

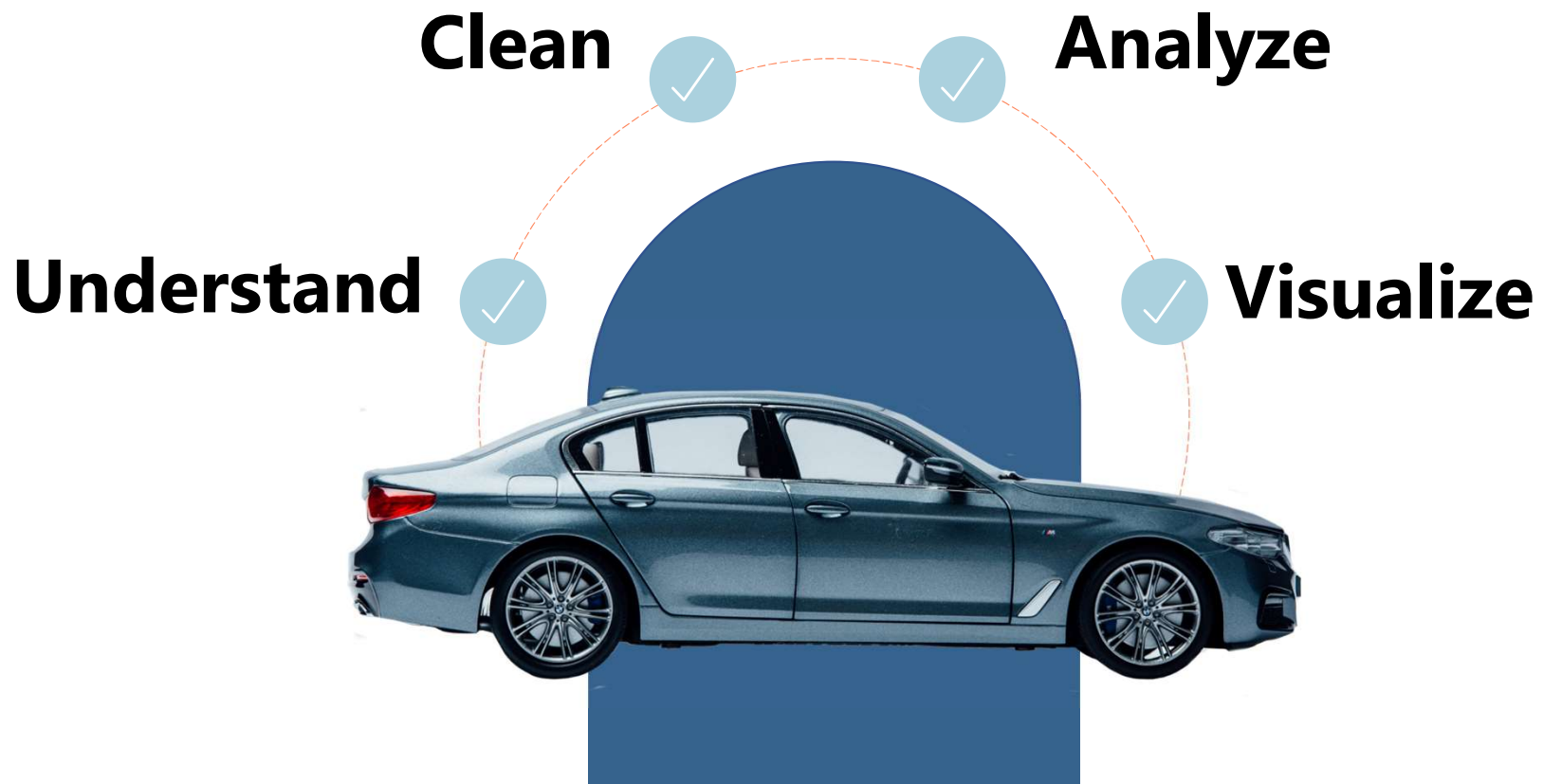


Analyzing the impact of Car Features on Price and Profitability

Project Description:

The automotive industry has been rapidly evolving over the past few decades, with a growing focus on fuel efficiency, environmental sustainability, and technological innovation. With increasing competition among manufacturers and a changing consumer landscape, it has become more important than ever to understand the factors that drive consumer demand for cars. We are provided with a dataset and as a Data Analyst, we have to suggest our Client how he can optimize pricing and product development decisions to maximize profitability.

