DATACAMP

CASE STUDY

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# PROBLEM STATEMENT

CAR DEALERSHIP SALES ANALYSIS

The sales team is having problems with pricing used cars that arrive at the dealership. They have collected some data on the price that a range of Toyota cars was listed at. It is known that cars that are more than £1500 above the estimated price will not sell. The sales team wants to know whether you can make predictions within this range.

PRICE CHANGING WITH YEAR
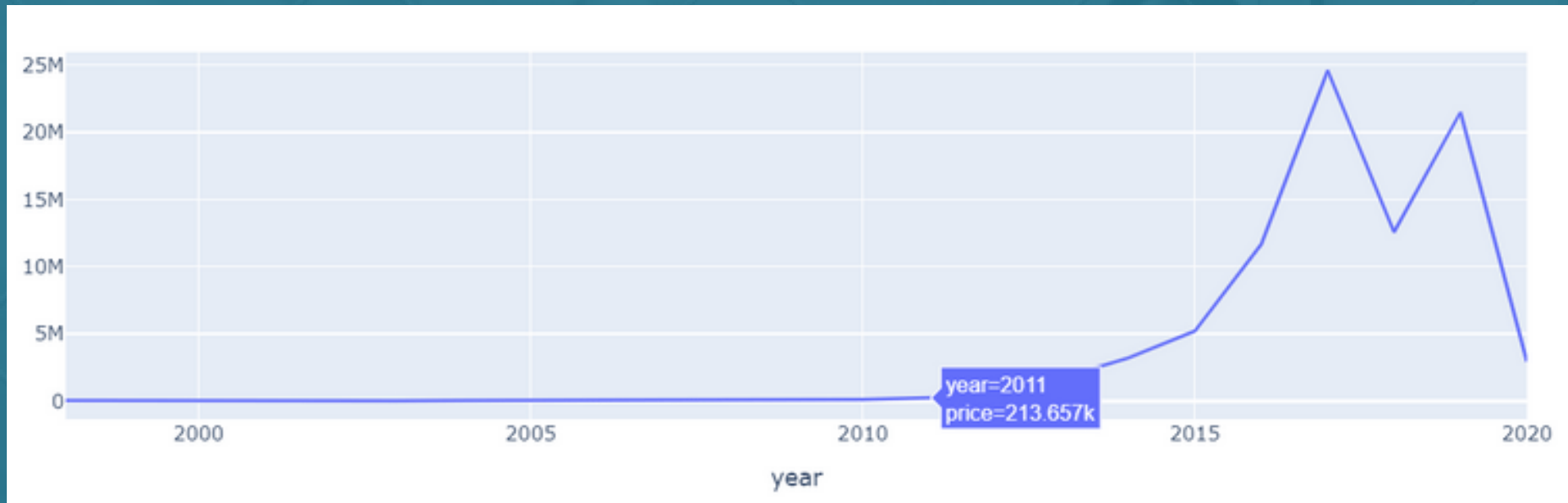
- **Exponential raise after 2012**
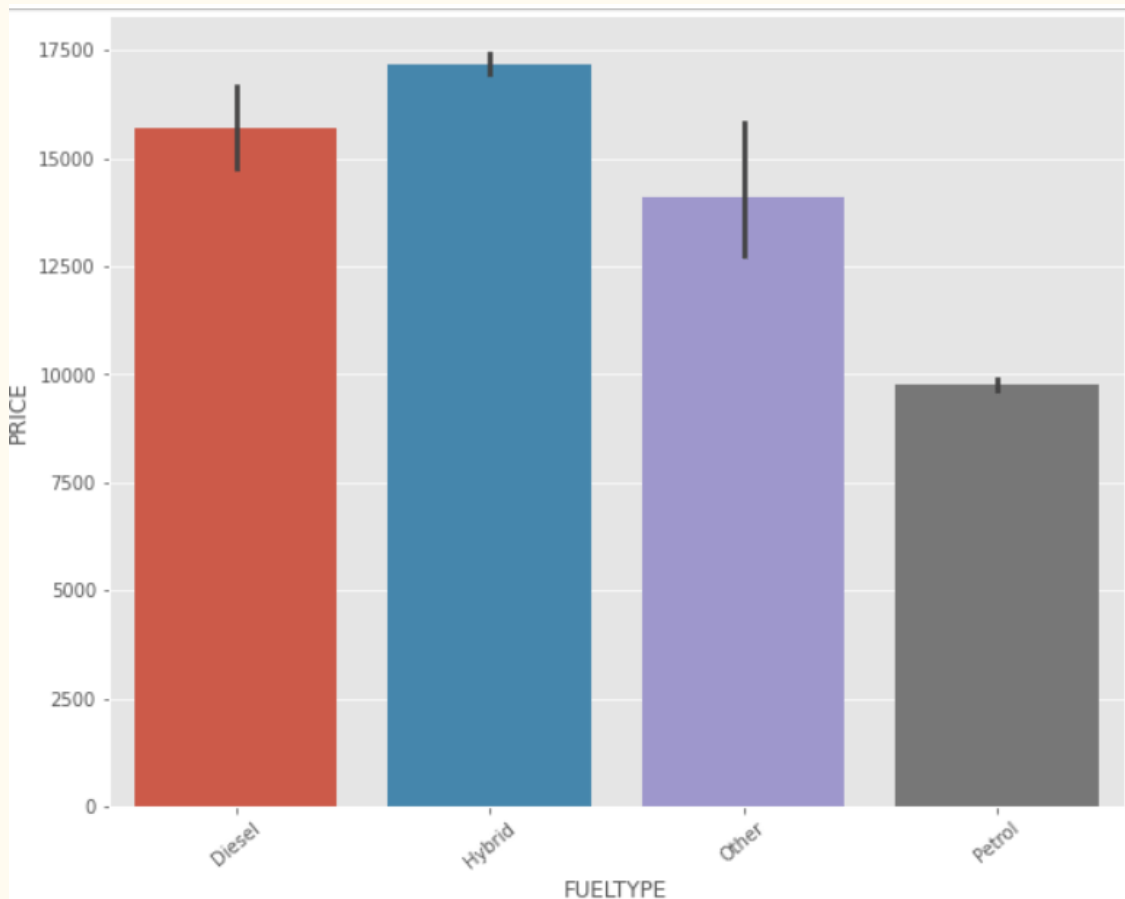- **Sudden breakdown after 2019**

