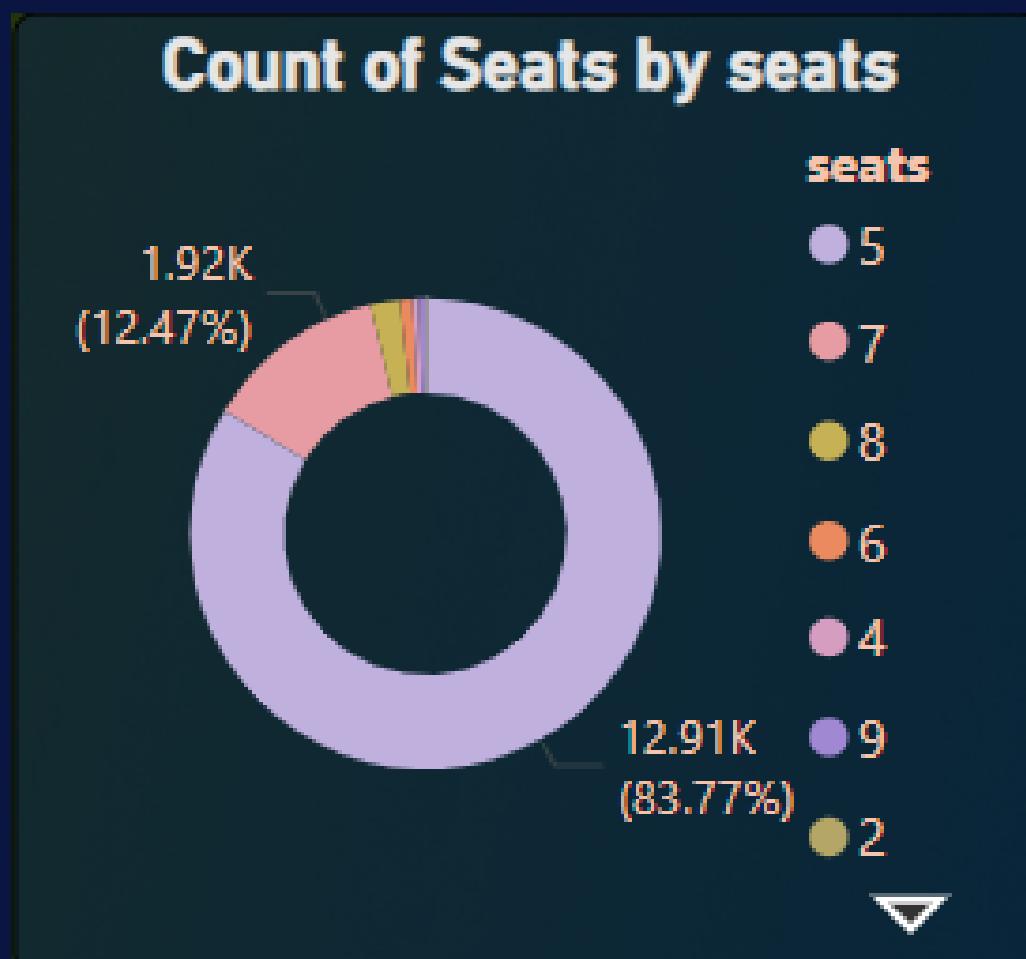
CAR BY TRANSMISSION TYPE ANALYSIS

- More than 10K cars are Manual and around 3K cars are Automated.
- The significantly higher number of manual cars suggests a market preference or historical trend towards manual transmission vehicles.
- The lower number of automated cars indicate a more recent adoption.

CAR SEATS ANALYSIS

- A significant majority (83.77%) of the cars are 5-seaters, indicating a strong preference or market demand for this seating capacity.
- 7-seater cars, making up 12.77% of the market, cater to larger families or groups requiring more seating capacity, suggesting a smaller but significant niche market.
- 6-seater and 4-seater cars have minimal market shares (0.82% and 0.5%, respectively), indicating limited but specific use cases or preferences.