Approach



Tech-Stack Used:



Microsoft Excel

For Data Cleaning, Analysis and
Visualisation
Dashboard

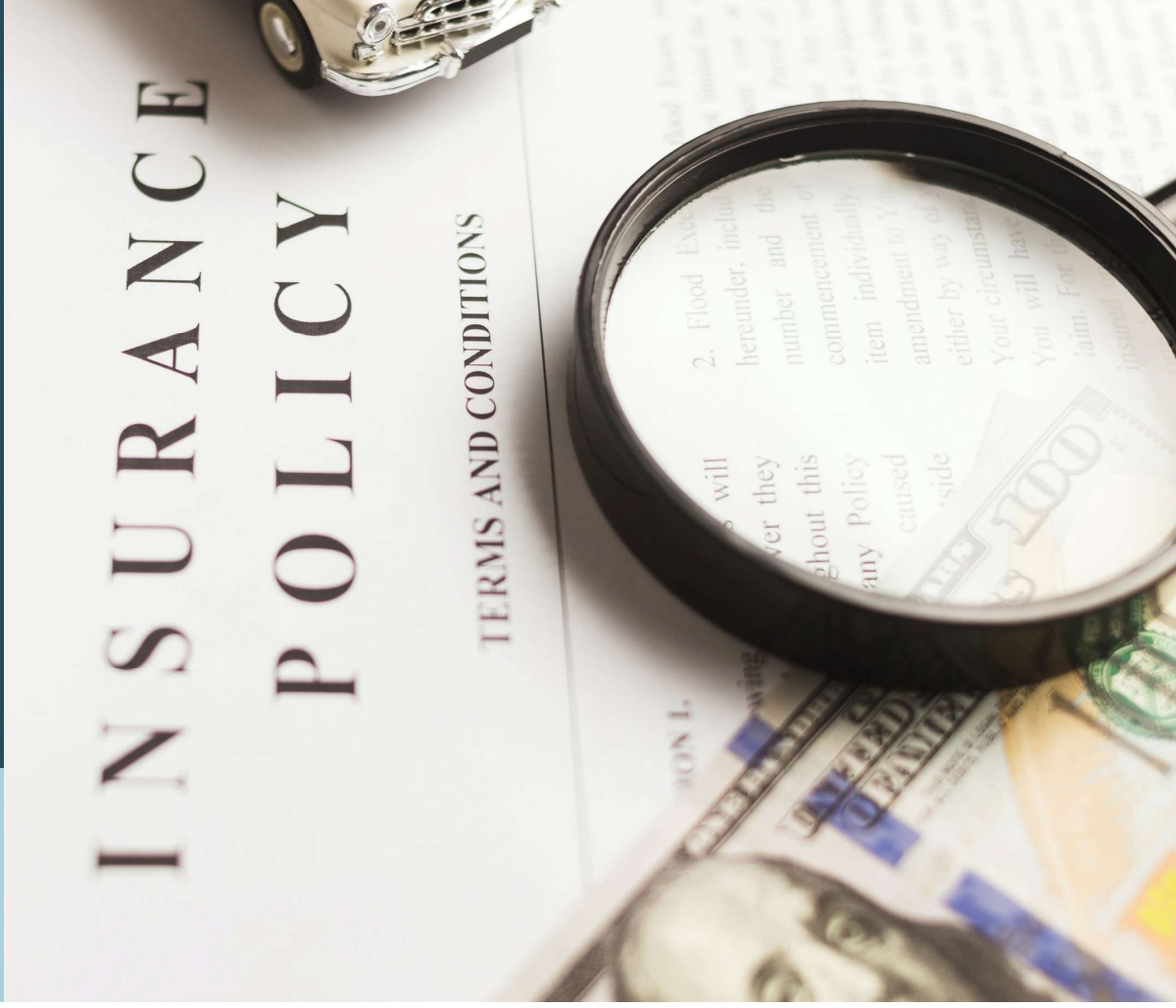


Microsoft PowerPoint