Price with Transmission
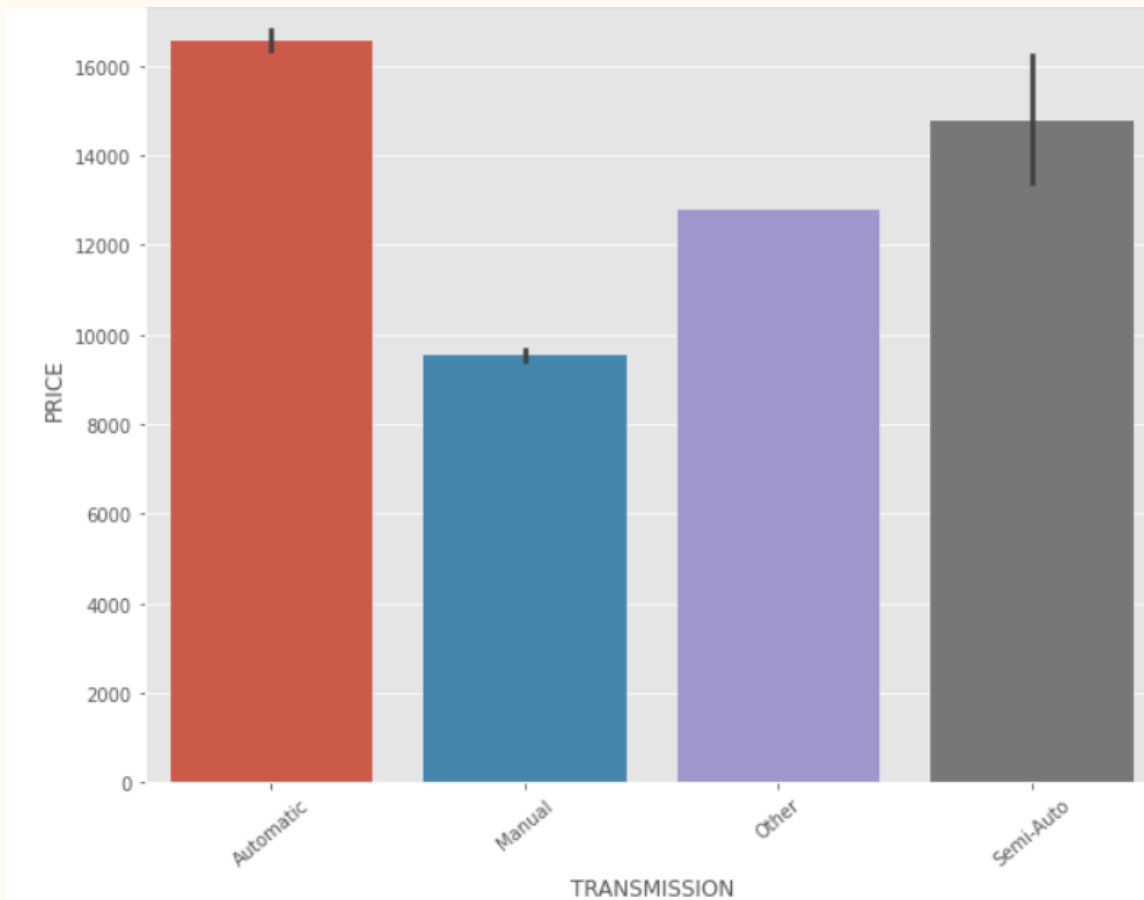
- Automic has high Price