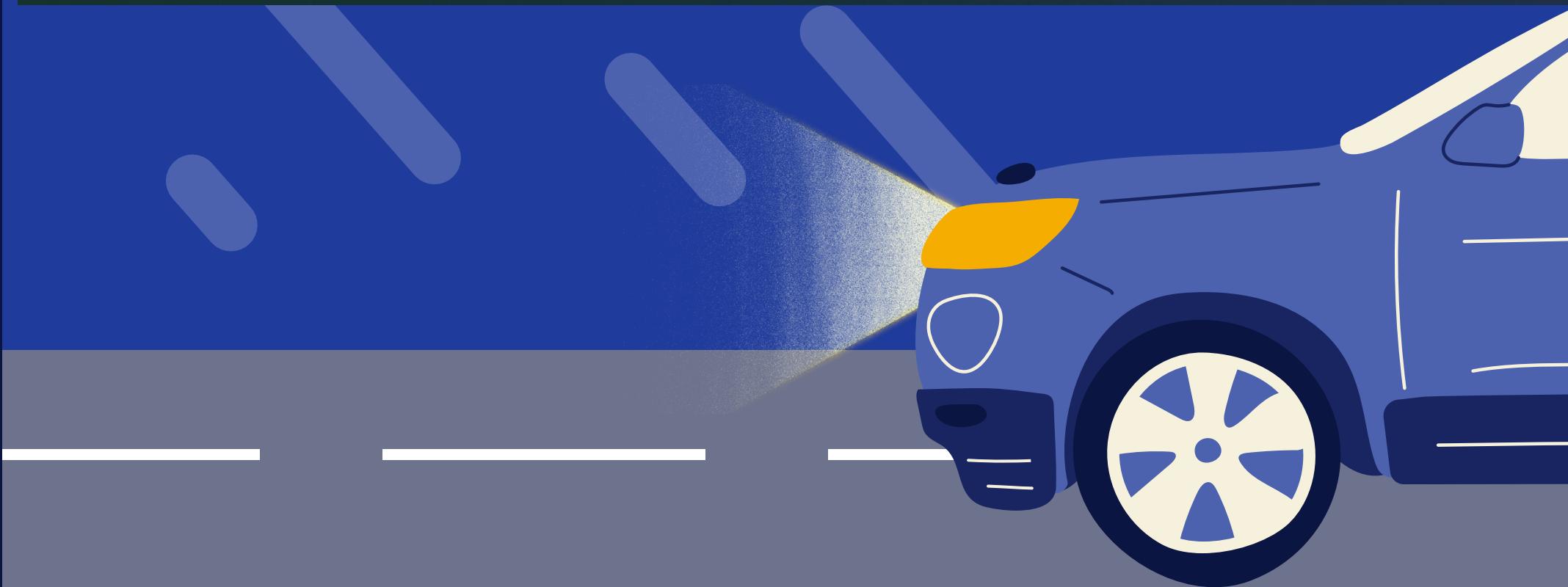
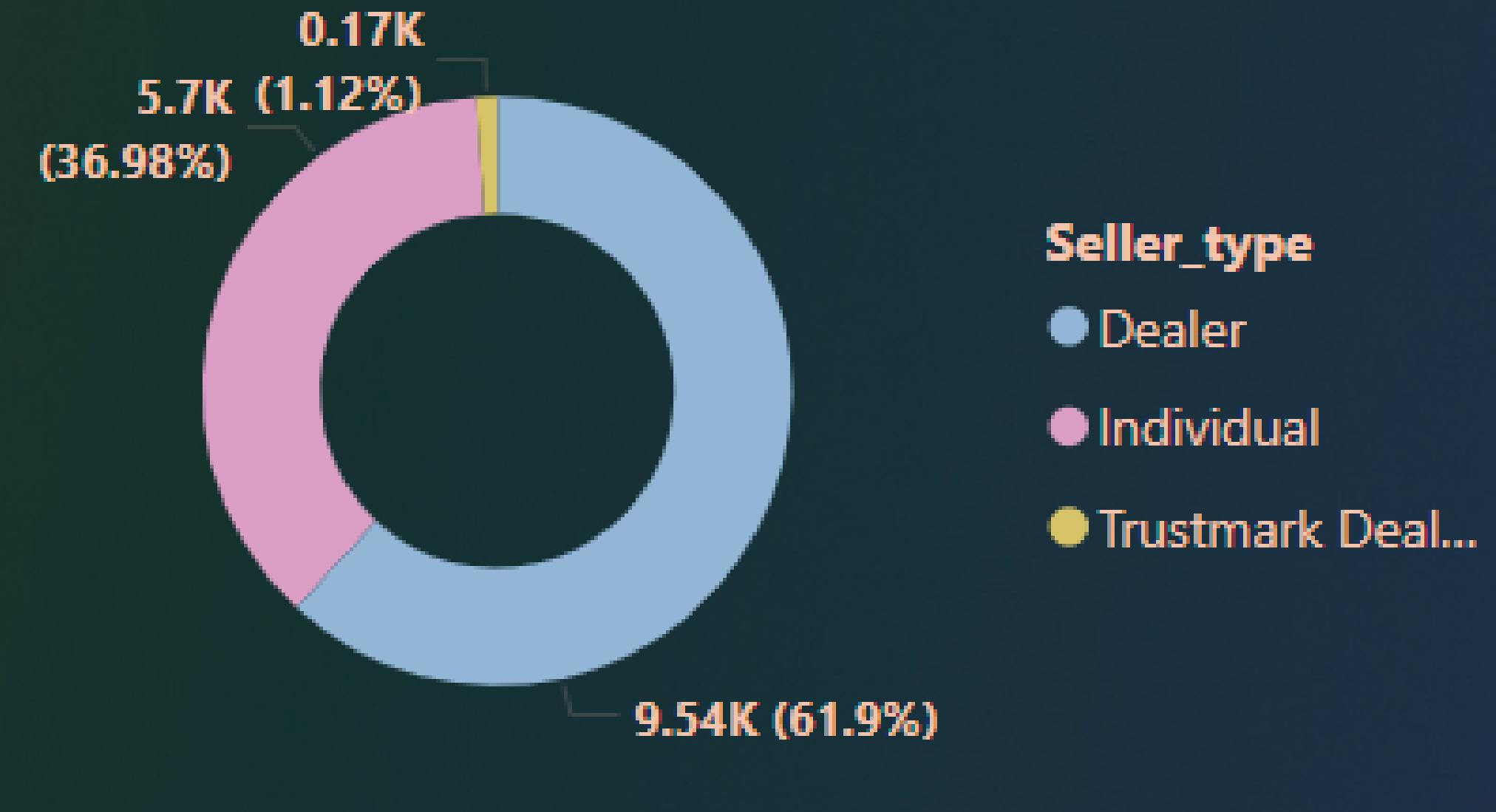
Count of Seats by seats



