



Deals on Wheels

James **Gilman**

Marschall **Furman**

Michael **Dickey**

Maria **Jahja**

Amy **Mou**

Tengjia **Peng**

Stat**Pack**

Choropleth Map of Savings across States

Specific Make

Specific Body Type

Specific Make and Body Type

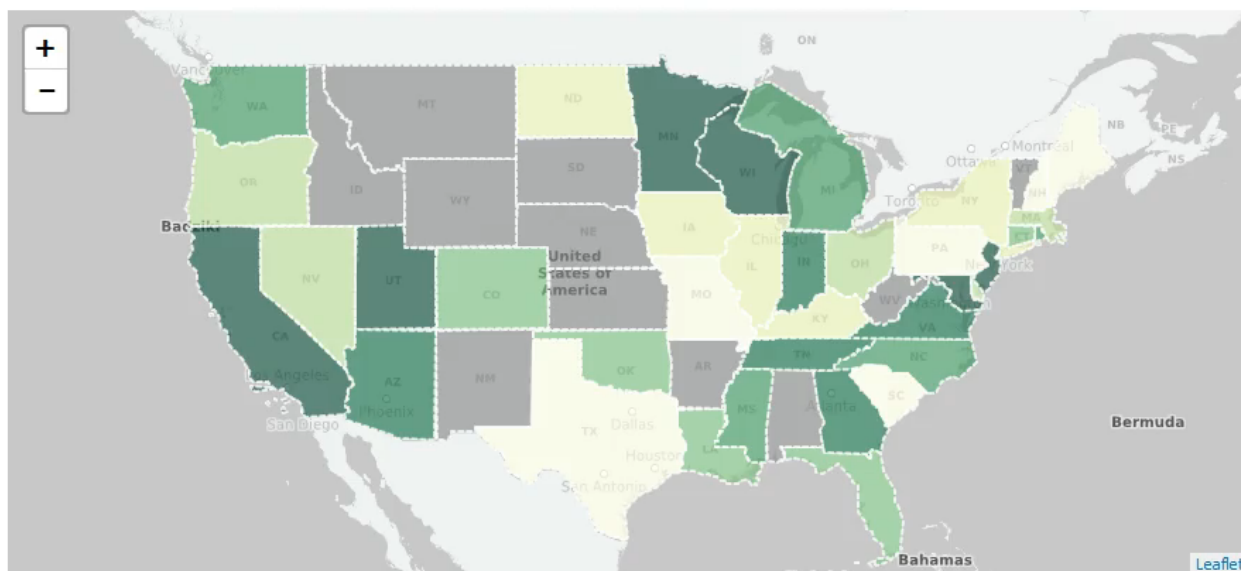
Make:
Chevrolet

Body Type:
No preference

Model:
No preference

Mileage:
0 100,000

0 25,000 50,000 75,000 100,000



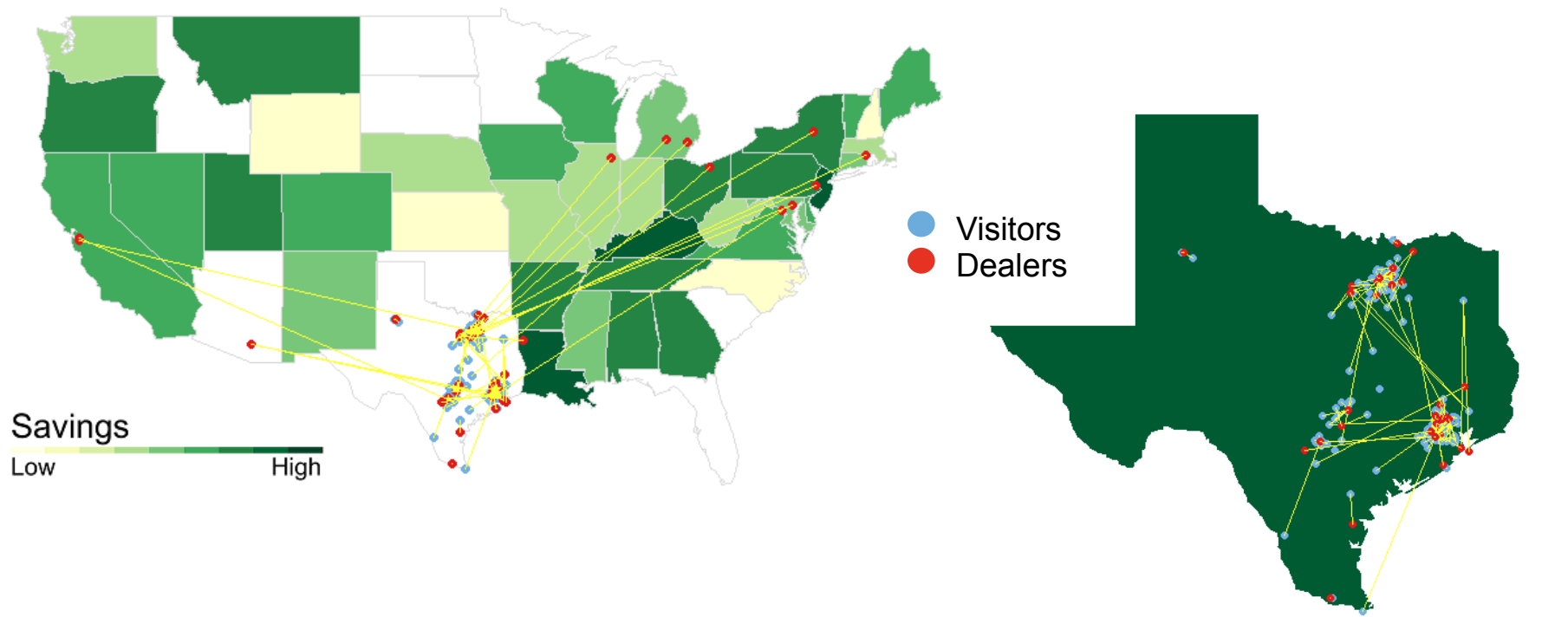
