



Innovation & Entrepreneurship Hub for Educated Rural Youth (SURE Trust – IERY)

Used Cars Sales Analysis

**The domain of the Project:
Data Science and Data Analytics**

**Mr. Purnangshu Nath Roy
AI Consultant @CSR BOX**

**Team Member:
Ms. Tanvi Gunwant Pohankar**

**Period of the project
October 2025 to December 2025**



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Declaration

The project titled **“Used Cars Data Analysis”** was mentored by **Mr. Purnangshu Nath Roy**, organized by **SURE Trust**, for the benefit of educated unemployed rural youth to gain hands-on experience in industry-relevant projects. I hereby declare that the team member mentioned below has successfully worked on this project and enhanced her practical knowledge in the domain of Data Science and Data Analytics.

Team Member

Ms. Tanvi Gunwant Pohankar

Mentor

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Executive Summary

The **Used Car Sales Analytics** project focuses on analyzing used car data to identify pricing trends and determine factors influencing vehicle resale value. The primary objective was to clean raw data, analyze key variables affecting car prices, and build predictive models to support data-driven business decisions.

An end-to-end analytics workflow was implemented using **Excel, SQL, Python, and Power BI**. Excel was used for data cleaning and preliminary analysis, SQL for structured querying and aggregations, Python for exploratory analysis and predictive modeling, and Power BI for creating interactive dashboards.

Key findings indicate that **brand, mileage, vehicle age, and fuel type** significantly impact resale prices. The predictive models demonstrated good accuracy in estimating prices and classifying high-value vehicles. Overall, the project showcases a complete real-world analytics pipeline from raw data to actionable business insights.



Introduction

Background and Context

The used car market is expanding rapidly and has become increasingly competitive. Vehicle prices are influenced by multiple factors such as brand, mileage, age, fuel type, and location. Accurate data analysis is essential for businesses to understand these factors and make informed decisions related to pricing, inventory management, and customer targeting.

Problem Statement and Goals

The key challenge addressed in this project is the absence of structured analysis and predictive insights in used car pricing. Raw datasets are often inconsistent and difficult to interpret. The goal of this project is to clean and analyze used car data, identify major price drivers, and build predictive models to estimate prices and classify high-value vehicles.

Scope:

- Analysis of used car pricing trends
- Brand, fuel type, mileage, and age-based comparisons
- Predictive modeling for price estimation and value classification
- Interactive dashboards for business users

Limitations:

- Analysis is restricted to the available dataset
- Real-time market fluctuations are not included
- External factors such as negotiation, vehicle condition reports, and demand dynamics are not considered

Innovation Component

The innovation of this project lies in its end-to-end integration of multiple tools. Instead of relying on a single platform, the project connects Excel, SQL, Python, and Power BI into a unified analytics pipeline, combining descriptive and predictive analytics for practical decision support.



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Project Objectives

Objectives

- To clean, structure, and standardize used car sales data
- To analyze key factors influencing resale price and vehicle value
- To build predictive models for price estimation and high-value classification
- To develop an integrated analytics pipeline using Excel, SQL, Python, and Power BI

Expected Outcomes and Deliverables

- A clean and analysis-ready dataset
- Insights into pricing trends, brand performance, and mileage impact
- Predictive model outputs for price estimation and value classification
- An interactive Power BI dashboard for business decision-making



Methods / Technology Used

The project follows a structured, step-by-step data analytics workflow. Raw used car data is initially cleaned and prepared to ensure quality and consistency. The cleaned data is then structured and analyzed using SQL queries to derive meaningful summaries. Further analysis and basic modeling are performed using Python in Jupyter Notebook, and the final results are presented through interactive dashboards in Power BI. Each stage builds upon the previous one to maintain data accuracy and reliability throughout the project.

Tools / Software Used

- **Microsoft Excel**
Used for raw data import, data cleaning, removal of duplicates, creation of derived columns, pivot tables, dashboards, and macro-based automation.
- **SQL Server Management Studio (SSMS)**
Used for creating tables, importing cleaned data, performing joins, aggregations, subqueries, window functions, views, and stored procedures.
- **Jupyter Notebook (Python)**
Used for data loading, exploratory data analysis, visualizations, feature engineering, and building basic regression and classification models.
- **Power BI Desktop**
Used for data modeling, creating DAX measures, KPI cards, filters, slicers, drill-through reports, maps, and interactive dashboards.

