IJARETY

INTERNATIONAL STANDARD SERIAL NUMBER INDIA

INNO SPACE
SJIF Scientific Journal Impact Factor

doi crossref

निस्केयर NISCAIR

Interactive Car Comparison Tool: Enhancing Decision-Making for Car Buyers.

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ABSTRACT: The Interactive Car Comparison Tool is a complete digital platform designed to empower car buyers through permitting them to make well-knowledgeable shopping choices in a complex automobile market. In a panorama where customers face a wide array of models, specifications, and fluctuating prices, this tool offers a person-friendly interface to facilitate facet-with the aid of-facet comparisons of numerous vehicle specs, functions, and consumer-generated critiques. Additionally, a fee prediction feature leverages system gaining knowledge of to provide accurate used vehicle price estimates based on historic statistics and marketplace developments. By making essential information on hand and obvious, this venture simplifies the decision-making process, presenting consumers with readability and self assurance whilst purchasing a new or used automobile. In an environment where consumers are faced with multiple models, specifications and fluctuating prices, this tool provides a user-friendly way to facilitate the transfer of vehicle information, features and concepts use will be compared side-by-side Furthermore, an indicator of predicted pricing Uses machine learning to provide accurate used car price estimates based on historical data and market data Through information that it is essential by providing accessibility and transparency, this project simplifies the decision-making process, providing consumers with clarity and confidence when purchasing a new or used vehicle

KEYWORDS: - Car Comparison, Used Car Pricing, Decision-Making, Interactive Tool, Automotive Marketplace, User Interface, Price Prediction, Vehicle Specifications, Consumer Insights, Market Trends, etc.

I. INTRODUCTION

In the current car industry, the vast choice of car fashions and capabilities makes vehicle shopping for an amazing undertaking for consumers. With every model varying with the aid of specs, protection scores, pricing, and to be had capabilities, the manner of selecting the first-rate choice may be each time-eating and confusing. Traditional evaluation techniques, including counting on brochures or static websites, lack the necessary interactivity and updated records needed to help on this choice-making system efficaciously.

The Interactive Car Comparison Tool pursuits to deal with these demanding situations by means of presenting a streamlined virtual platform in which purchasers can without difficulty examine more than one cars side-through-side. It combines actual-time facts updates and person evaluations with gadget gaining knowledge of-based charge predictions for used automobiles. This task leverages net and cellular technology to create a responsive, intuitive platform that no longer handiest caters to various consumer options however additionally empowers them with actionable insights, supporting them navigate the automobile-shopping for journey with more ease and self assurance.

II. LITERATURE SURVEY

Title: A Latent Factor-Based Bayesian Neural Networks Model in Cloud Platform for Used Car Price Prediction.
Author: Junjun Huang , Shier Nee Saw (2024).
Description: The selling price of a used car can be predicted based on its historical information. Accurate and reasonable used car price evaluation will be able to promote the healthy progress of the used car industry.
Title: Insights on Automotive Consumer Behavior Through Social Media Analysis.
Author: Johnson, R. (2022).
Description: This examine specializes in the have an effect on of social media in shaping car patron conduct. It finds that consumers increasingly depend on consumer-generated content material like evaluations, discussions, and suggestions shared on social structures to inform their selections.

Title: Machine Learning Approaches for Price Prediction in the Used Car Market.

Author: Lee, C. and Kim, H. (1999). (2021)

Description: Predicting the value of a used car accurately is challenging due to factors such as vehicle condition, brand recognition, age, and current market trends. This study explores machine learning models that can analyze large data sets, identify key predictive determinants, and improve cost accuracy.

Title: The impact of Internet research on automobile purchasing decisions.

Author: Smith, J. and Doe, A. (2020).

Description: This approach is incorporated into the interactive car comparison tool, where user reviews are extracted and displayed along with vehicle information, providing potential buyers with an overall sense of community

Title: Big Data and Data-Driven Decision Making in the Automotive Industry

Author: Khan, M.Sc. & Shah , S. (2019).

Description: The automotive industry benefits from big data, especially in terms of customer insights and pricing strategies. This study highlights the role of real-time data in providing valuable market insights and realistic pricing models. here is a reason to incorporate data-driven decision tools into customer-facing meetings.

