



VEHICLE SALES & MARKET TRENDS ANALYSIS

DATA-DRIVEN INSIGHTS INTO VEHICLE
SALES AND MARKET DYNAMICS



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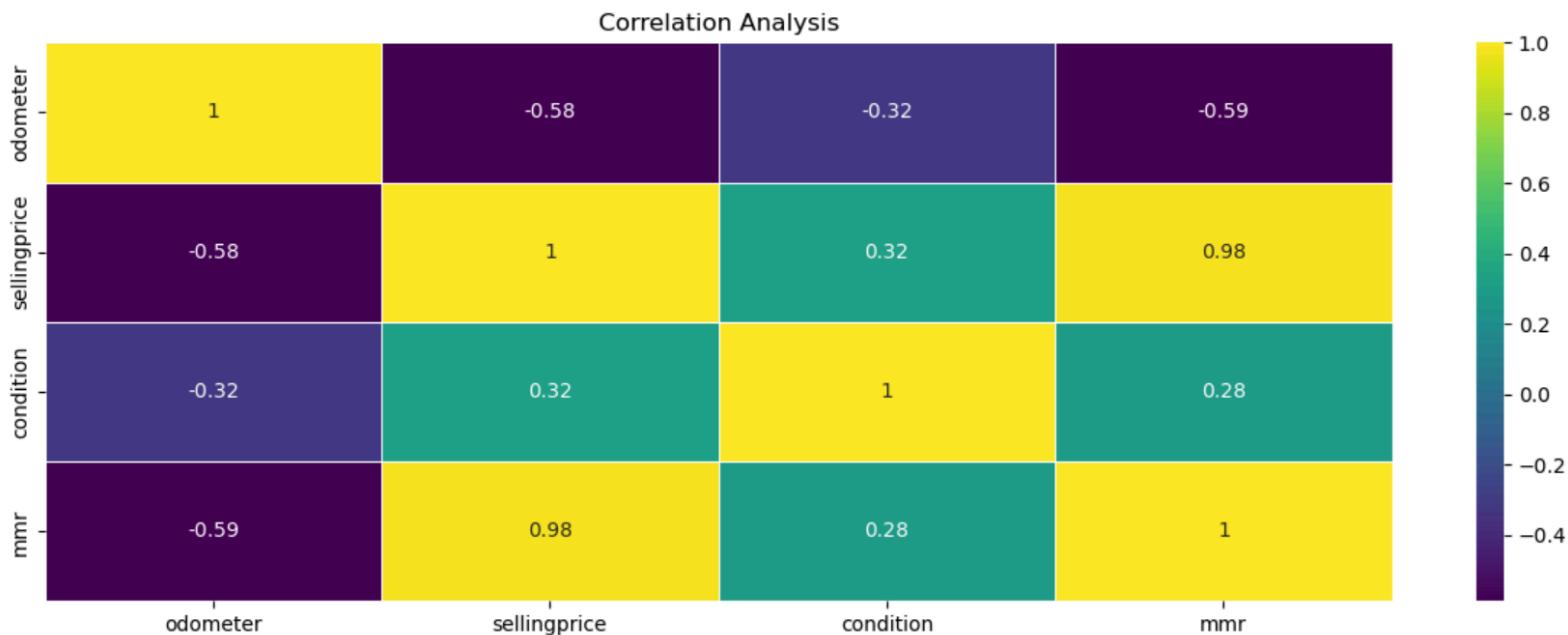
11 Recommendations

Outcomes & Achievements

Our analysis aimed to maximize revenue by understanding the factors driving vehicle sales and pricing.

We identified key market trends and consumer preferences, enabling us to optimize pricing strategies and inventory management to increase revenue.

