

Car Price Analysis Report

Sanjana Tiwari

1. Introduction

This report provides an in-depth analysis of car prices based on various attributes such as engine specifications, fuel type, body type, and dimensions. The goal is to identify trends, key influencing factors, and provide actionable insights.

2. Data Overview

- ◆ **Dataset Name:** Car Price Assignment
- ◆ **Total Records:** 205 rows
- ◆ **Features:** 26 columns (after preprocessing)

Key Variables:

- **Target Variable:** price (dependent variable)
- **Categorical Features:** carCompany, fueltype, carbody, drivewheel, enginetype, etc.
- **Numerical Features:** wheelbase, curbweight, horsepower, citympg, etc.

3. For Car Buyers:

If you desire a low-cost car, opt for hatchbacks or gas-efficient vehicles.

If you prefer luxury, opt for Jaguar, BMW, or Porsche.

Diesel cars cost more upfront but are fuel-efficient in the long run.

4. For Manufacturers & Dealerships:

High-performance & powerful cars fetch a premium price → Target high-performance & powerful cars.

More consumers prefer gas cars → Gas vehicles should be priced competitively.

Sales are affected by body type → Position sedans & SUVs strategically to boost revenue.

Conclusion:

This analysis highlights key trends in car pricing, emphasizing the impact of engine power, fuel type, drive type, and dimensions. The findings can help **buyers make informed decisions** and **manufacturers adjust pricing strategies**.