Predicting the Price of Car

# Problam statement

An automobile company enter the US market by setting up their manufacturing unit there and producing cars locally to give competition to their US and European counterparts

They have contracted an **automobile consulting company** to understand the factors on which the pricing of a car depends. Specifically, they want to understand the factors affecting the pricing of cars in the American marketing, since those may be very different from the Chinese market.

Essentially, the company wants to know:

* Which variables are significant in predicting the price of a car
* How well those variables describe the price of a car

Based on various market surveys, the consulting firm has gathered a large dataset of different types of cars across the America market

### AIM of this assignment

Aim of this project is required to build model for price of cars with the available independent variables.

It will be used by the management to understand how exactly the prices vary with the independent variables. They can accordingly **manipulate the design of the cars**, the **business strategy** etc. to meet certain price levels.

Further, the model will be a good way for the management to understand the pricing dynamics of a new market.