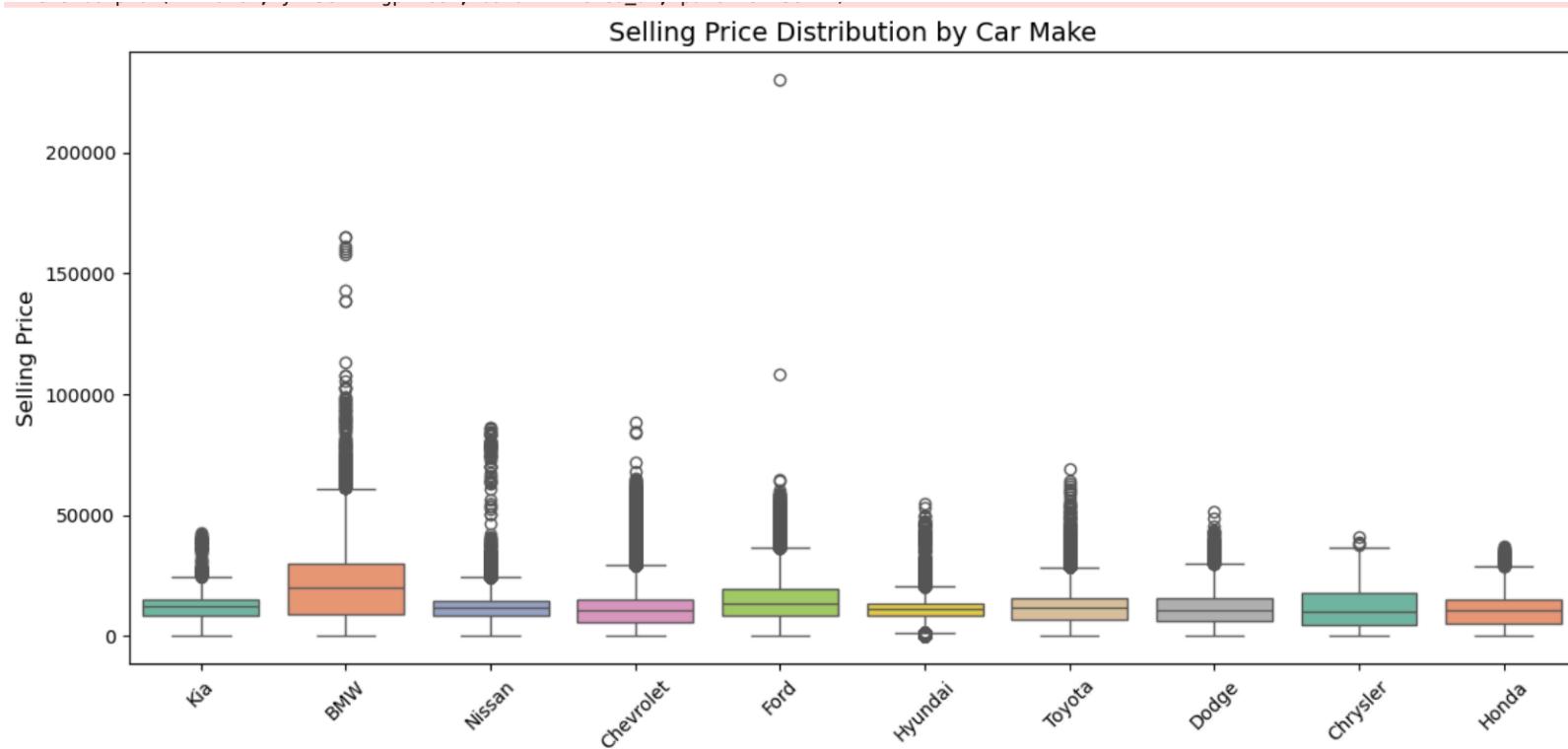
The analysis revealed that incorporating MMR values into our pricing model significantly improved pricing accuracy and overall revenue generation.



Correlation Analysis: Strong relationship between MMR values and selling prices.