For Presentation

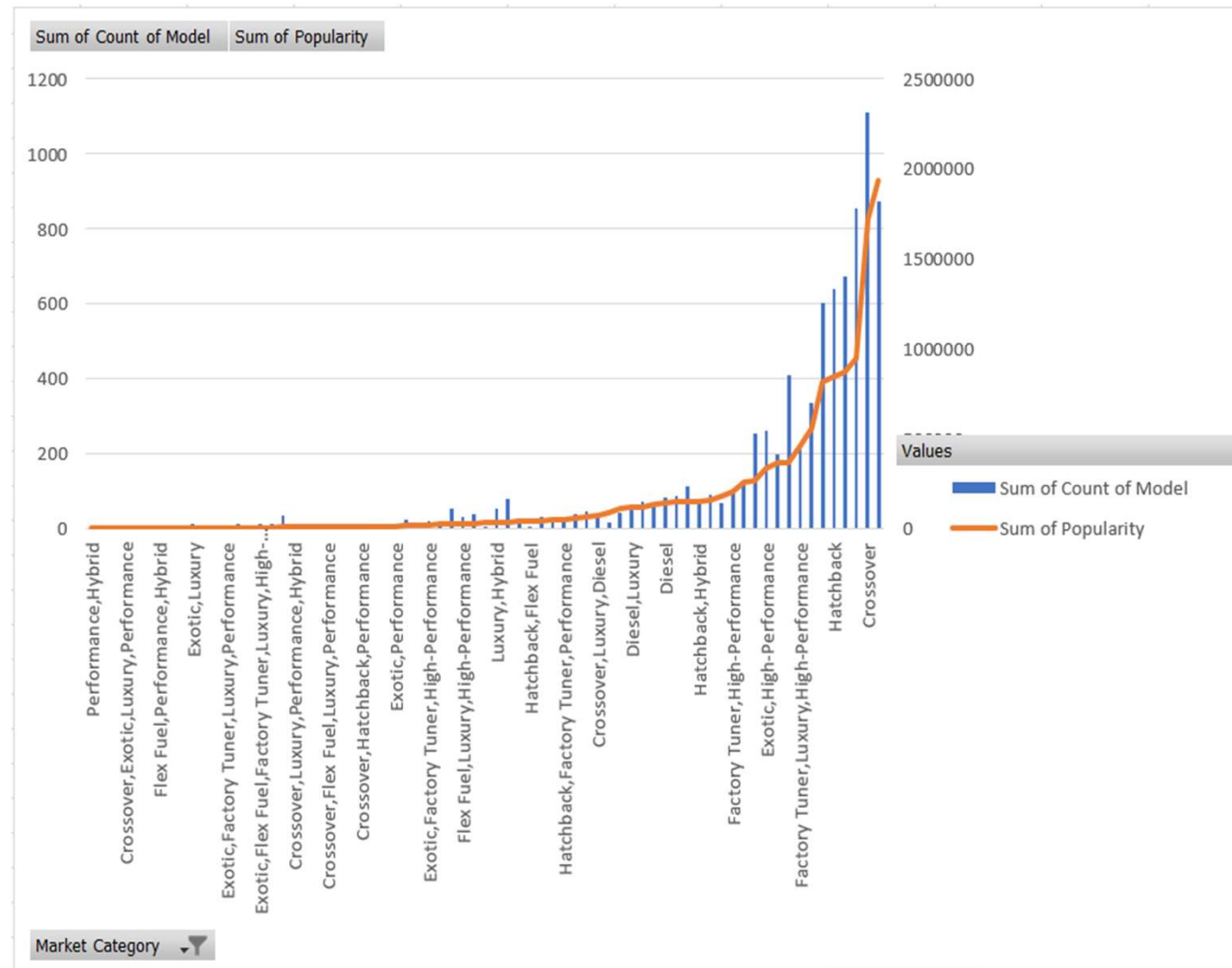


Tasks: Analysis



HOW DOES THE POPULARITY OF A CAR MODEL VARY ACROSS DIFFERENT MARKET CATEGORIES?

