

**Title: “EdmundsNation”- A peek at edmunds website and users.**

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[edmunds.com](http://edmunds.com) is the online resource for cars, launched in 1995 as the first automotive information Web site. Its revered mobile site and five-star app makes car pricing and other research tools available for car shoppers at dealerships and otherwise on the go.

When we were asked the question: “What unique insights can we learn about our customers and how do we make car shopping easier?” The first things that comes to our mind is the relationship between car selling and geolocations, and we asked ourselves about these questions:

1. What are the top makes sold on each state?
2. The sales performance of each make?

By getting these information, Edmunds users can get information about famous local makes after entering the zip code. On the other hands, Edmunds can push such information to local dealer partners for reference.

Besides, we are also interested in the interplay between oil price and car selling. And we know that some brands were famous for energy-efficient cars. So we further break the leads information down to gas vehicle and hybrid(electric) vehicle can compare them with oil price. Interestingly, we found that since March, 2014, there is a significant decline in leads volume. Which triggered out further question, why is that happened?

We studied the web-browsing behavior of Edmunds users, another interesting finding is that 6.8% of all users bought more than one car in 15 month. We hope we have time to find more information about such unusual behavior.