Possible solution
- Try to deal with Manual type transmission for low Price.
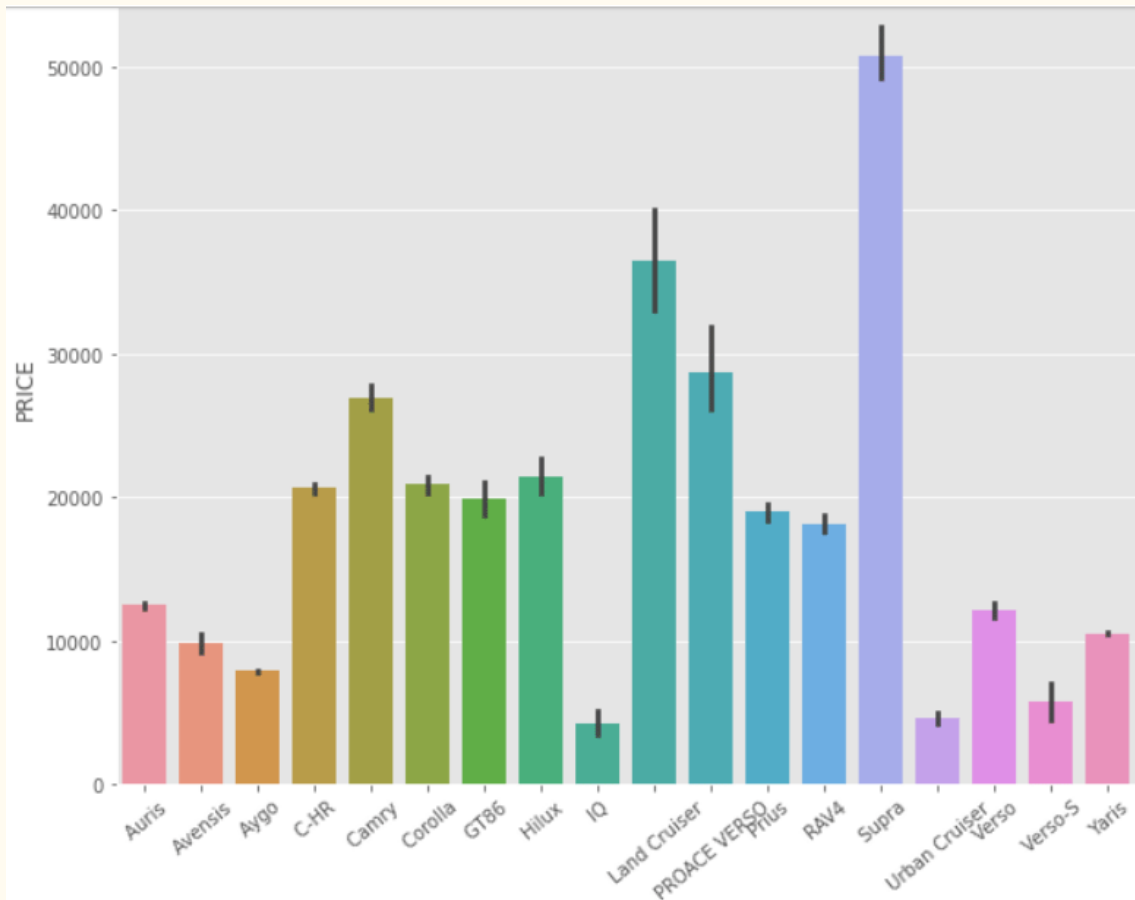
Price with FuelType
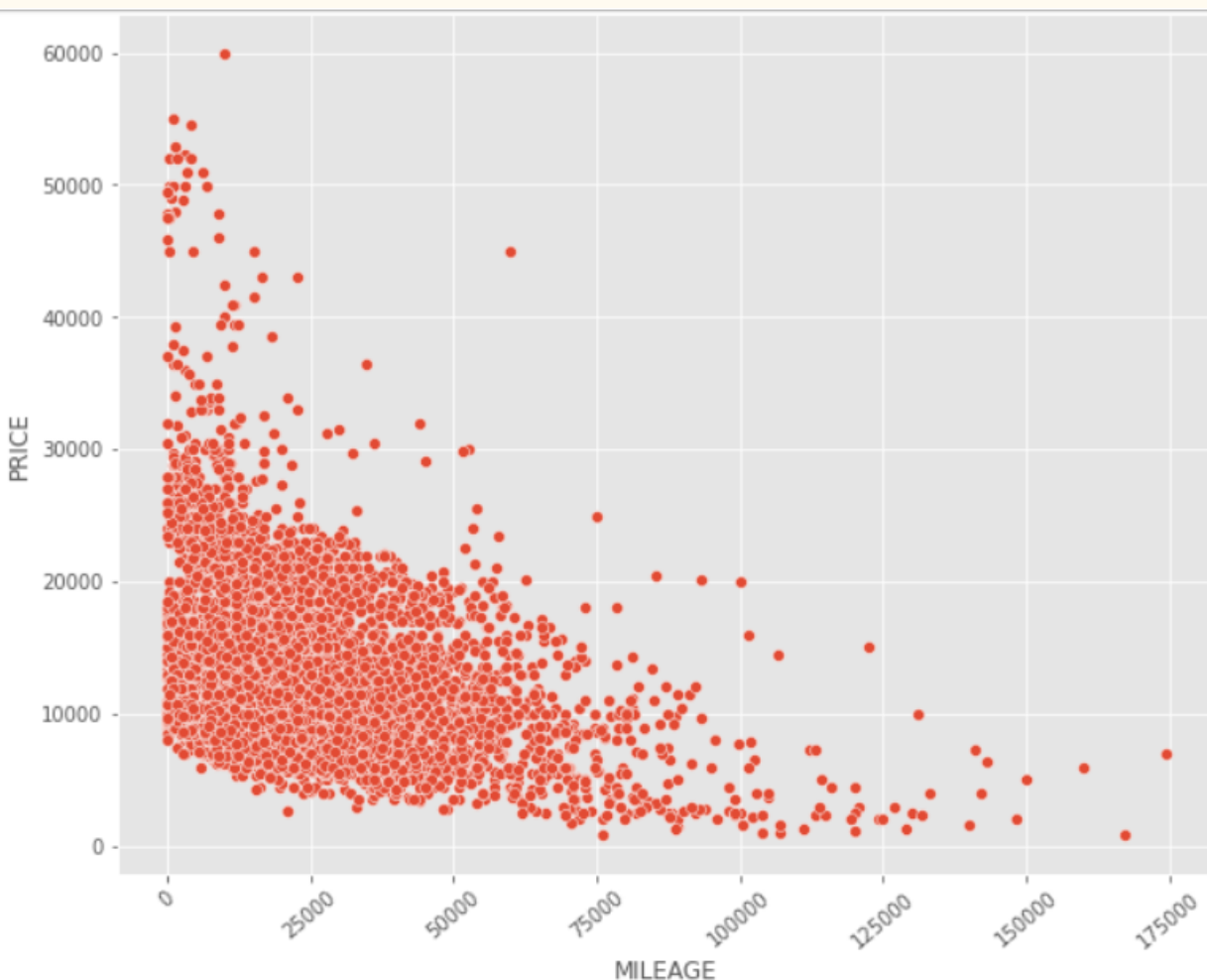