Crossover is the highest selling car, hatchback is second and Performance_Hybrid at last

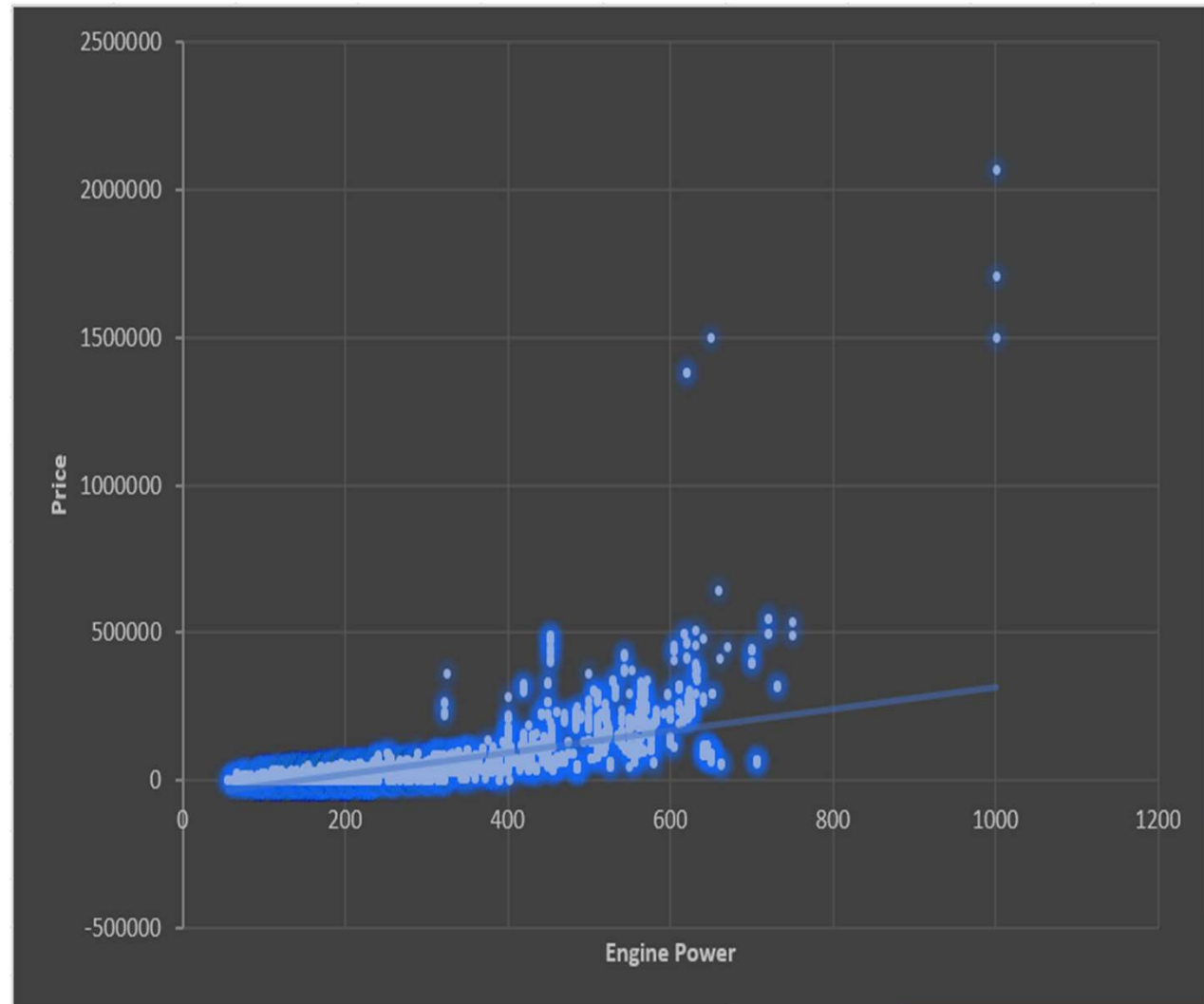


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What is the relationship between a car's engine power and its price?

