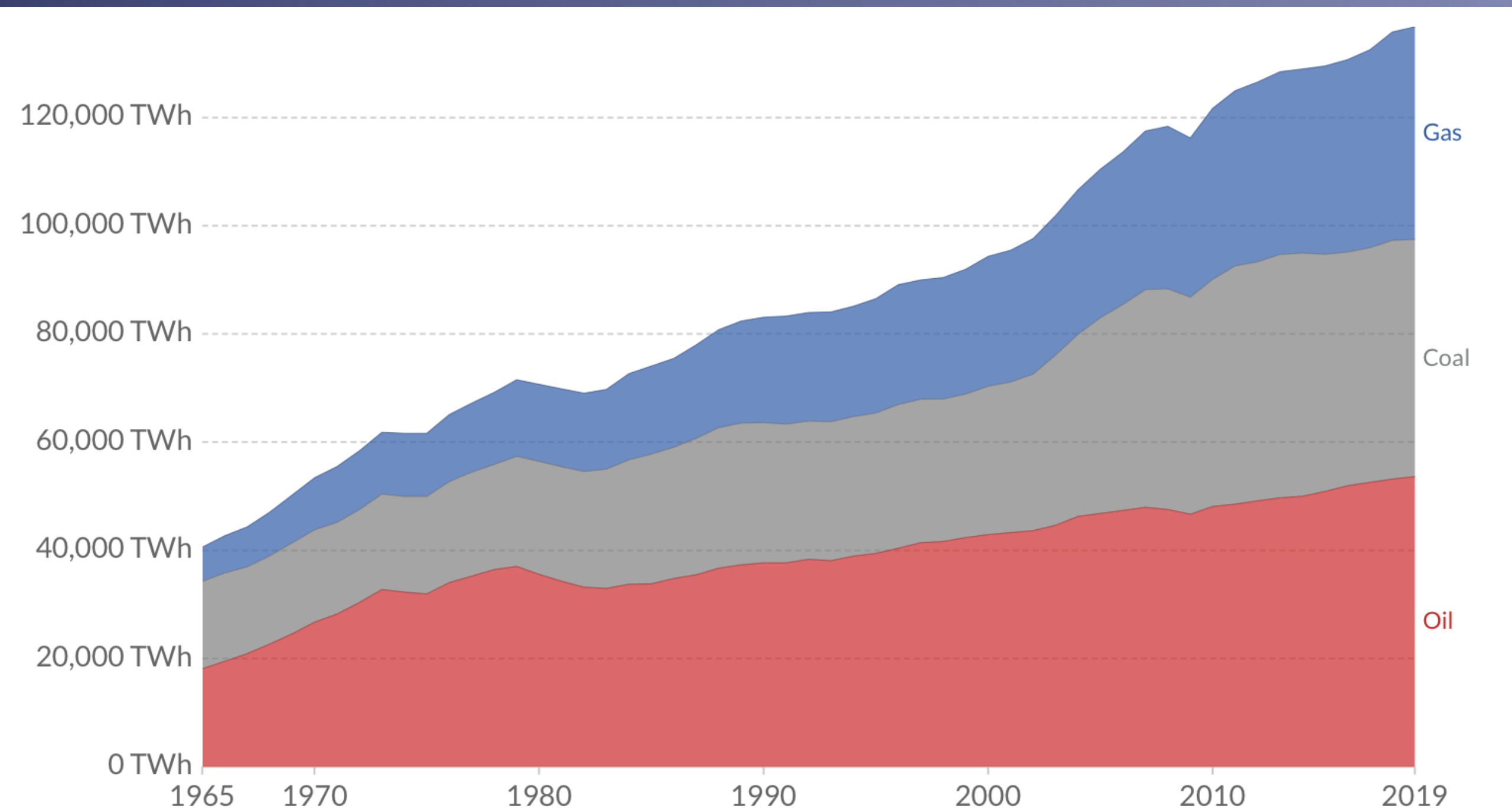# Sustainability in Business