Savings
Low High

Average MSRP : \$31,100
Average Price : \$31,100

Visit https://youtu.be/zi6ceVse_BE for a demo of the app

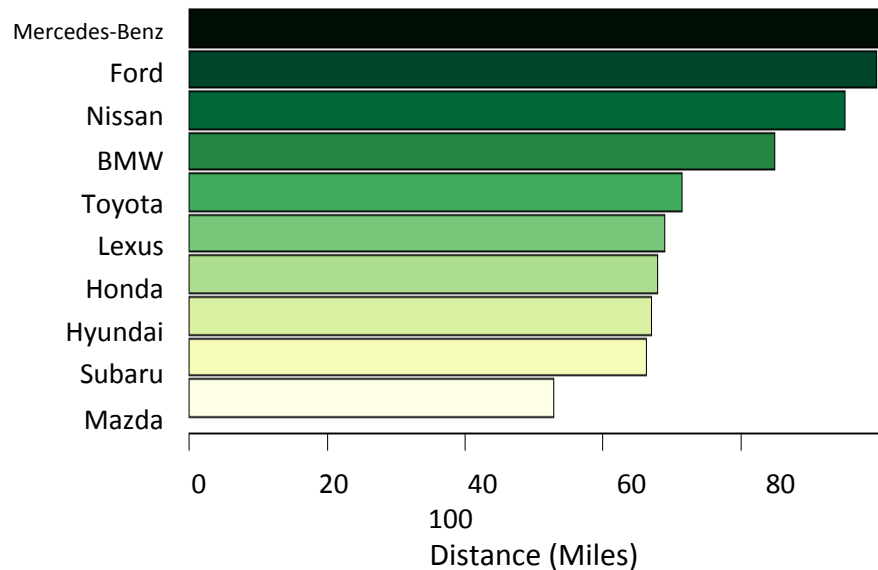


Connecting Visitors to Dealers



This analysis allows us to...

Illustrate brand differences



Understanding local regions

Texas example:

- > **93%** of visitors bought cars in Texas
- > **101 miles** is the mean purchase distance
- > **7.93%** is the average savings off MSRP