# Business Project MVP

There has been recent growing trends worldwide regarding sustainability and environmentally conscious choices. While Ford was the leading car seller in 2020 selling 1.9 million different new vehicles, they have only sold 120 thousand electric and hybrid vehicles over the last ten years combined. By analyzing the data available online regarding vehicle information, I believe it is possible to identify market trends, allowing Ford to optimize a plan for switching from gas to electric vehicles, including which areas are currently buying electric, and which models are missing form the market. This will allow Ford to implement targeted ads for the right demographics. As vehicle sales are reported monthly, we hope to see a close in the gap between total number of cars sold vs electric models sold. Currently I have been able to gather clean and organize data from multiple sources, and have began combing and visualizing them. Below are two graphs, one showing total number of car sales by manufacturer for the 2020 calendar year, the other is a map showing the number of electric car registrations by state.
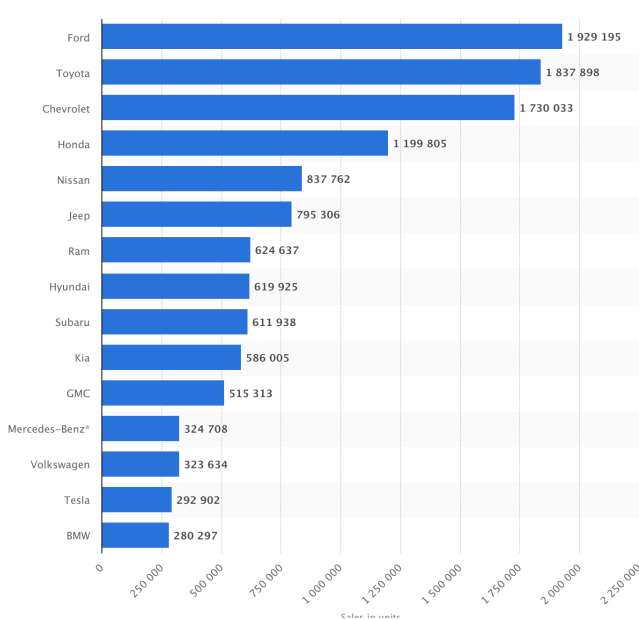
Electric Vehicle Registrations by State.
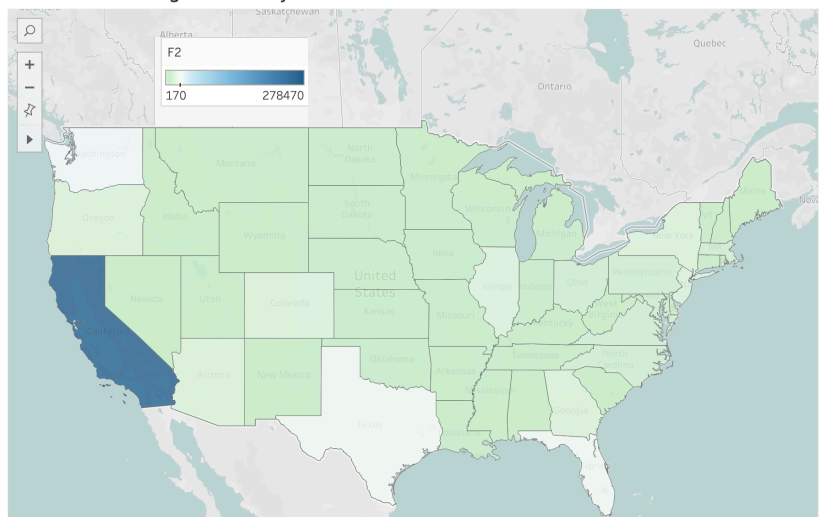
Currently I am searching for more specific information in regards to ownership information for Ford Vehicles (without just pulling statistics), hoping to further understand who to target for ads, as well as cost differences for gas and electric vehicles. Aside from that I plan on perfecting my visualizations and organizing my slides.