Data Collection Approach

The project uses a pre-collected CSV dataset of used car sales. The data was imported into Excel for cleaning and enhancement. After cleaning, it was exported to SQL for structuring and querying, then

Project Architecture

The project follows a linear and integrated architecture:

Excel → SQL → Python → Power BI

- Excel prepares and cleans the raw data
- SQL structures the data and generates analytical outputs
- Python performs analysis and generates additional outputs
- Power BI visualizes results and insight.

This architecture ensures smooth data flow and tool-specific responsibility.



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Project GitHub Link

GitHubRepository:

[Final Capstone Repository](#)

The repository contains datasets, SQL scripts, Python notebooks, and supporting files used in the project.



Final Project Implementation – Tool-wise Outputs

This section presents the **final working screenshots** of the project arranged in the correct execution order, along with clear supporting explanations for each tool used.

Step 1: Microsoft Excel – Data Cleaning & Preparation

Purpose: Excel was used as the first layer of data processing to ensure the dataset was clean, consistent, and analysis-ready before loading into databases or analytical tools.

Key Activities Performed:

- Imported raw used car sales CSV data
- Removed duplicates and handled missing values
- Standardized columns such as brand names, fuel type, and city
- Created derived columns (Car Age, Price per KM, Category)
- Built basic pivot summaries for validation

Outcome: A clean and structured dataset suitable for SQL storage and further analytics.



Step 2: SQL Server – Data Storage & Querying

Purpose: SQL Server was used to store the cleaned data and perform structured querying for analytical summaries.

Key Activities Performed:

- Created database and tables for used car data
- Imported cleaned Excel dataset into SQL tables
- Executed SELECT queries for validation
- Performed aggregations such as average price, brand-wise counts, and city-wise analysis
- Used filtering and sorting for exploratory insights

Outcome: A structured relational dataset enabling fast, reliable querying and analytical extraction.



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DB: USED_CARS_pahan (9731) * X

```
1 use db_Used_Cars_Analysis;
2
3 select * from tbl_CarsData;
```