Key Insights

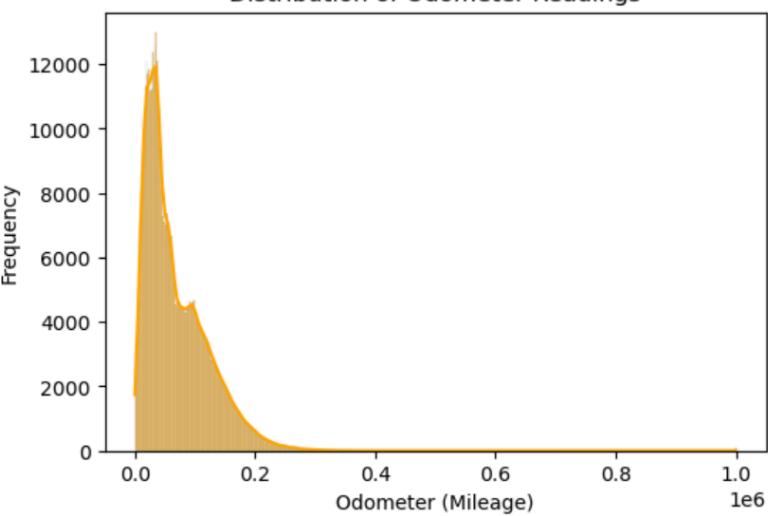
- Lower mileage and newer vehicles command higher selling prices.
- MMR values are highly predictive of actual selling prices.
- Luxury brands show significantly higher price ranges and variations.
- Most cars are in good condition, which reflects market preferences.



Luxury brands like BMW command higher selling prices compared to more common brands, highlighting the significant role of brand value in vehicle pricing strategies.

Age, Mileage, and Condition: Their Impact on Vehicle Selling Prices

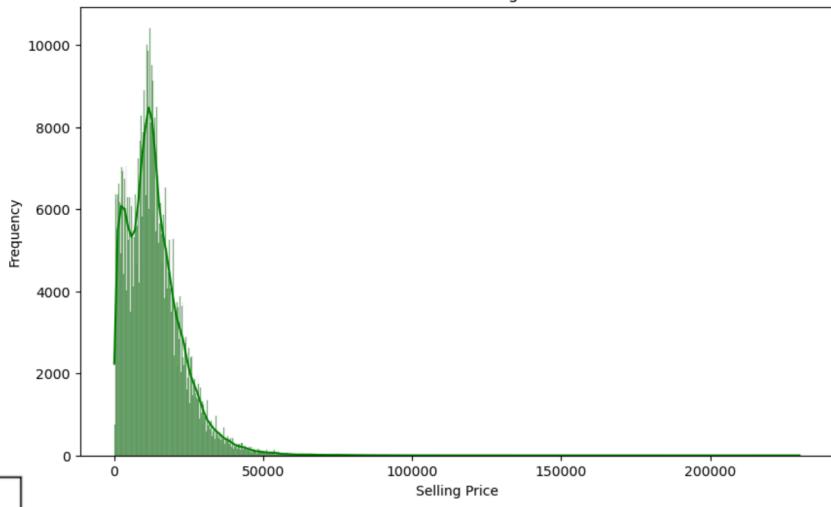
Distribution of Odometer Readings



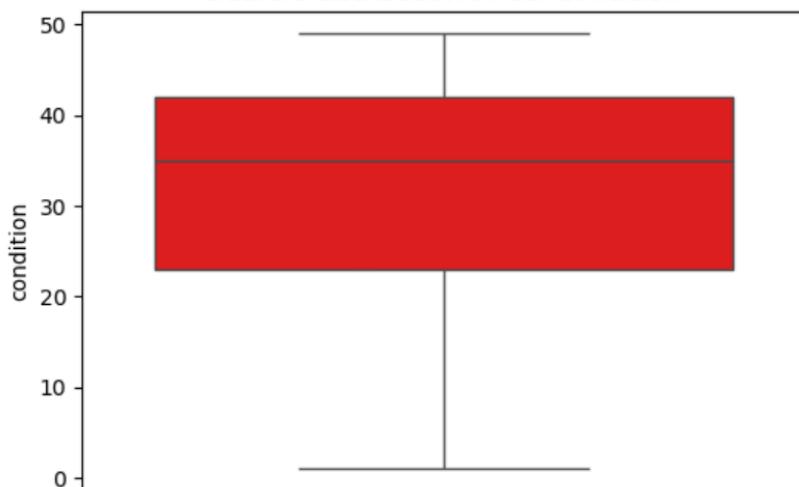
Key Insight: The majority of vehicles have low mileage, between 0 to 100,000-mile range.

