Cobalt®
Automotive Shopper Consumer Segmentation

What is this about?
- Increase dealership sales
- Increase consumer satisfaction
- Categorize car shopper type

Objectives
- **Classification**
  - We will find out the factors that are most related to the segmentation of new and used car shoppers.

- **Clustering**
  - We will statistically mining data from Enterprise Data Warehouse (EDW).

- **User Analysis**
  - We will analyze customer online behaviors and find the patterns and characteristics.

- **Business Insights**
  - We will present our findings from both business and technical friendly way and show how our finding is going to help automotive dealerships.

Accomplishments
- Increased New/Used car shopper classification accuracy from 66% to 85%.
- Associated customer characteristics (Age/Income/Region) with car shopping preferences.
- Built multiple statistical models with high accuracy, recall and significance.
- Connected and processed large data sets from multiple sources using PostgreSQL, R and Excel.

Problem Statement
- We don’t know enough about automotive consumer.
- How to use online behavior to predict consumer preferences on new vs. used cars?
- What are the variables that most significantly represent consumer characteristics?

Research Method

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