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

The Golden Rationalists  
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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

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.

**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.
Census Data Vs Customer Behavior

Customer Behavior and Census Data Correlation By States

Legend:
- 1  - C1 (More Population, High Income)
- 2  - C2 (More Research, High Income)
- 3  - C3 (Less Income, Low Literacy)