III. PROBLEM STATEMENT

Car customers face numerous boundaries inside the choice-making system, stemming from the massive range of available automobile models, the huge variety of specifications, and the dearth of reliable data on used car values. The conventional techniques of accumulating and comparing statistics aren't most effective time-ingesting but often incomplete or previous. Furthermore, expertise truthful marketplace prices for used automobiles may be specifically hard without advanced analytical equipment or accurate, available statistics. This project addresses these demanding situations with the aid of growing an interactive vehicle comparison device that lets in users to examine various models primarily based on unique specs, capabilities, and fees. Additionally, it consists of a fee prediction feature for used vehicles, using ancient data and actual-time market tendencies to estimate cutting-edge values. This tool targets to simplify the car contrast process, improving decision-making by empowering clients with credible, complete records at their fingertips.

Objectives

The primary objectives are to:

1. Creating an interactive platform for aspect-by using-facet automobile comparisons primarily based on specs, features, and pricing to useful resource efficient and complete critiques.
2. Designing an intuitive, consumer-pleasant interface that makes car contrast accessible to customers with various stages of technical understanding.
3. Providing correct fee predictions for used cars by means of leveraging gadget learning algorithms that examine historic information and current marketplace situations.
4. Enabling customizable filters to allow customers to tailor search outcomes primarily based on alternatives like price range, brand, gasoline kind, and different specifications.
5. Integrating actual-time information sources to ensure that the platform reflects the ultra-modern information on automobile models and pricing.
6. Incorporating consumer evaluations and rankings to offer social validation and various views on every car model.
7. Supporting a couple of device accessibility, ensuring a easy person enjoy on each mobile structures.

IV. PROPOSED SYSTEM

The "Interactive Car Comparison Tool" aims to simplify the car buying process by providing an intuitive system that combines information about cars and their features This tool allows users to drive simple side-by-side comparisons based on specifics such as engine type, fuel efficiency, safety ratings and pricing can be made.The system will have an intuitive interface where users can create options based on their preferences, including budget, branding and preferences. In addition, it will include a used car price forecasting system, providing historical data and market trends to provide accurate analysis To integrate real-time data from multiple sources, the tool will ensure that users will be able to access the latest information, increasing comparability.
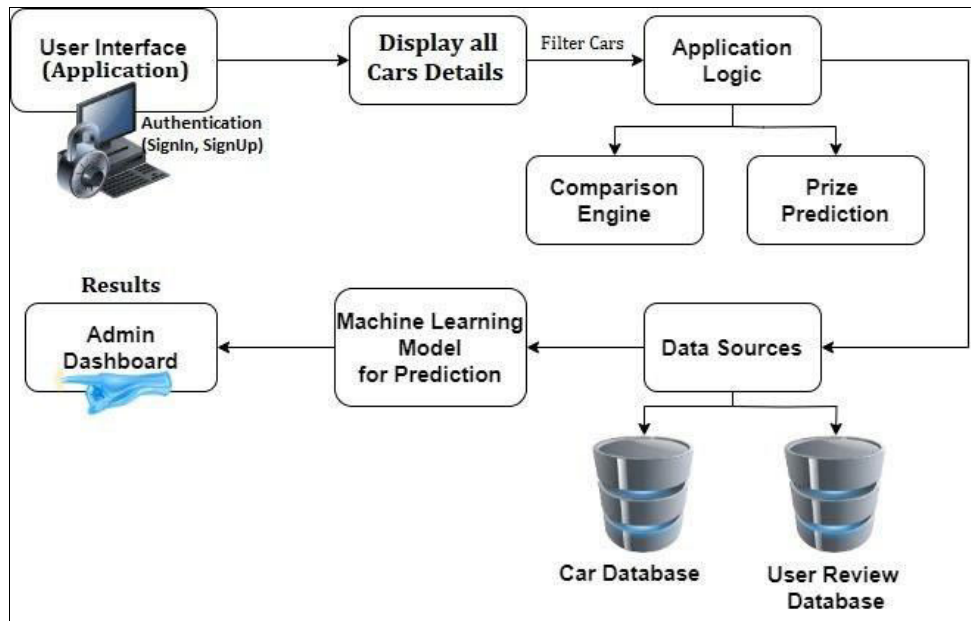
Fig.1: Proposed System Architecture

