



# Honk4Honda



## Background:

Market research shows a strong regional demand for Honda in Omaha, NE:

Can we replicate the success?

Other market to expand?



# Data

Table up to date: most recent record is 2019

## Table 1

1723065 entries

'url', 'city', 'price', 'year', 'manufacturer', 'make', 'condition', 'cylinders', 'fuel', 'odometer', 'title\_status',  
'transmission', 'vin', 'drive', 'size', 'type', 'paint\_color', 'image\_url', 'lat', 'long', 'county\_fips', 'county\_name',  
'state\_fips', 'state\_code', 'state\_name', 'weather'

## Table 2

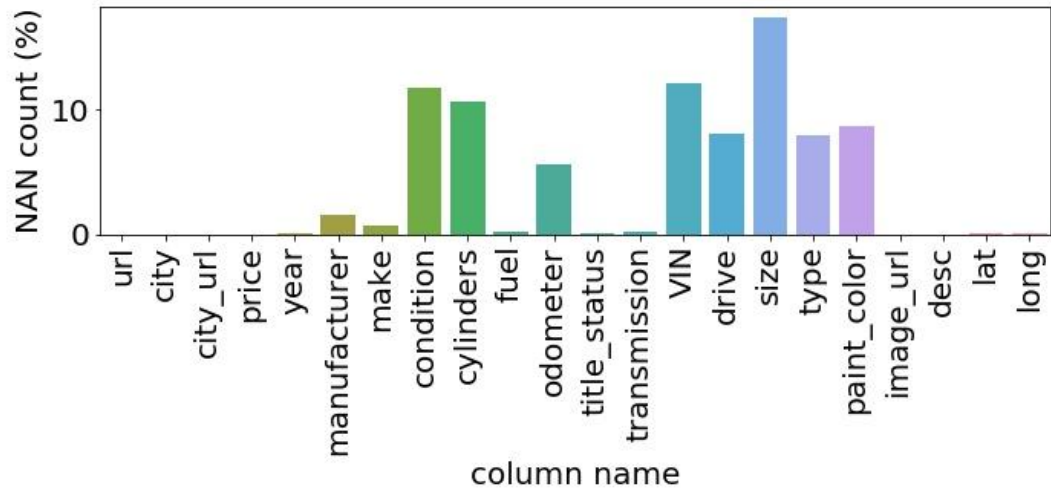
443405 entries

'url', 'city', 'city\_url', 'price', 'year', 'manufacturer', 'make', 'condition', 'cylinders', 'fuel', 'odometer',  
'title\_status', 'transmission', 'VIN', 'drive', 'size', 'type', 'paint\_color', 'image\_url', 'desc', 'lat', 'long'

