**Business Need:**

In light of the environmental and economic benefits associated with electric vehicles (EVs), the widespread adoption of EVs remains inconsistent across various regions and demographic groups. Understanding the factors that influence consumer behavior in the adoption of electric vehicles is crucial for both the automotive industry and policymakers. This project aims to conduct comprehensive consumer behavior analysis for electric vehicle adoption using digital twins to address the following key challenges:

The transition to sustainable transportation solutions is imperative in combating climate change and reducing reliance on fossil fuels. Electric vehicles (EVs) represent a significant opportunity in this transition, offering environmentally friendly alternatives to traditional gasoline-powered vehicles. However, the widespread adoption of EVs faces several challenges, including high prices, limited range, and inadequate charging infrastructure. To address these challenges and promote the adoption of EVs, a comprehensive analysis of consumer behavior is essential.

This project aims to conduct a thorough examination of consumer behavior regarding electric vehicle adoption using digital twins. By analyzing a comprehensive dataset encompassing key features such as 'Postal Code', 'Model Year', 'Make', 'Model', 'Electric Range', and 'Base MSRP', the study seeks to gain valuable insights into the current state of the electric car market and identify potential areas for improvement.

**Research References**

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3. Steve Hanley. (2023). "US Needs $75 Billion To Complete EV Charging Infrastructure, Says DOE." CleanTechnica. [Link](<https://cleantechnica.com/2023/04/10/us-needs-75-billion-to-complete-ev-charging-infrastructure-says-doe/> )