

The data that my group and I are going to use is from [goodcarbadcar.net](http://goodcarbadcar.net). This website has tons of data about car sales in both the United States and Canada and breaks it down into multiple segments like, Manufacturer, Brand, and Market. The website also gives an option to show year by year growth or decay which will help a lot when it comes to this project.

An outline for the project goes as follows, but is subject to change: we can run regressions showing the calculated average of each market in its entirety and then see where each make/model compares to the mean. We can also do this for each year, which would be great for showing a trend among companies and models that are exceeding the mean every single year, but not thought of as a super popular car. Another thing we will do is show the sales for each kind of car (van, sedan, truck, crossover etc.) on a year to year basis to show which vehicle people are depending on, as companies like Ford are ending the production of sedans like the Focus, Fusion, Taurus and others.

Some questions that we hope to answer as a group are, is there a certain car that sells better in one market than the other? Another question we want to know is does Canada have a different car market than the United States, even though they share a border? I also think that the data could show which model of their car sells the best in which market, which is important due to many car companies make several different

kinds of vehicles. This data can also show which competitors truly stack up against each other when it comes to car sales, despite constantly jabbing each other with their terrible commercials. Finally, we could analyze whether or not the market for cars is going up or down by looking at the year to year sales.