Project Design Phase-I
Proposed Solution Template

Date	03 November 2023
Team ID	Team-592817
Project Name	Project - CAR PURCHASE PREDICTION USING ML
Maximum Marks	2 Marks

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	As the Automobile industry has been growing explosively for a while now, this has caused a new problem to be faced by Both the user and producer . Users are given more options than they can process, causing a waste in time and energy for choosing the right car for the user.
2.	Idea / Solution description	Developed an innovative ML solution to predict car purchases based on customer data. Leveraged features such as age, income, and historical purchase patterns for accurate forecasts.
3.	Novelty / Uniqueness	Use of Convolutional Neural Networks (CNNs) For CAR PURCHASE PREDICTION USING ML ensures precision and efficiency, reducing time

		and energy of the user for better customer experience .Encourging the user to explore their options. Also increases the chances of users returning to make more purchases making producers more profit.
4.	Customer Satisfaction	With more options the customer has to spend more time researching about the Cars causing a waste in time for both the Customer and Seller. It also causes the customer the anxiety of making the wrong choice or fear of missing out on a better car. By using the algorithm/application we made the Customer save time and mental energy by checking the most suitable car for them. And the Seller will save time by focusing on the clients who are genuinely interested and ready to buy rather than guiding the customer who has no idea what they want. Thus the algorithm can be used by both the Customer and Seller/Dealer.
5.	Business Model (Revenue Model)	By focusing on interested and genuine customers the dealers/Seller can save time which results in more profit. The client will save time by focusing on the cars which are best suited for their needs. The client is also protected from false advertisement and unethical car dealers and sellers trying to spread false information.

6.	Scalability of the Solution	CAR PURCHASE OPTIONS technology is inherently scalable from a technological perspective. It can efficiently accommodate the increasing phase of the car industry allowing algorithms/websites to make more calculated decisions.