Key Insight: Most vehicles have low mileage (0-100,000 miles), suggesting they are relatively less used and may command higher prices.

Distribution of Selling Prices



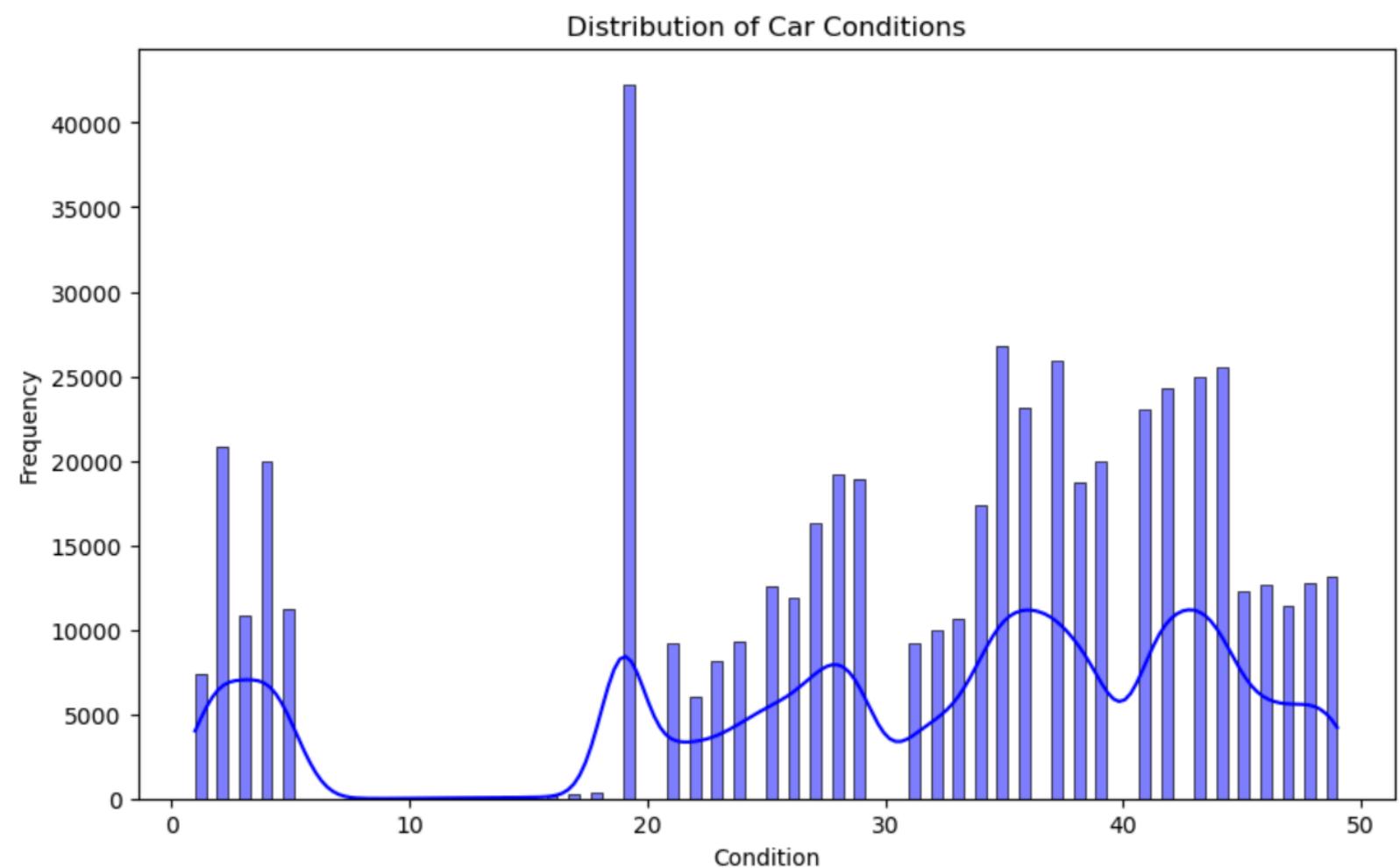
Outliers distribution of Car Condition



Key Insight: Most vehicles have a condition rating around 30-40, with a few outliers indicating either damaged or pristine vehicles.

