



Team name: DataWarriors

Project Title: Exploring outside Data

We have decided to use outside data to find answer to questions that most sellers and buyers have looked for answers to:

Does the change in currency influence the market share of specific brands?

- With the value of the dollar increasing in the recent month, especially compared to the euro, it is interesting to find out whether it has impacted sales of European cars in the US.
- Interest for Edmunds: Predicting mean car sales for specific foreign brands and adapt their advertisement to these predictions.

Does the change in gasoline price influence car sales?

- The decrease in gasoline prices is bound to lead to an increase in car sales. However, it is interesting to find out how closely those two variables are related.
- Interest for Edmunds: Be able to predict trends for general car sales and adapt their advertisement charges on these predictions.

Are rainy days better to buy cars?

- We have analyzed the link between new car sales on rainy and clear days for four major cities in order to determine whether buying a car on a rainy day is a good idea or not.
- Interest for Edmunds: Be able to answer the age old question: "Will I get a better deal on a rainy day?" and advise customers in that sense.