- Hybrid FuelType ca
  Has the Highest
  price

Possible solution
- we can use petrol
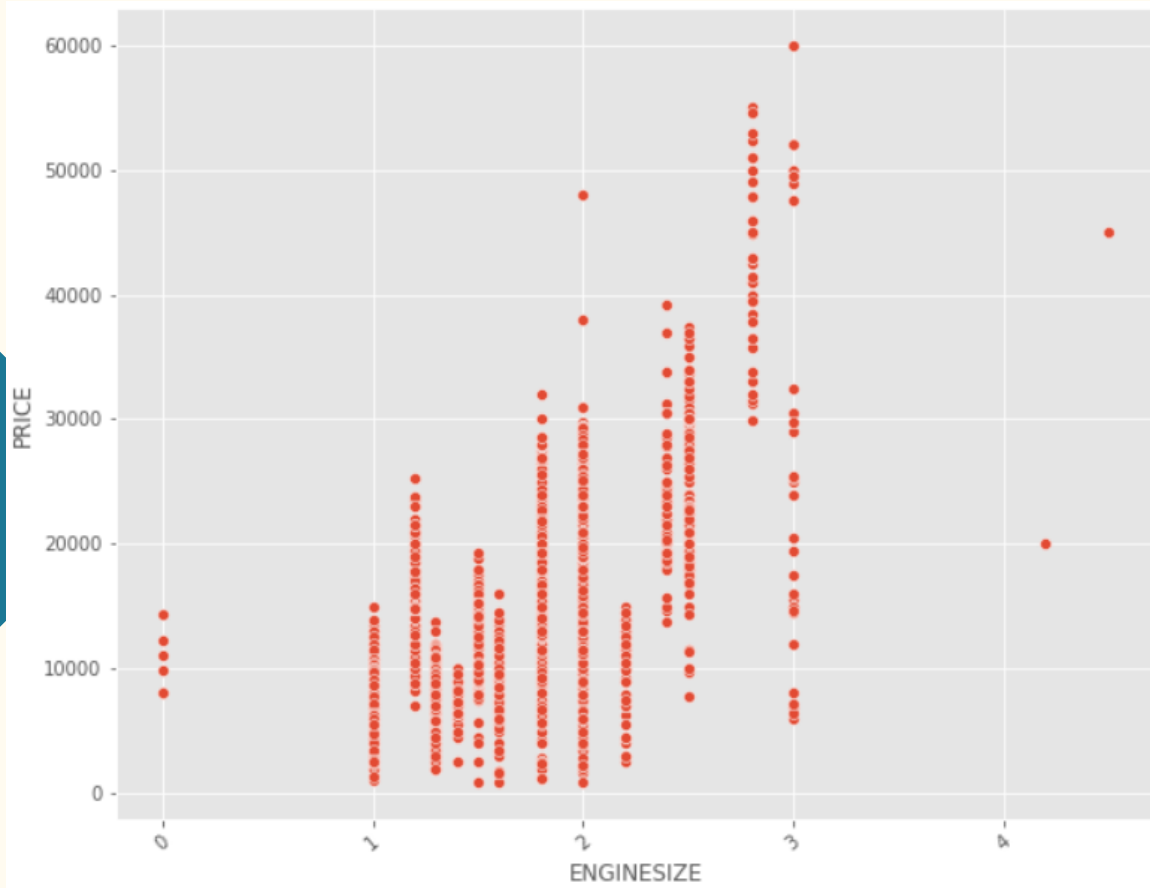 fueltype to reduce
  the price

Price with Model

- Supra model has the Highest price Possible solution
- Deal with most average model low price.(ex urban cruiser,IQ,yaris etc...)

- **PRICE DECREASE WITH MILEAGE**

POSSIBLE SOLUTION
- DEAL WITH ONLY HIGH MILEAGE CAR FOR LOW PRICE

- **PRICE INCREASE WITH ENGINE SIZE**

outcomes

FOCUS ON OLD MODEL TO LESSEN PRICE

USE PETROL FOR LOW PRICE

FOCUS ON DEAL WITH HIGH MILEAGE CAR

FOCUS ON ONLY 1 AND 2 ENGINESIZE CAR

THANK YOU