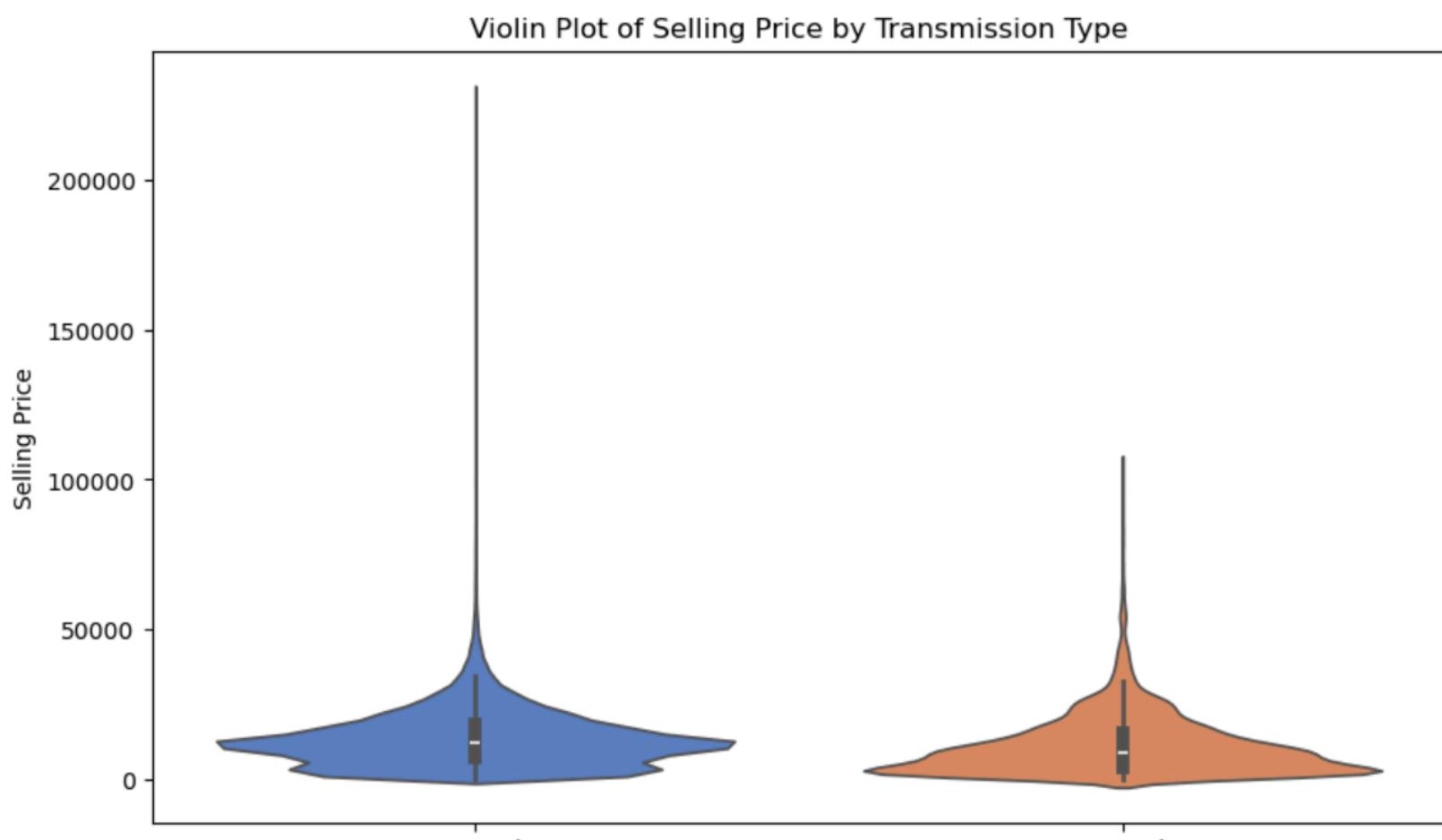
Condition Assessment: Identifying Potential Resale Issues

Key Insight: The histogram shows a slight skew towards lower condition ratings, indicating that while most vehicles are in moderate condition, a significant portion may have resale value issues.