192 % No issues found

ID	Brand	Price	Model	Variant	Function	Color	Registration	BodyType	ManufactureYear	ModelYear	Owner	OwnerState	OwnerName	City	Warranty	
1	526078	190000.00	CHEVROLET	SPARK	PS 1.6	PETROL	Black	34522	HATCHBACK	2008-04-01	2008	1st Owner	West Bengal	Maria Mukon	Kolkata	0
2	526078	140000.00	CHEVROLET	SPARK	E 1.6	PETROL	Red	43000	HATCHBACK	2011-06-01	2011	1st Owner	Haryana	Tamara Poonkha	Gurgaon	0
3	518078	120000.00	MARUTI SUZUKI	ALTO	LSI 800	PETROL	Red	28541	HATCHBACK	2008-01-01	2008	1st Owner	West Bengal	Shree Automobiles (P) Ltd	Kolkata	0
4	517324	170000.00	MARUTI SUZUKI	ALTO K10	LSI	PETROL	Black	88884	HATCHBACK	2010-02-01	2010	1st Owner	West Bengal	Shree Automobiles (P) Ltd	Kolkata	0
5	525543	170000.00	MARUTI SUZUKI	JAN ESTATE	5.0 BS IV	PETROL	Black	38044	HATCHBACK	2010-01-01	2010	1st Owner	West Bengal	Aditya Motors	Kolkata	0
6	544884	180000.00	MARUTI SUZUKI	WAGON R 1.6	V6	PETROL	A Blue	22000	HATCHBACK	2010-10-01	2010	1st Owner	Uttar Pradesh	Wagon Car Dealer	Meerut	0
7	542343	1021000.00	COROLLA	SMART HYBRID-V6	VE	PETROL	White	40733	MPV	2011-01-01	2011	1st Owner	Madhya Pradesh	Durga Motors	Indore	1
8	543876	152000.00	VITARA BREZZA	ZDI	DIESEL	Red	44889	HATCHBACK	2010-06-01	2010	1st Owner	Tamil Nadu	Sh. Sankar	Hyderabad	1	
9	546676	180000.00	VITARA BREZZA	ZDI PLUS AT 5000	VE	PETROL	Grey	15259	SUV	2010-10-01	2010	1st Owner	Delhi	Car Choice Excludes	Delhi	1
10	572071	182000.00	VITARA BREZZA	ZDI AMT	DIESEL	White	53170	SUV	2010-01-01	2010	1st Owner	Madhya Pradesh	Jagan Motors	Pune	1	
11	550554	140000.00	ACCORD	EXECUTIVE	PETROL	Black	73660	SEDAN	2010-01-01	2010	2nd Owner	Tamil Nadu	RAM Motors	Chennai	0	
12	550554	180000.00	ACCORD	EXECUTIVE	PETROL	Black	88140	HATCHBACK	2010-11-01	2010	1st Owner	Karnataka	ACE MOTORS	Bangalore	0	
13	525543	180000.00	MARUTI SUZUKI	WAGON R 1.6	VE	PETROL	Black	88884	HATCHBACK	2011-02-01	2011	1st Owner	West Bengal	Wagon Car Dealer	Kolkata	0
14	525543	170000.00	H10	ARIONA	PETROL	Green	55300	HATCHBACK	2010-06-01	2010	2nd Owner	Haryana	Tamara Poonkha	Gurgaon	0	
15	551985	180000.00	GO	SPORTR 1.2 BS IV	PETROL	S. Red	15495	HATCHBACK	2010-01-01	2010	1st Owner	West Bengal	Shree Automobiles (P) Ltd	Kolkata	0	
16	565253	180000.00	COROLLA	1.8 COROLLA 5.0 PLUS	DIESEL	Black	83888	COMPACTOR	2011-03-01	2011	1st Owner	Delhi	Car Choice Excludes	Delhi	1	
17	552083	180000.00	COROLLA	1.8 VVT 5.0 PLUS	PETROL	White	92284	COMPACTOR	2011-01-01	2011	1st Owner	Delhi	Car Choice Excludes	Delhi	1	
18	552781	152000.00	VITARA 2013	1.8 VVT 5.0	PETROL	Black	24790	SIDMAN	2010-03-01	2010	1st Owner	Tamil Nadu	RAM Motors	Chennai	0	
19	542078	170000.00	FORD	FORD 2013-20	DIESEL	Ch	80000	HATCHBACK	2012-10-01	2012	1st Owner	West Bengal	Motor Hub	Kolkata	0	
20	543576	70000.00	FORD	3.0 DURATOR 1.4	DIESEL	Black	78799	HATCHBACK	2011-06-01	2011	1st Owner	Tamil Nadu	VVO Motors	Hyderabad	0	
21	540594	152000.00	CITY	1.8 VVT 5.0	PETROL	White	31341	SIDMAN	2010-03-01	2010	1st Owner	Delhi	Car Choice Excludes	Delhi	1	
22	530552	180000.00	MINI	MINI 500	DIESEL	White	82517	SUV	2011-10-01	2011	1st Owner	West Bengal	Royal Motors (Pvt) Auto Carriage Pvt Ltd	Kolkata	1	
23	552083	180000.00	GO	SPORTR 1.2 BS IV	DIESEL	Black	13338	SUV	2010-01-01	2010	1st Owner	Karnataka	Car Choice	Bangalore	0	
24	552711	180000.00	GO	SPORTR 1.2 BS IV	DIESEL	Green	11205	SIDMAN	2011-02-01	2011	2nd Owner	Tamil Nadu	RAM Motors	Chennai	0	
25	525543	152000.00	MARUTI SUZUKI	WAGON R 1.6	VE	PETROL	Black	24790	MPV	2010-10-01	2010	1st Owner	West Bengal	Wagon Car Dealer	Kolkata	1
26	525543	152000.00	COROLLA	1.8 VVT 5.0	PETROL	Black	24790	SUV	2011-01-01	2011	1st Owner	Karnataka	ACE MOTORS	Bangalore	1	
27	525543	152000.00	MARUTI SUZUKI	WAGON R 1.6	VE	PETROL	Black	24790	SUV	2011-01-01	2011	1st Owner	Haryana	Car Choice	Gurgaon	1
28	530552	180000.00	MINI	MINI 500	DIESEL	White	82517	SIDMAN	2010-03-01	2010	1st Owner	Madhya Pradesh	Devi Motors	Indore	1	
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83	530552	180000.00	MINI	MINI 500	DIESEL	White	82517</									