We can see that engine power is showing linear relationship with its price

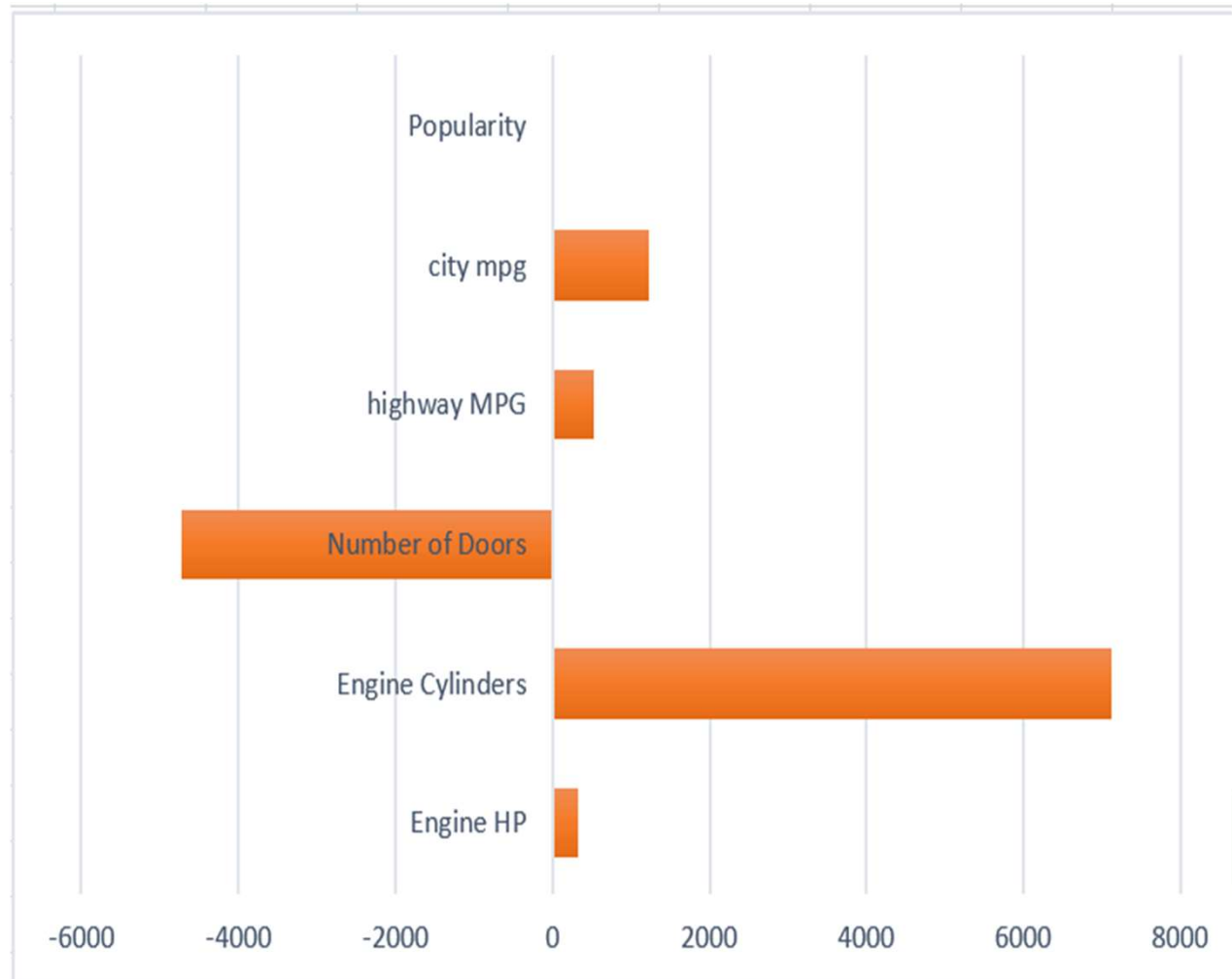


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Which car features are most important in determining a car's price?

We can see that MSRP highly depends on Engine Cylinders whereas negatively on Number of Doors.