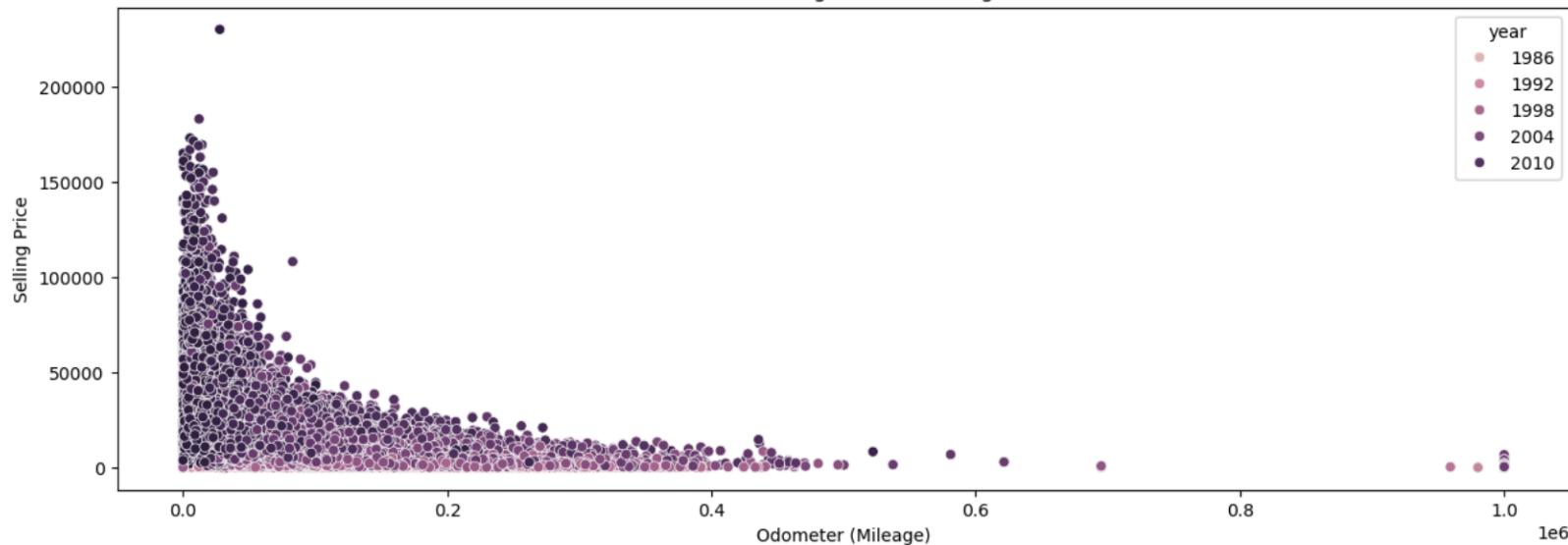
Selling Price Distribution by Transmission Type

Key Insight: Automatic transmission vehicles tend to have higher selling prices and a wider price range than manual transmission vehicles, reflecting market preference for automatic cars.