Michael Harnett

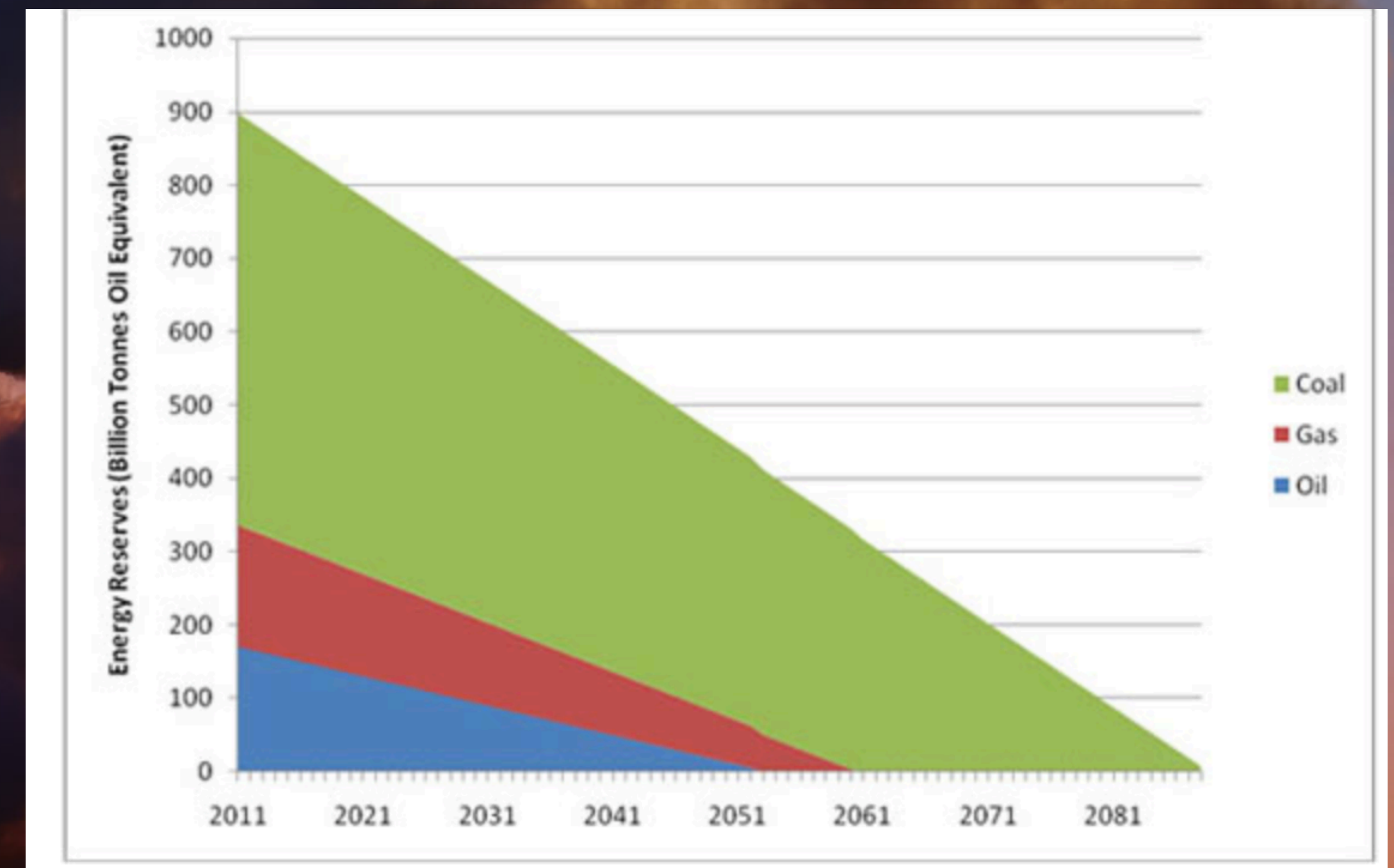**Metis Project 3**

Why ?