SELLER TYPE ANALYSIS

- Dealers, making up 61.9% of the total, are the primary channel through which cars are sold. This indicates a strong reliance on dealerships for car sales.
- Dealers likely have more resources, better access to inventory, and established customer bases.
- Individual sellers account for 36.98% of the market, showing a significant presence of private sellers or small-scale resellers in the car market.
- Individuals play a substantial role, possibly reflecting a market trend towards private sales or a preference for negotiating directly with sellers.
- Trustmark Dealers, comprising 1.12% of the market, represent a smaller segment. This suggests that trustmark certification is a niche but potentially valued category.
- Their certification might appeal to customers seeking verified and trustworthy sellers, though they represent a smaller market share.

Count of Seller_type by Seller_type



CONCLUSION

- The analysis aims to understand trends in vehicle age, mileage, pricing, and seller types. By examining these factors, we gain insights into consumer preferences and market behaviors that influence buying decisions.
- The dataset reveals that dealers are the primary sales channel, individual sellers play a significant role, and trustmark dealers serve a niche market. This highlights the need for a balanced strategy that caters to the distinct needs of each group to effectively optimize market reach and performance.
- Data on transmission types and fuel preferences helps understand technological and environmental buyer trends.
- Average kilometers driven and vehicle age data aid in assessing car conditions and depreciation, while the average selling price provides a snapshot of market pricing trends.
- The dataset features a range of car brands, providing insights into brand-specific trends and consumer loyalty.

