

Write-up

Team Eureka

By comparing external data and statistics derived from the given data, we have identified key areas in which Edmunds could improve.

Through outside research we discovered that millennials (individuals currently age 35 and under) will have an increasingly important role in the future market. We divided the datasets by above and below 35 years old and compared the below 35 age group and the entire population.

We focused on the make and model of the cars in the leads and analyzed them by age. By looking at the geographical distribution of the most popular make and model, We hypothesize that the sales of cars are dependent on geographical locations.

We create a more cohesive user experience using, we suggest that Edmunds incorporate personalized information such as estimated cost based on the local fuel economy and weather conditions.

