

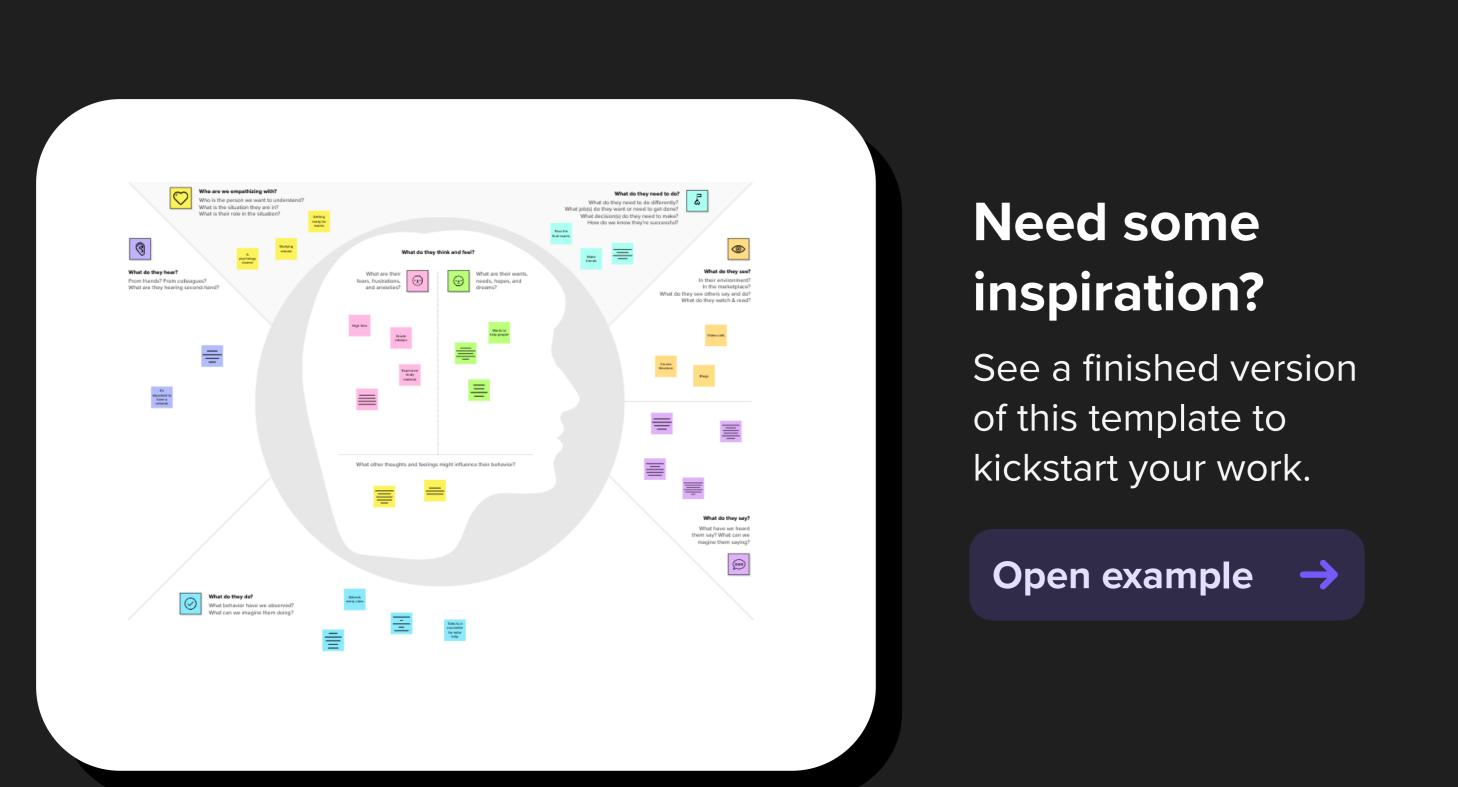
Empathy map canvas

Car Purchase Prediction Using Machine Learning

Originally created by Dave Gray at



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The user base for the car purchase ML project is large, with a range of goals and trouble areas, according to the data collected. First-time purchasers who seek dependability, families prioritizing safety, automobile fans valuing performance, and cost-conscious people are some examples of users. Social status, environmental concerns, brand loyalty, and the allure of technology are among the factors that affect people's behavior. We can adapt prediction algorithms, marketing tactics, and user interfaces to meet specific needs and improve the car-buying experience by having a thorough understanding of this wide spectrum.