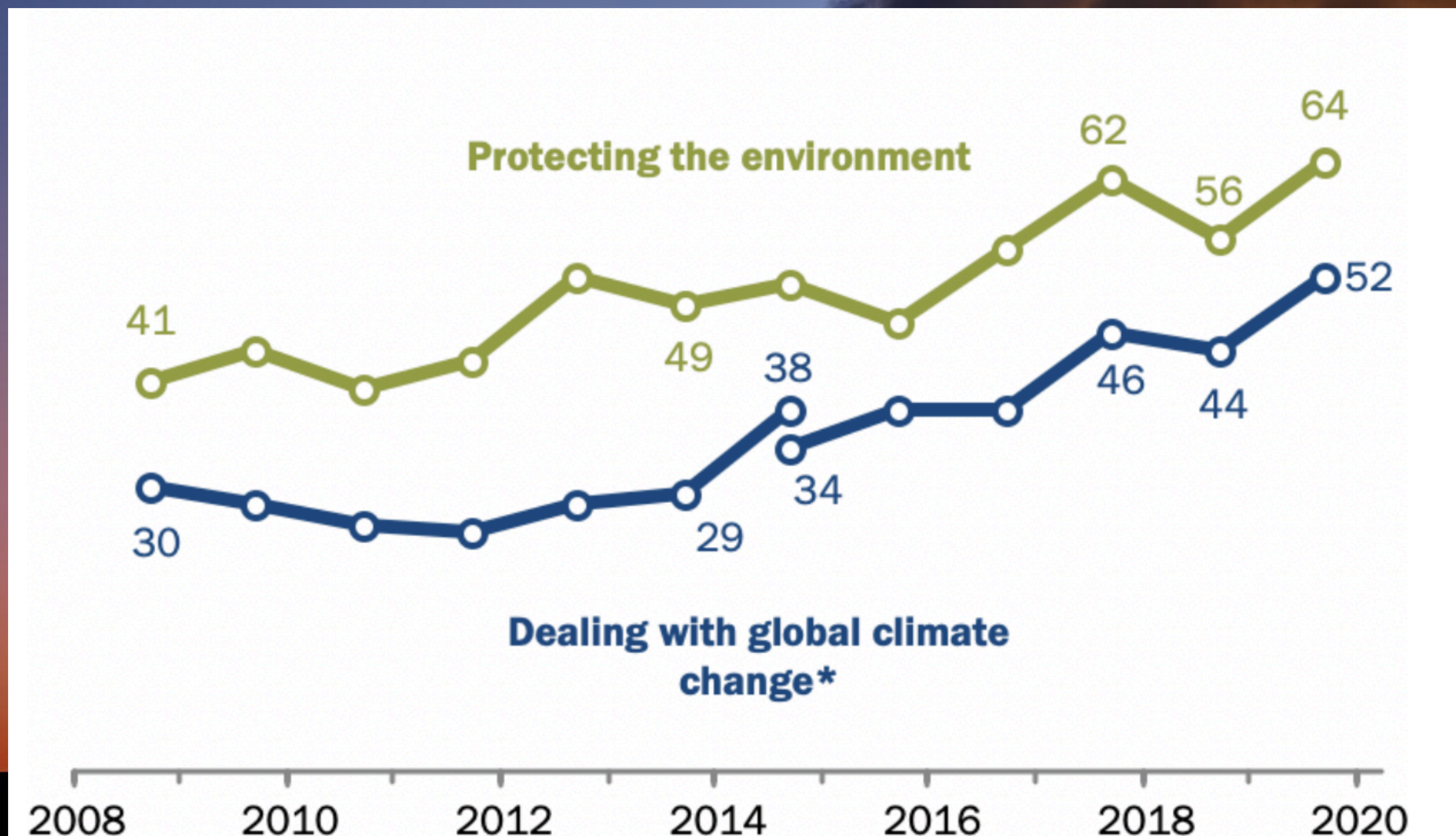Fossil Fuel Usage

Fossil Fuel Amounts

Resource: https://ourworldindata.org/fossil-fuels

Resource: https://tunza.eco-generation.org/

Public Opinion

Protecting the environment

41   49   38

62   64
56

Dealing with global climate change*

30   29   34   46   44   52

2008   2010   2012   2014   2016   2018   2020