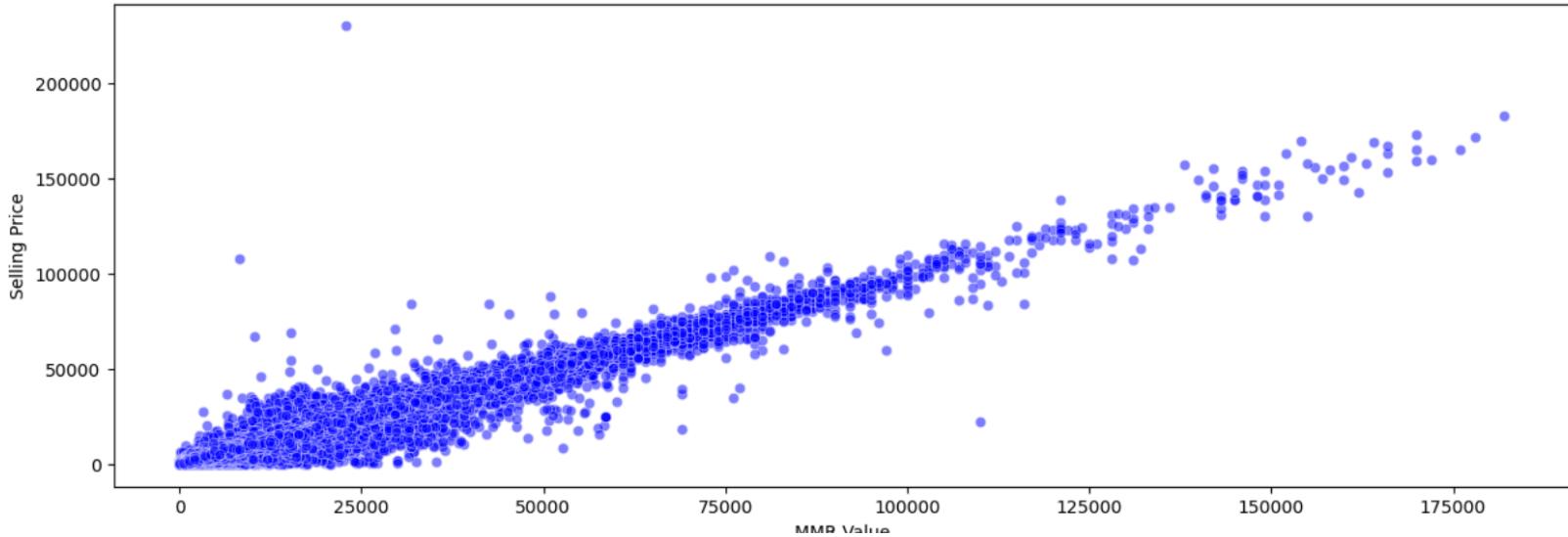
Vehicle Pricing Dynamics

Odometer vs Selling Price According to Year



Key Insight: Older vehicles with higher mileage generally sell for lower prices, while newer vehicles maintain higher prices even with moderate mileage.

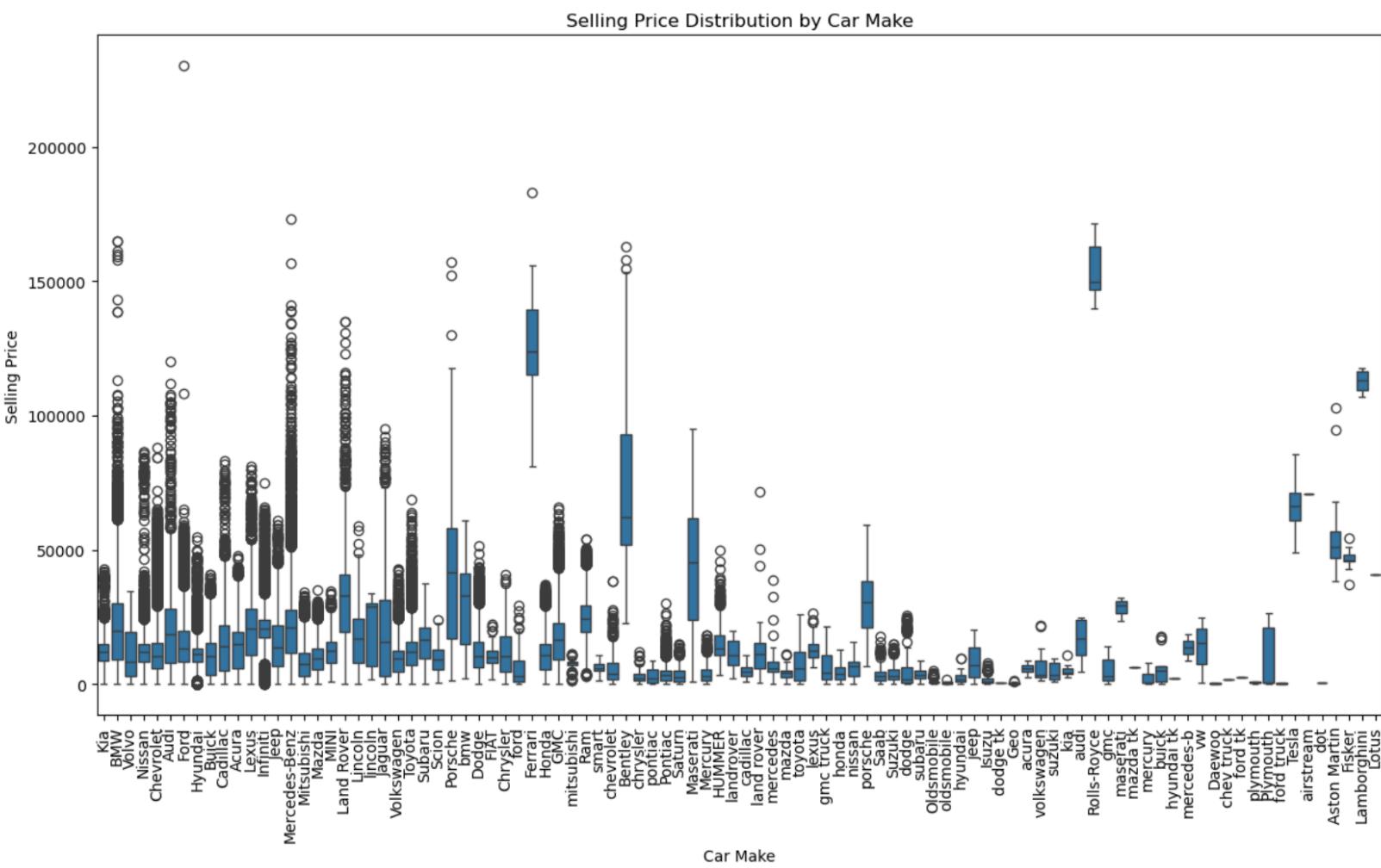
Relationship between MMR Values and Actual Selling Prices