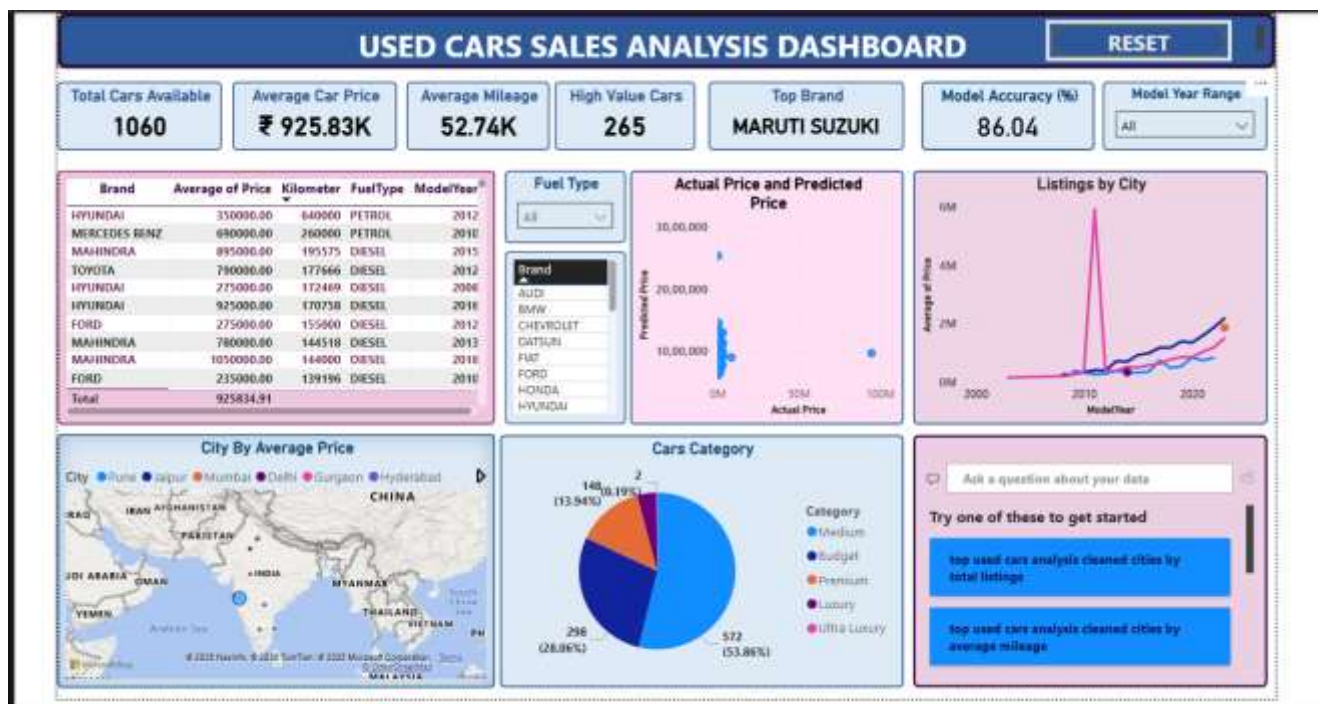
Step 4: Power BI – Interactive Dashboard & Business Insights

Purpose: Power BI was used to convert analytical results into interactive, decision-ready visual dashboards.

Key Activities Performed:

- Imported processed data into Power BI Desktop
- Built data models and relationships
- Created DAX measures for KPIs such as Average Price, High Value Cars, and Model Accuracy
- Designed slicers for brand, fuel type, and model year
- Developed interactive visuals including maps, trend charts, category distributions, and prediction comparison charts

Outcome: A professional dashboard enabling stakeholders to explore pricing trends, brand performance, and predictive insights interactively.





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Learning and Reflection

Key Learnings

- Applied Excel for structured data cleaning, feature creation, and dashboard preparation.
- Used SQL Server Management Studio to create tables, write joins, aggregations, views, and stored procedures.
- Performed data analysis and basic modeling using Python in Jupyter Notebook.
- Built interactive reports and KPIs using Power BI Desktop.
- Learned to maintain data consistency across tools in an end-to-end analytics workflow.

Overall Experience

This project provided practical exposure to working with data across multiple tools. It strengthened understanding of data preparation, querying, analysis, and visualization in a structured workflow. The experience improved technical execution, accuracy in analysis, and clarity in presenting results.



Conclusion and Future Scope

Conclusion

This project successfully achieved its objectives of cleaning and structuring used car sales data, analyzing key factors influencing car prices, and presenting insights through interactive dashboards. By integrating Excel, SQL Server Management Studio, Jupyter Notebook, and Power BI Desktop, the project demonstrates a complete and well-organized data analytics workflow. The final outputs provide clear insights into pricing trends, brand performance, and mileage impact, supporting informed business decision-making.

Future Scope

- Inclusion of real-time or regularly updated data sources
- Expansion of analysis with additional vehicle attributes
- Improvement of modeling techniques for more accurate price estimation
- Deployment of dashboards with automated refresh and wider user access



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