

# Duke Datafest 2015

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## Team Wolverine

University of Michigan : Department of Statistics  
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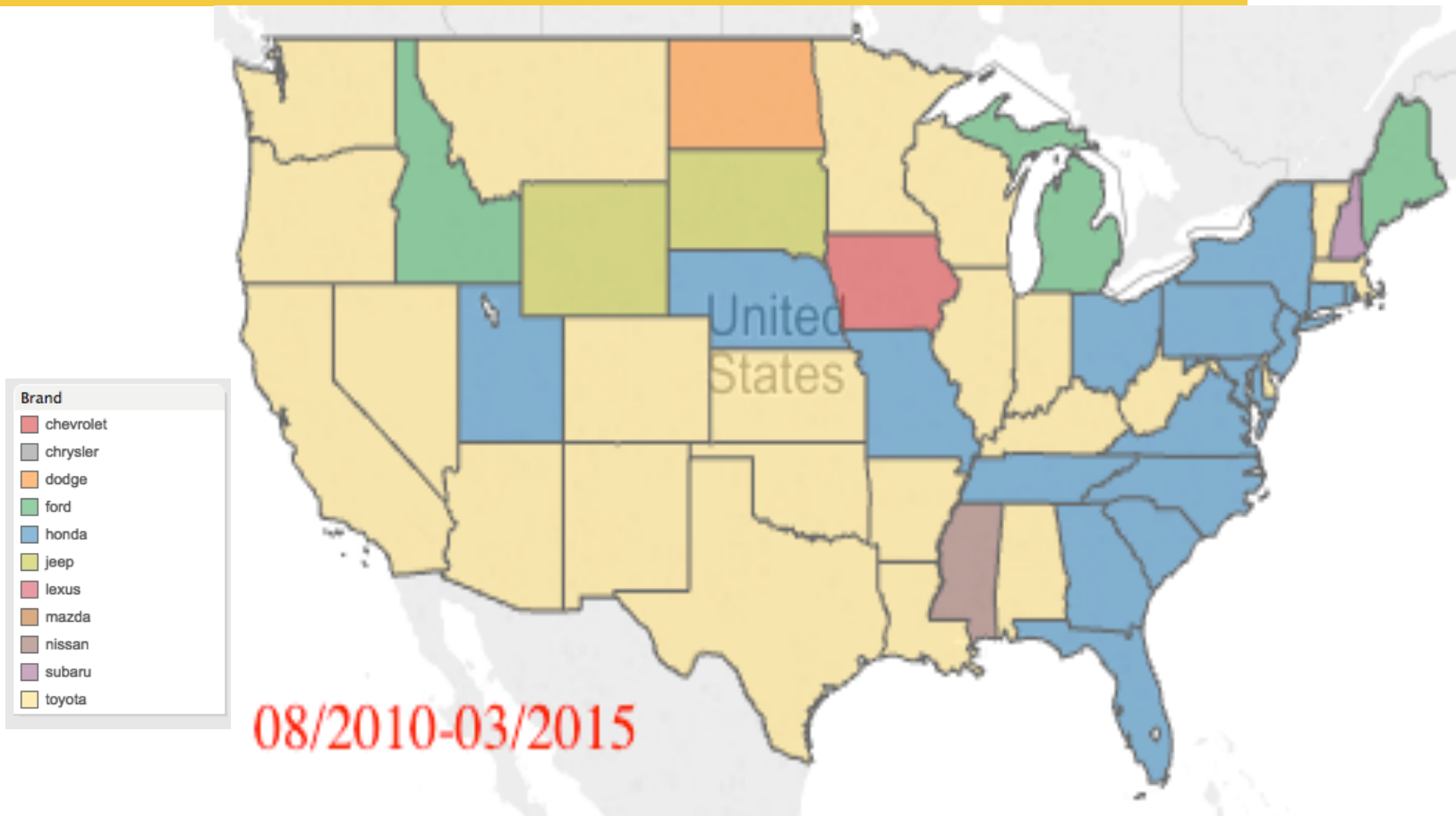
# Motivation

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- How to retain users on Edmund's website?
- Find makes(brands) are most popular in each state from leads table
- Understand how the most preferred brand change through time
- Whether online advertisements influence the types of leads made

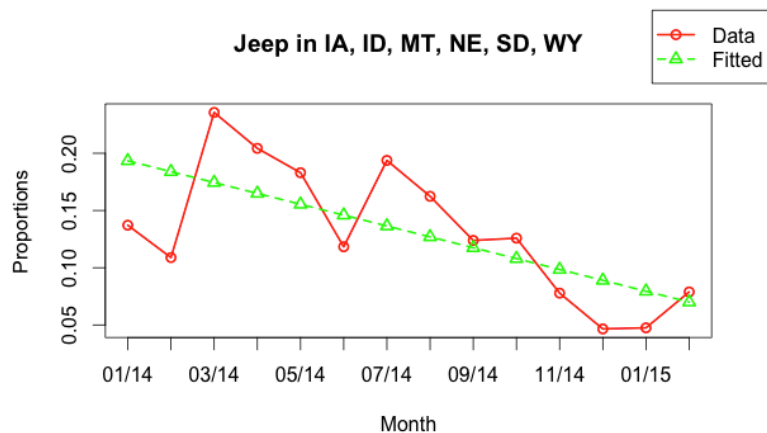
# Brand Preference Over State



# Findings



- 1) Decreasing Trend of leads for Jeep brand in Montana, Idaho, South Dakota, Nebraska and Iowa.



	Estimate	Std. Err.	p-value
$\beta_0$	0.202931	0.025168	$3.47 \times 10^{-6}$
$\beta_1$	-0.009496	0.002956	0.00745

$$y_t = \beta_0 + \beta_1 \cdot t + \epsilon$$

- 2) Visitors clicks on brands do not represent the preferred brands of each state based on visitor table.

**Q&A**

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**Thanks !**