

Analysis Overview

Problem Statement

Cars 24 Used Cars Listing Analysis

"The analysis of Cars24's used car data aimed to explore and uncover valuable insights and patterns, enhancing our understanding of the dynamic used car market, regarding cars listing."

The analysis includes 10 cities

This analysis is mainly based and focused on the 10 cities that include the following cities: Bengaluru, Mumbai, Chennai, Kolkata, Hyderabad, Ahmedabad, Pune, Jaipur Chandigarh, and Delhi NCR region (which includes cities like New Delhi, Gurugram, Noida, Ghaziabad, and Faridabad)



What this analysis is about

The analysis aims to understand patterns, trends, and characteristics of the used car listings on Cars24. The analysis explores the distribution of cars among different manufacturers, identifies popular car models, examines the segmentation of cars into various segments, and investigates the regional variations in car listings. Ultimately, this analysis provides valuable insights into the Cars24 used car market, enabling a deeper understanding of the dynamics within the industry and aiding decision-making processes related to buying or selling used cars.

Key metrics of the analysis

Manufacturer:

- **Distribution of cars by manufacturer:** This metric examines the number of cars listed for each manufacturer, providing insights into the popularity and market presence of different car manufacturers in the dataset.
- **Top manufacturers:** Identifying the manufacturers with the highest number of listings.
- Analyzing the manufacturers can help identify which brands dominate the used car market and their respective contributions to the dataset.
- This information can be useful for identifying popular and reliable brands, as well as assessing the supply trends of cars from different manufacturers.

Model:

- **Top models listed:** This metric identifies the most frequently listed car models, helping to understand which models are in high demand or commonly available in the used car market.
- **Variation in model availability:** Analyzing the availability of different car models in the listings.
- Analyzing the models of the cars can provide insights into the variety and diversity within the dataset. It can help identify the most common car

models and assess their popularity among buyers.

Segment:

- **Segment-wise distribution:** Examining the distribution of cars across different segments (budget, mid-sized, premium).
- Segment refers to the categorization of cars into different types, such as budget, mid-size, premium, and luxury.
- Analyzing the distribution of cars across segments can help understand the preferences and supply of particular car types.
- Additionally, examining the listing pattern of different segments across different cities can provide insights into the market demand for different segments and their respective contributions to the dataset.

Location:

- Location plays a significant role in the used car market as it can impact car availability.
- **Popular cities for car listings:** Identifying the cities with the highest number of car listings. Analyzing any regional variations in the distribution of car listings.
- **Geographical distribution of listings:** This metric examines the distribution of car listings across different cities, helping identify regions with higher or lower car availability.
- It can also assist in identifying locations where specific manufacturers, models, or segments have higher listings.
- Analyzing the distribution of cars across different cities can provide insights into regional preferences and market conditions.