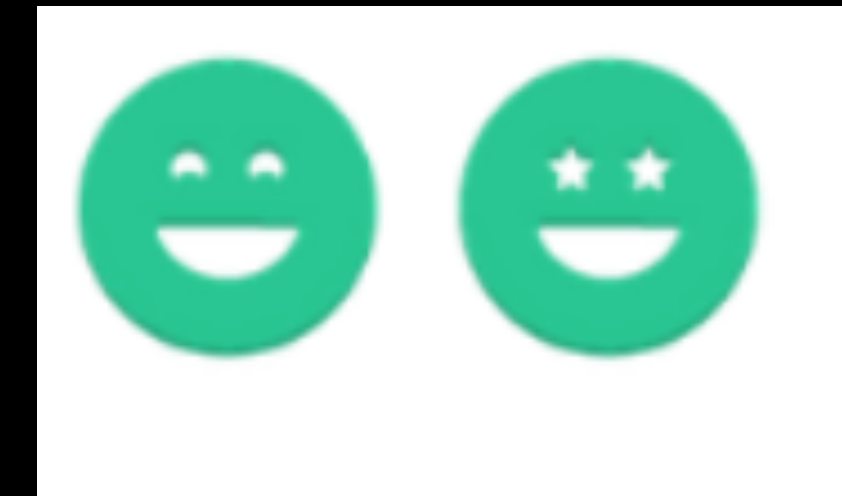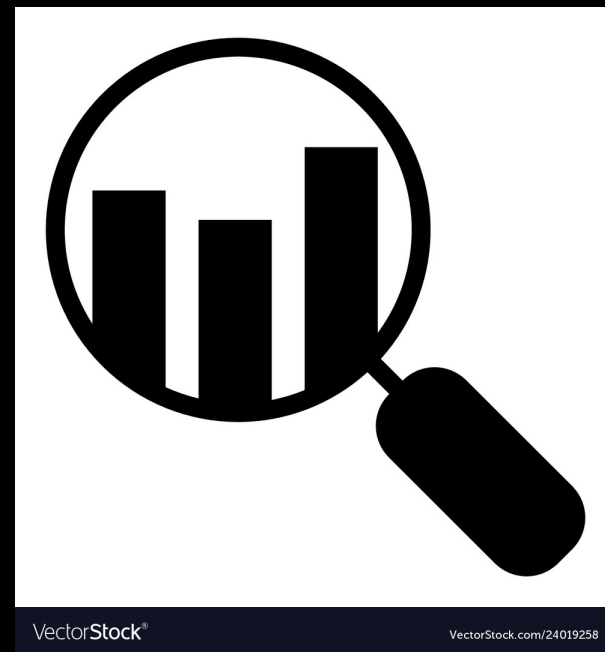
Business Proposal

- After identifying market trends, a classification model can help signal which customers would respond to electronic vehicle marketing campaigns, allowing Ford to capitalize on public opinion, and optimally convert customers from fossil fuels.

