

WHO IS OUR DREAM CUSTOMER?

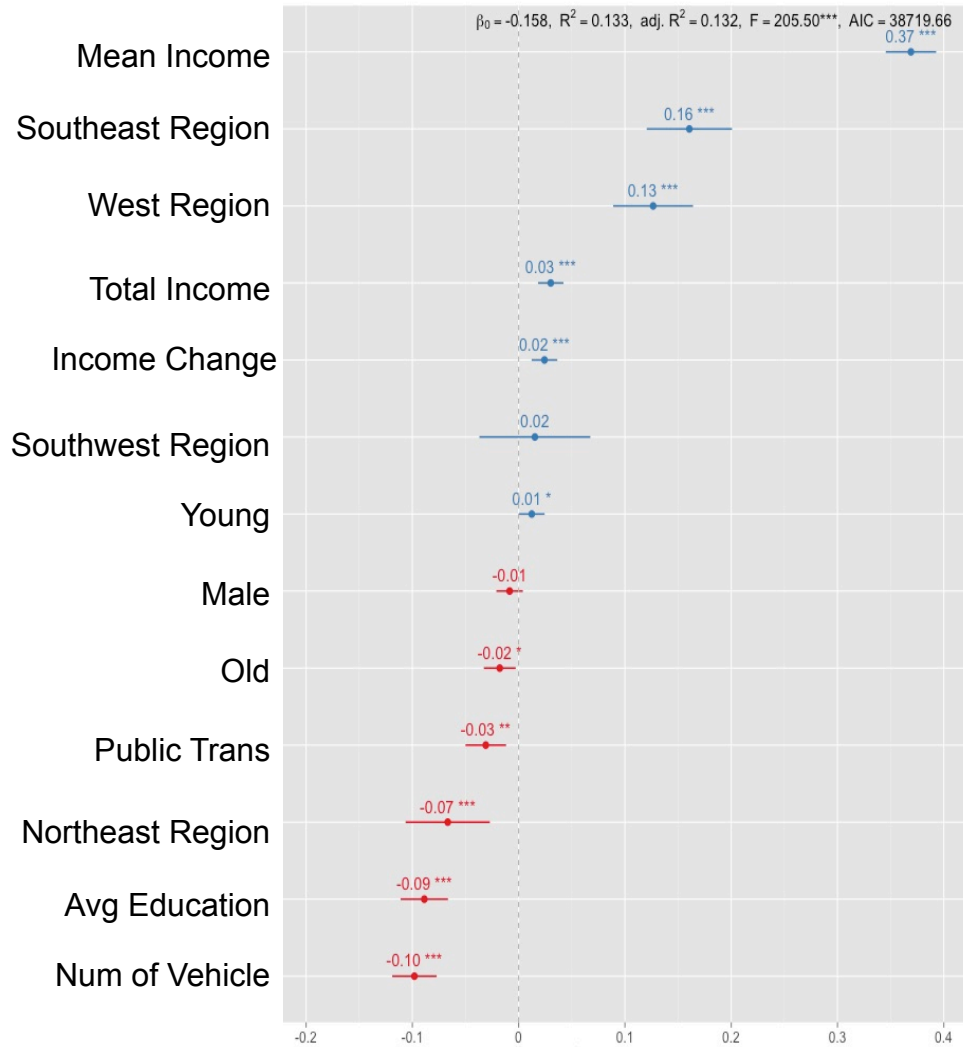
—POKE.R

Yang Su Yikun Zhou Yiyun Gu

Hong Xu Ruofei Wang

I. HOW ARE THEY DIFFERENT DEMOGRAPHICALLY

Regression Result of Demographic Factors on Mean Purchase Price



Data Source: <http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

“Climbers”

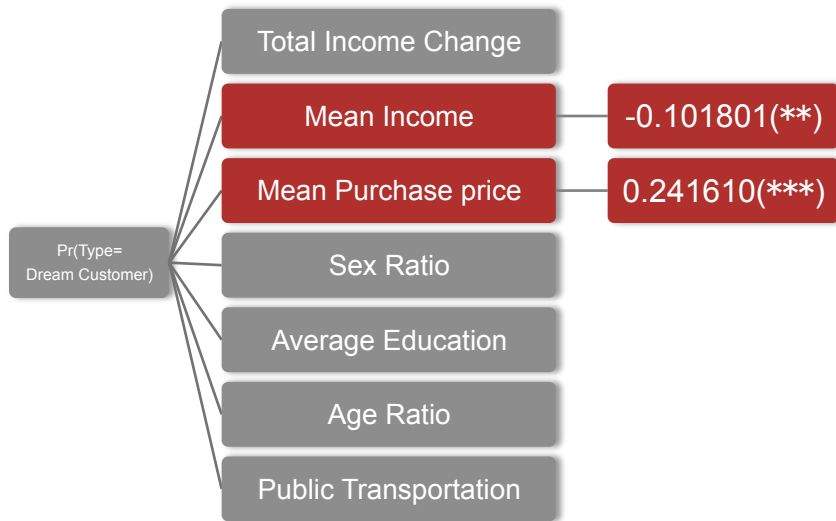
480 model prices			24% customers
Rolls-Royce	Phantom	1	Purchase price ↑ \$10,000+ ↑ Configuration price
...	...		
BMW	6 Series	2	
...	...		
Toyota	Land Cruiser	3	
...	...		
Ford	Expedition	4	
Suzuki	SX4	5	
FIAT	500L	6	

2. HOW DO THEY BEHAVE DIFFERENTLY ON OUR WEBSITES

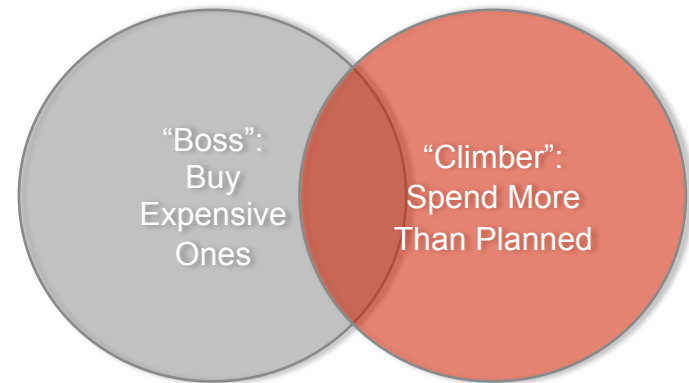


3. HOW TO FIND DREAM CUSTOMER

Logistic Regression Result of Demographic Information on Customer Type



Dream Customer



Possible Explanation for the Influence of *Income* and *Price*:

1. Income: people with **lower income** may be **more easily affected** by outside information;
2. Price: people tend to be **affected by neighbors**.

Identification: Demography & Behaviors;

Recommendation: Lead “climbers” to dream car.