Key Insight: MMR values are a strong predictor of selling prices, but there are some deviations indicating factors beyond MMR that influence final sale prices.

Selling Price Distribution by Car Make

Key Insight: Luxury brands such as Porsche and BMW exhibit higher selling prices compared to more common brands like Kia or Ford.



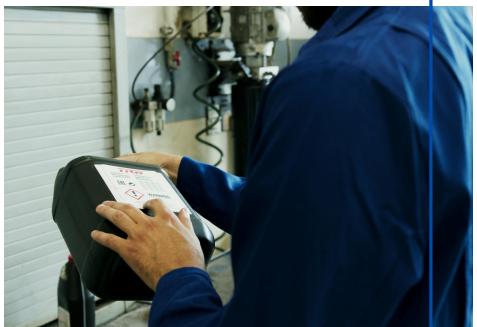
Conclusion

Key factors like condition, mileage, and market values significantly influence vehicle sales.



Trends in Vehicle Sales Over Time

The data reveals a concentration of sales in mid-range priced vehicles, indicating strong market demand for affordable cars. Sales are stable with few fluctuations, showing consistency in consumer behavior for certain price ranges.



Impact of Vehicle Condition and Mileage

Vehicles with better condition and lower mileage command higher prices, emphasizing the importance of maintenance and mileage in pricing.



Relationship Between MMR Values and Actual Selling Prices

MMR values are a reliable pricing benchmark, with deviations indicating negotiation opportunities.

Leveraging these findings can improve pricing, inventory, and sales outcomes.

Recommendations

Maximizing Sales and Market Insights

This analysis provides data-driven insights into the factors influencing vehicle sales and market dynamics. By understanding the relationship between vehicle condition, mileage, and selling prices, businesses can optimize their pricing strategies and inventory management to enhance revenue and meet market demands.

01 Utilize MMR Values for Pricing

Leverage MMR data to establish accurate pricing strategies. Aligning selling prices with MMR values can enhance competitiveness and buyer trust.

02 Focus on Vehicle Condition and Mileage

Prioritize vehicle maintenance and mileage in marketing to highlight value. Sellers should emphasize the low mileage and good condition to attract higher offers.

03 Optimize Inventory Based on Popular Makes and Models

- Stock more popular brands like Toyota and Honda to match market demand. This can drive sales and improve turnover rates for dealerships.