Preliminary EDA

- In 2020, Ford sold 1.9 million cars

- 13% of all vehicles

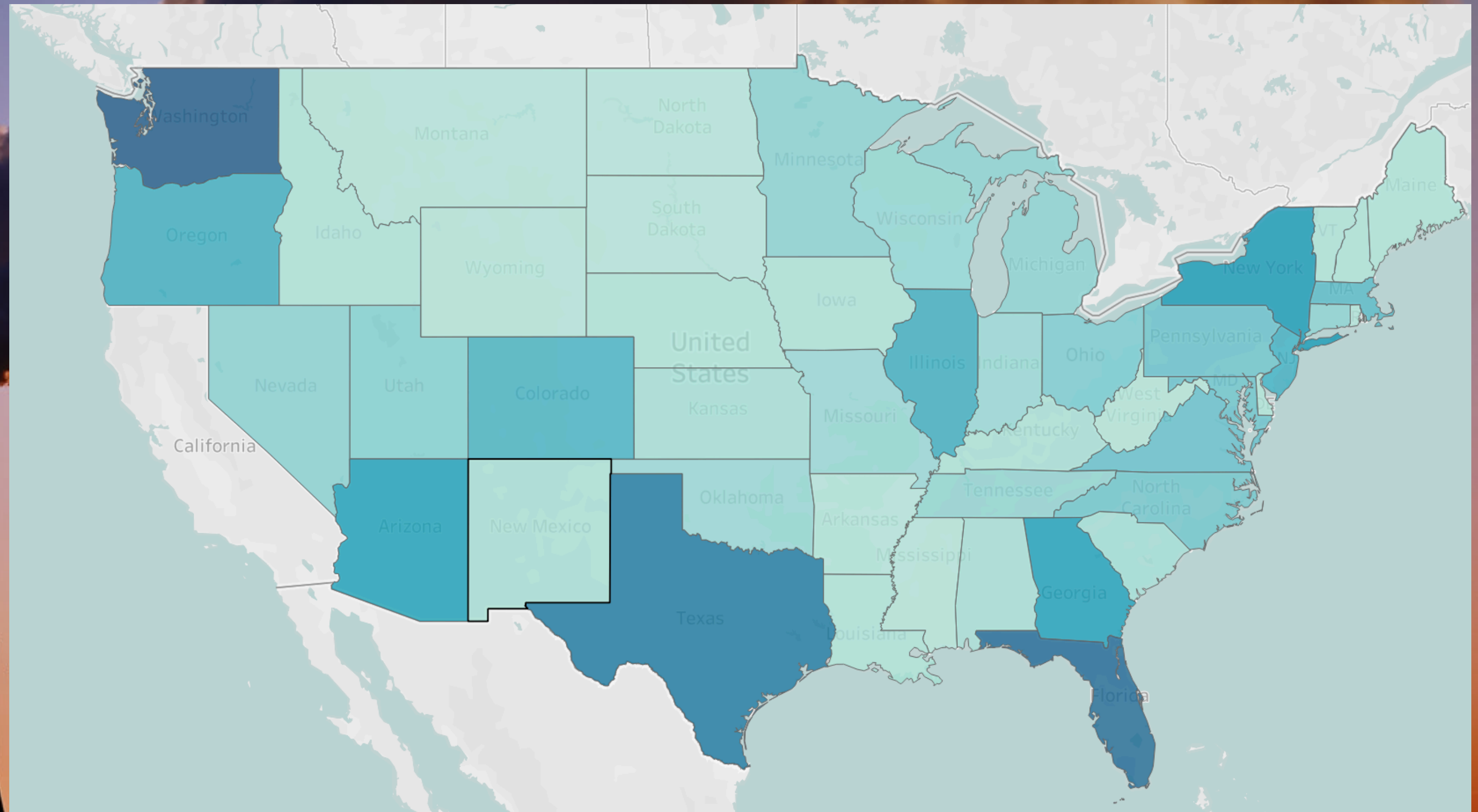- Only sold 120 thousand electric vehicles since 2011

