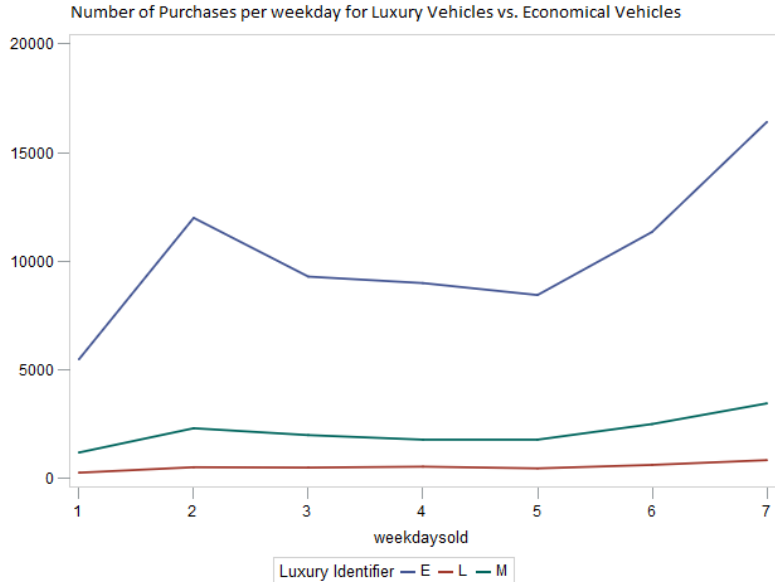


How should Edmunds.com market to consumers? A Spatio-Temporal Analysis

The Golden Rationalists

Abhishek Agrawal, Jessie Bao, Lilian Cheung

Luxury Vehicle Trends



We classified cars into three categories: economical, mid-end, and high-end luxury cars.

In general, people shop for and purchase more cars during the weekend than during the week.

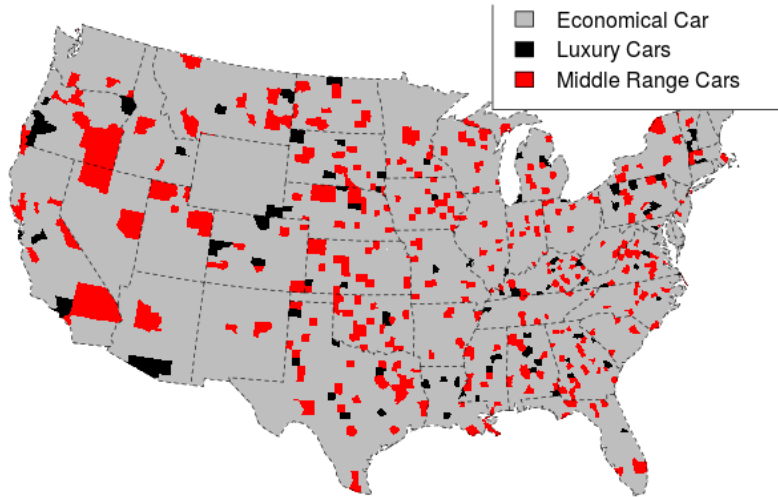
This trend is similar for economical vehicles as well as mid-end and high-end luxury vehicles.

There is some variation across car makers across weekdays and across time.

Recommendation: Edmunds.com should ramp up marketing efforts on the weekend.

Luxury New Car Purchases Per County

US New Car Purchases By Counties



Case in point: In the zip code 10019, 103 new cars were purchased - all of which were high-end luxury cars. The average annual adjusted income in this zip code is \$177,329.

The map shows the spatial distribution of luxury car vs. mid-range and economical car purchases by county.

Wealthier areas appear to be more likely to purchase luxury cars.

Recommendations:

Edmunds.com should focus on marketing luxury cars to the areas most likely to purchase luxury cars.

Edmunds.com can also focus on converting economical car owners to mid-range luxury car buyers.

Census Data Vs Customer Behavior