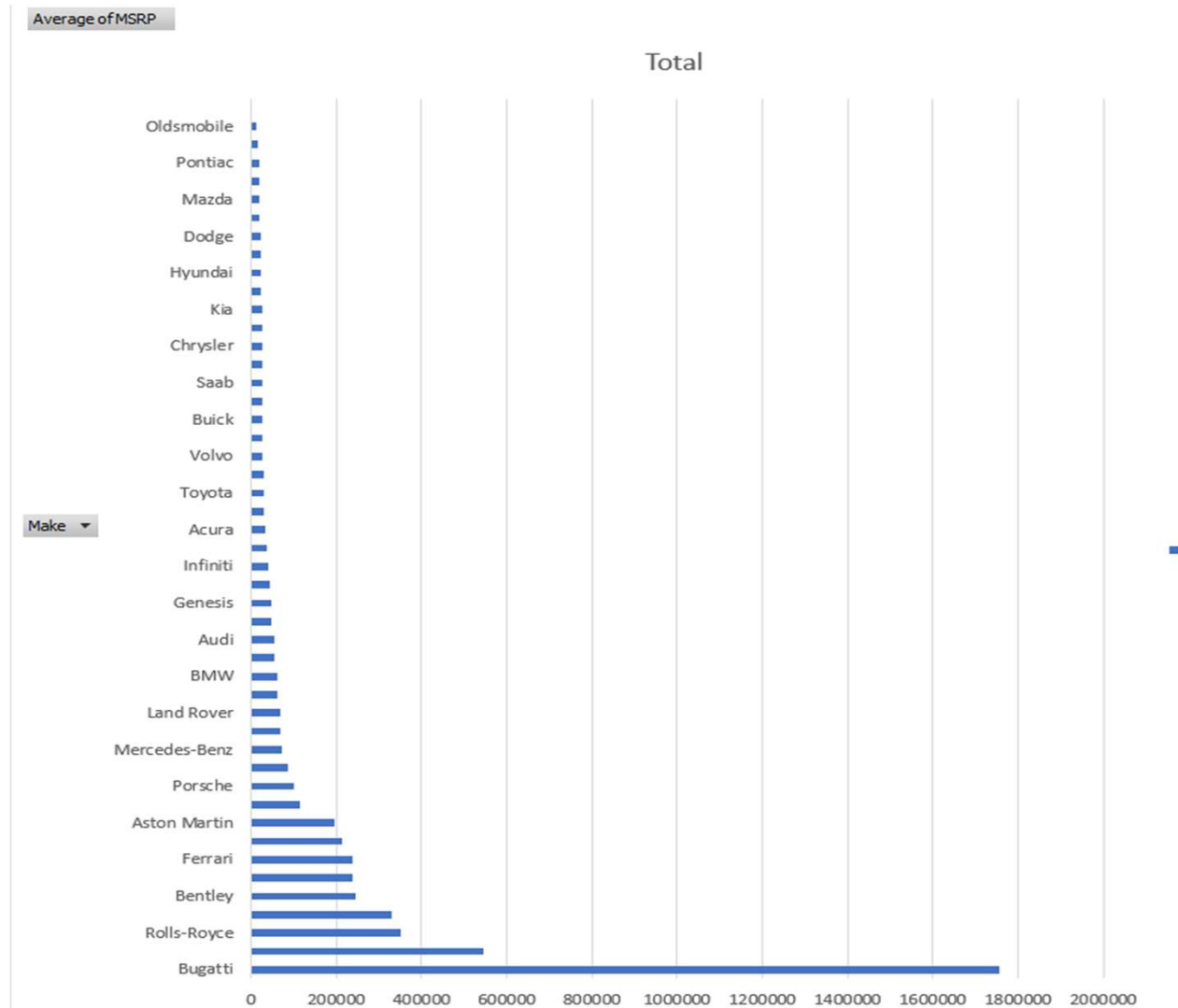


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How does the average of price of car vary across different manufacturers?

Average Price of Buggati is the highest. Depends on the makers making luxury cars.

