TITLE

Manufacturer's Suggested Retail Price (MSRP) is associated with the Car weight independent of region of where the car is manufactured

Research Question

The purpose of this study was to identify the best predictors of Car Manufacturer's Suggested Retail Price (MSRP) from multiple related factors such as car weight, horsepower, number of cylinders and engine size. As a financial analyst, it is my responsibility to forecast car prices as they are introduced to the market. Having a better understanding of factors that are most likely to increase or decrease the retail selling price will allow me to identify which factors to focus on in order determine the total car finance price structure.

Research justification

If a model is implemented which can predict the retail price, the lending bank which I work for can easily determine how to finance cars before they are introduced to the market.