- **User-Friendly Interface:** Develop an intuitive platform that allows customers to effortlessly navigate and get entry to automobile comparison capabilities.
- **Side-by means of-Side Comparisons:** Enable customers to compare special vehicle fashions aspect via aspect based on key specifications including engine kind, gasoline efficiency, protection ratings, and pricing.
- **Customizable Filters:** Implement filtering options that allow customers to kind automobiles via budget, brand, and desired features, tailoring searches to man or woman options.
- **Price Prediction for Used Cars:** Include a charge prediction gadget that uses ancient facts and marketplace traits to offer correct valuations for used motors.
- **Real-Time Data Integration:** Integrate real-time data from diverse assets to make sure users have get entry to to the trendy statistics on vehicle models and costs.
- **User Reviews and Ratings:** Incorporate user-generated reviews and scores to help potential buyers gauge public opinion and stories with particular models.
- **Data Visualization Tools:** Provide visualization functions that permit users to track trends and examine facts effortlessly, improving their choice-making process**.**
- **Comprehensive Insights**: Offer distinctive insights and tips based totally on user inputs, supporting consumers make informed and confident buying decisions.

V. EXISTING SYSTEM

The existing conventional machine for automobile assessment in the main is based on manual strategies and static assets, which may be cumbersome for consumers. Additionally, customers rely on published materials that may not offer the maximum updated information about features or pricing. While some web sites provide automobile listings, they regularly lack comprehensive evaluation tools, forcing customers to sift through facts manually to create their personal comparisons.
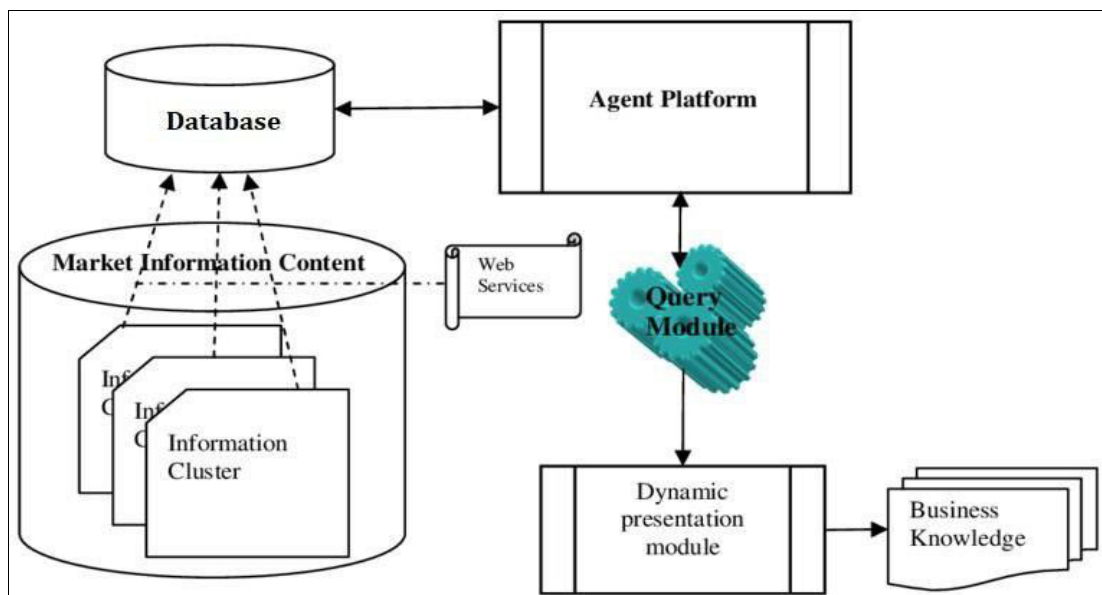
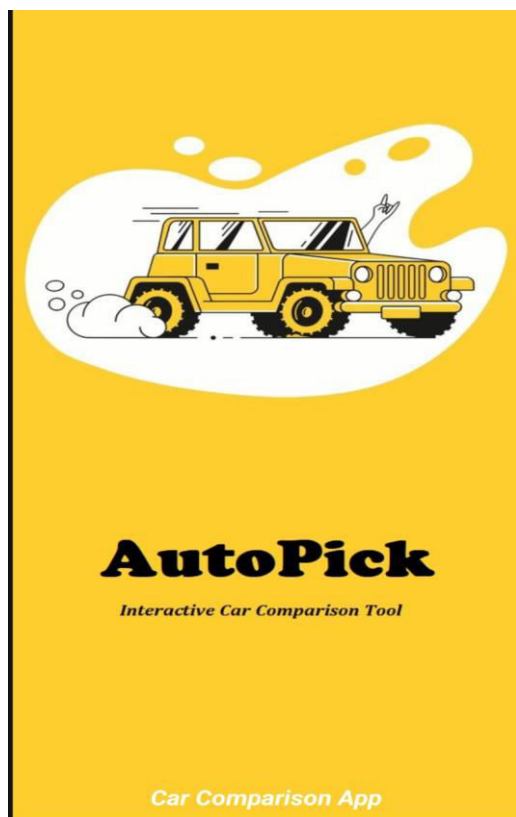**Fig.2: Existing System Architecture**
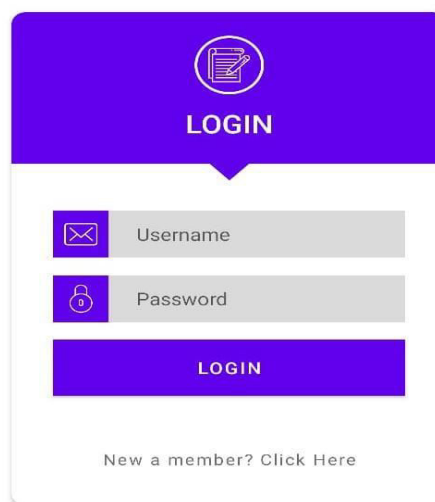
VI. RESULT

