

# What change their mind?

## Strategies in retaining customers and promoting sales

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Table: Summary of decision by brand class

Leads\Trans	Standard	Luxury
Standard	78103 (94%)	4914 (6%)
Luxury	5393 (24%)	16902 (76%)

Luxury brand: Acura, Lexus, BMW *etc.*

Standard brand: Honda, Toyota, Ford *etc.*

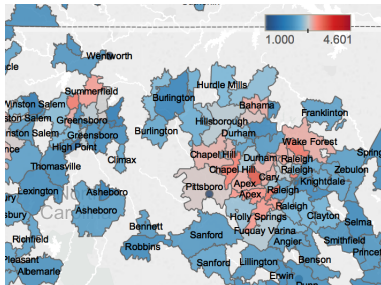
## *Benefits*

- ▶ Customize recommendation based on potential needs.
- ▶ Save time and energy → buying cars easier

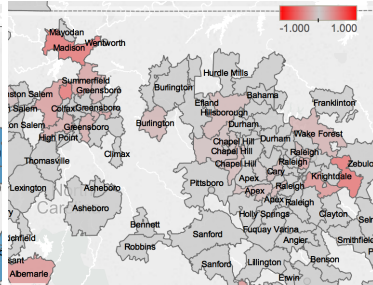
# Decision change vs. income in NC



- ▶ Step 1: Logistic regression models  $P(\text{decision change})$ .



(a) Income distribution



(b) Decision change distribution

Identified 8 significant predictors: price bought, total dwell time, page viewed, make count, dealer distance, **income**, quarter and mileage used.

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Final proportional odds model outcome:

## **Positive factors**

- ▶ Price bought
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## **Positive factors**

- ▶ Price bought
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- ▶ Quarter

## **Negative factors**

- ▶ Page viewed
- ▶ Dealer distance
- ▶ Income