Deals on Wheels

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Choropleth Map of Savings across States

Visit https://youtu.be/zi6ceVse_BE for a demo of the app.
Connecting Visitors to Dealers

Savings
Low
High

Visitors
Dealers

StatPack
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