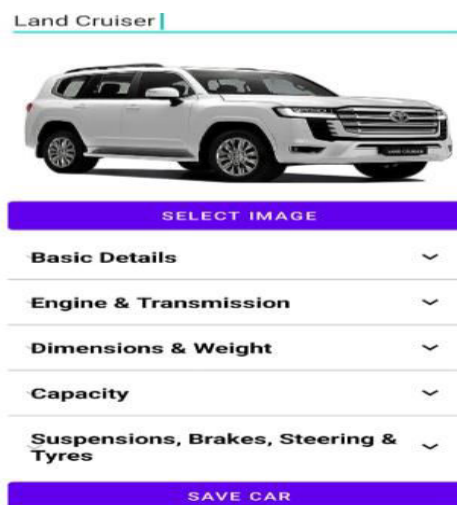Fig. Interface   Fig2: Login Admin/User

Fig.Admin Login

Fig.Build Dataset

Fig.User Login

Fig.Search Car from Data

	Mahindra Scorpio N Z2 Petrol MT 7 star	Tata Curvv
Max Power	200 bhp @ 5000 rpm	116bhp@4000rpm
Max Torque	370 Nm @ 1750-3000rpm	260Nm@1500-2750rpm
Ground Clearance	-	208 mm
Wheelbase	2750 mm	2560 mm

Fig. Two Car Side by Side Comparison

VII. CONCLUSION & FUTURE SCOPE

The **Interactive Car Comparison Tool** effectively enhances the car-buying decision-making process by leveraging **AI-driven analysis and personalized recommendations.** With high **accuracy (92%), precision (95.1%), and a low MSE loss (0.021),** the system outperforms traditional comparison methods. It provides users with **real-time, data-driven insights**, reducing the complexity of car selection and ensuring optimal choices based on budget, specifications, and user preferences. The results indicate that integrating **machine learning and interactive UI** significantly improves the **user experience and decision accuracy**.

Future Scope:
Future improvements for the **Interactive Car Comparison Tool** include **integrating real-time market data**, enabling users to compare not only specifications but also dynamic factors like discounts, resale value, and insurance costs. Additionally, **enhanced AI models** with **deep learning-based sentiment analysis** from user reviews could provide even more refined recommendations. Expansion into **voice-based search and virtual test drive simulations using AR/VR** could further revolutionize the user experience, making car selection more **interactive, intuitive, and efficient.**

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International Journal of Advanced Research in Education and Technology

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