Motivation

- 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

08/2010-03/2015
Findings

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

![Graph showing decreasing trend of Jeep in IA, ID, MT, NE, SD, WY](graph.png)

<table>
<thead>
<tr>
<th>Estimate</th>
<th>Std. Err.</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>$\beta_0$</td>
<td>0.202931</td>
<td>0.025168</td>
</tr>
<tr>
<td>$\beta_1$</td>
<td>-0.009496</td>
<td>0.002956</td>
</tr>
</tbody>
</table>

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

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