Total Car Sales for 2020

Total Cars Preduced by Manufacturer in 2020

Percentage of Ford Cars
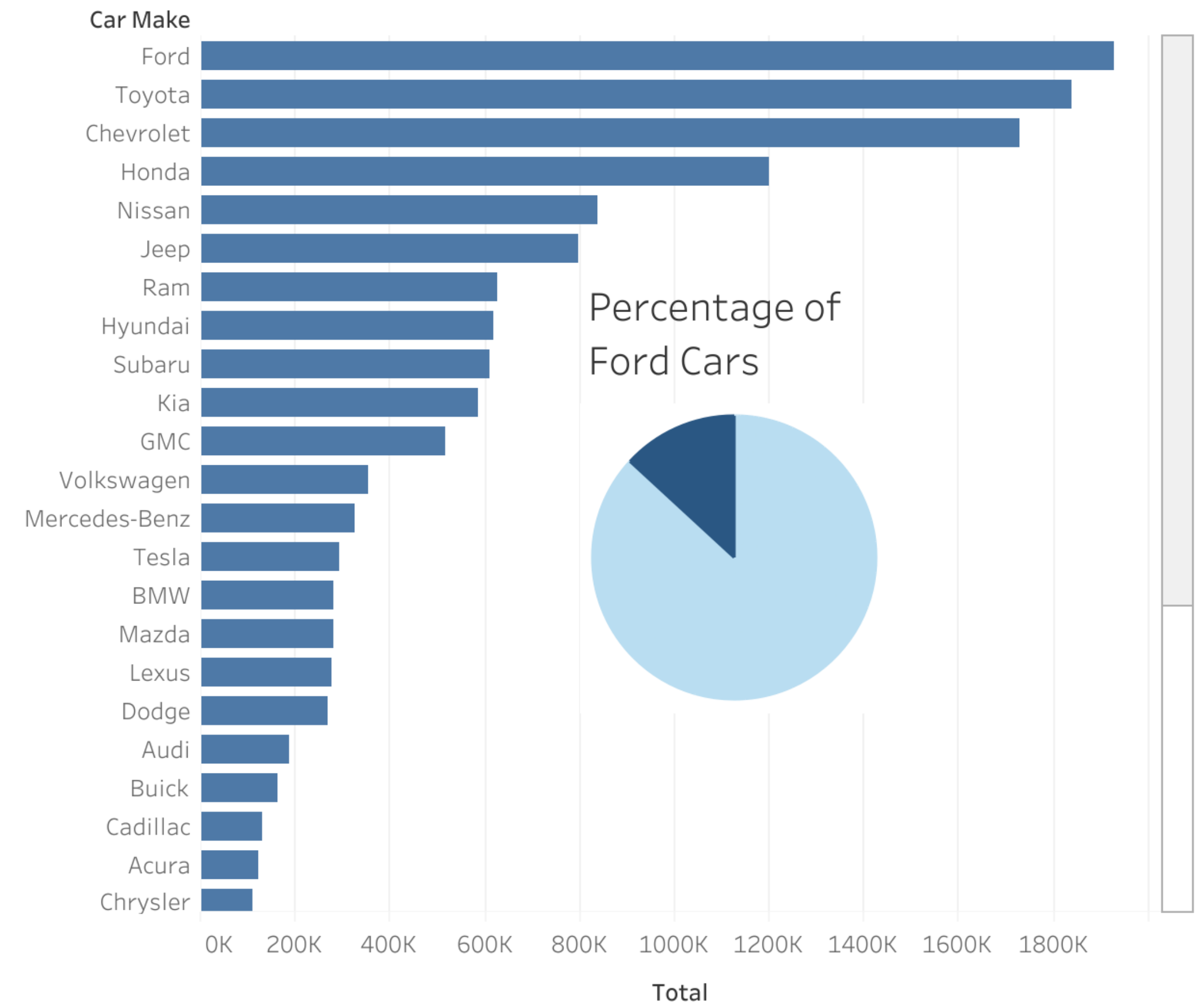
Where to Start

- After California, Washington, Texas, and Florida have highest number of electric vehicle registrations

Proposed Solution

- Build classification model based on proprietary data of car buyers

- Use the results to target ads and promotions for these customers

- Focus on California, Washington, Texas, and Florida first

Future Work

- Incorporate proprietary data to better classify specific buyers

- Merge census data to understand percentages

- Gather cost information

-

Thank You

Appendix

Density Map including California