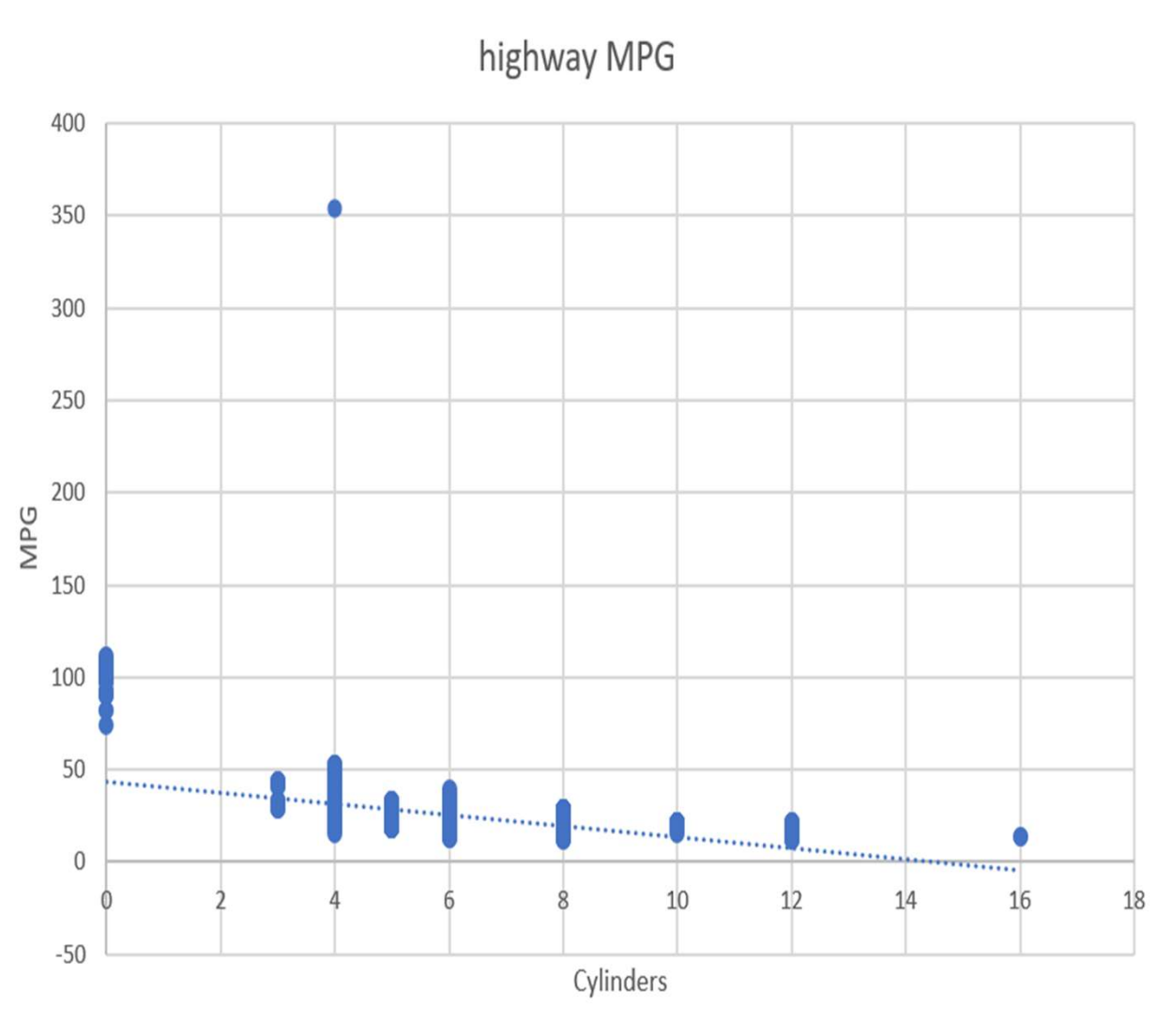


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What is the relationship between fuel efficiency and the number of cylinders in a car's engine?

As the number of cylinders increases, fuel efficiency decreases.
The coefficient is -3.



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INSIGHTS

- People like the cars with more horse power.
- Number of Cylinder in cars increases its price gradually.
- Company making luxury cars setting there average price higher.
- The efficiency of cars is negatively depends upon its power and cylinders.
- Crossover is the highest selling Car.

DASHBOARD LINK

https://docs.google.com/spreadsheets/d/1MKXMfbYn-FbgzYrwQ4kVkp16sPNUJU_d/edit?usp=sharing&ouid=112124140114283693349&rtpof=true&sd=true

THANK YOU

VIDEO LINK

<https://drive.google.com/file/d/1quW8Y3NxWUI13vZIZo8gXkJydKeXGwFY/view?usp=sharing>