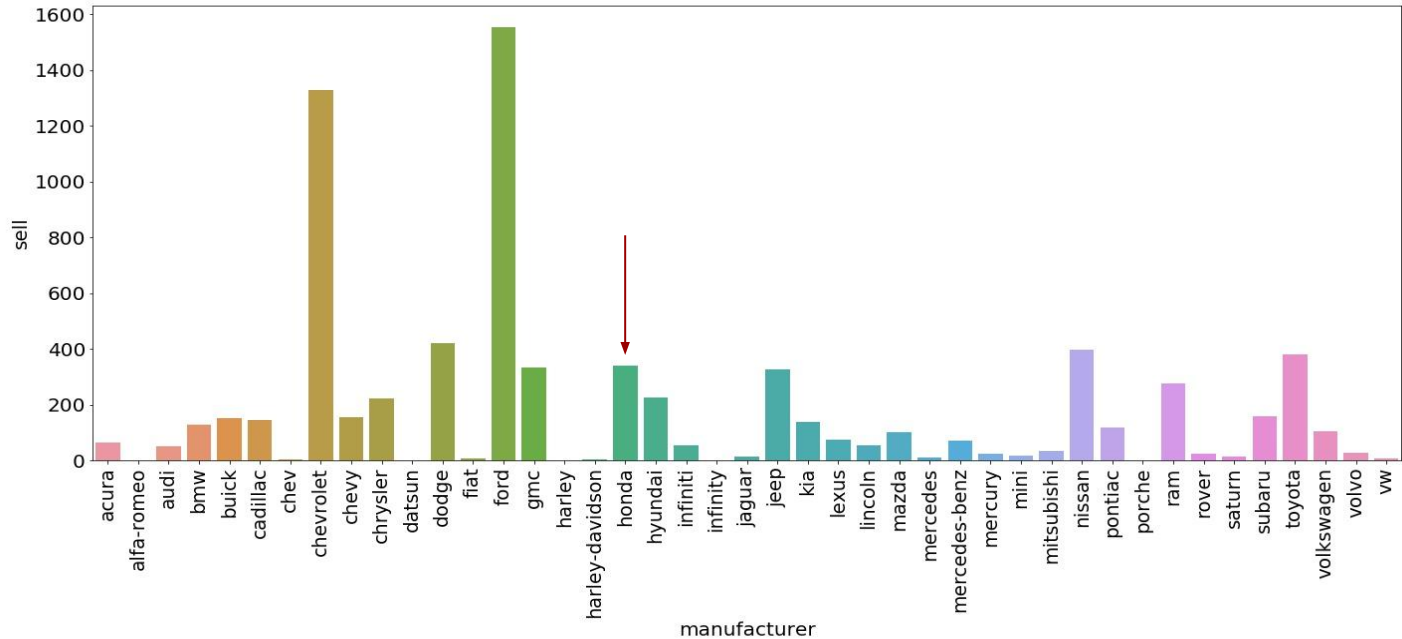
# Data Cleaning

State Name: Remove 'FAILED'

NANs:



# Fact checking





**How do we measure similarity?**

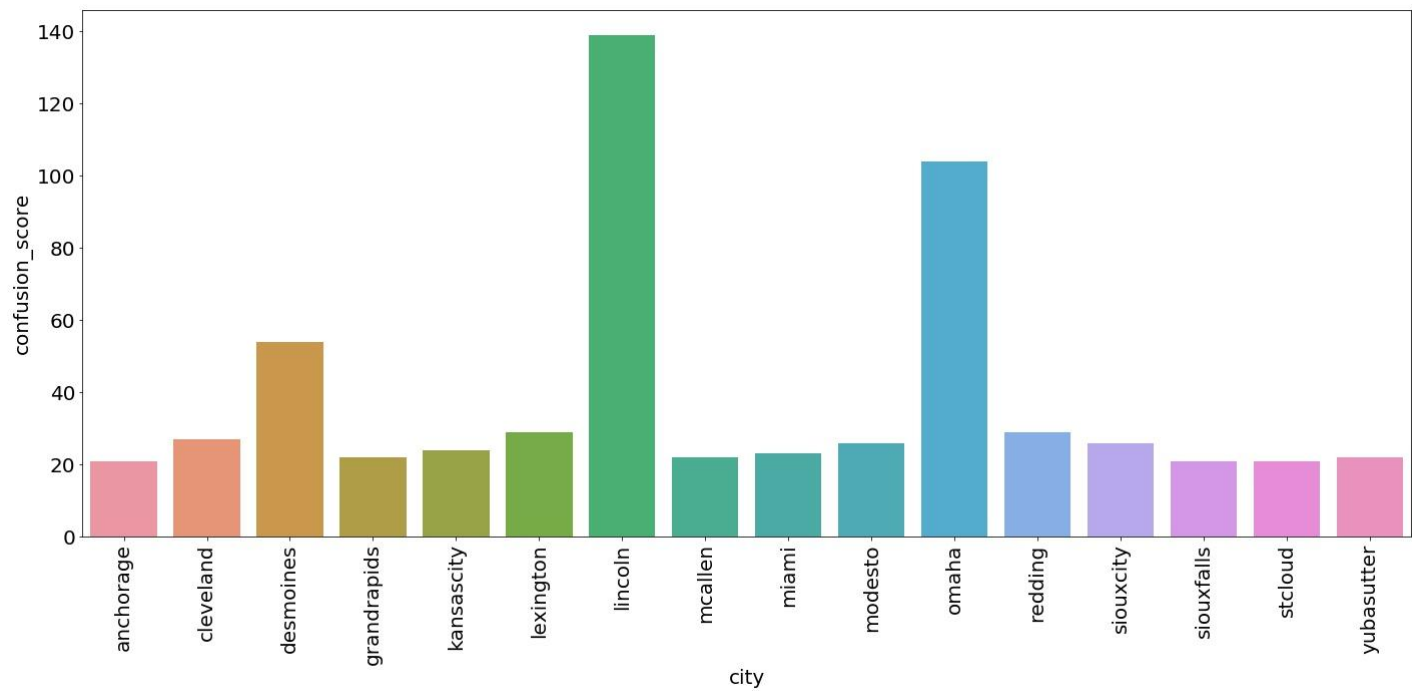


# How do we measure similarity?

More similar - harder to classify



## Top picks





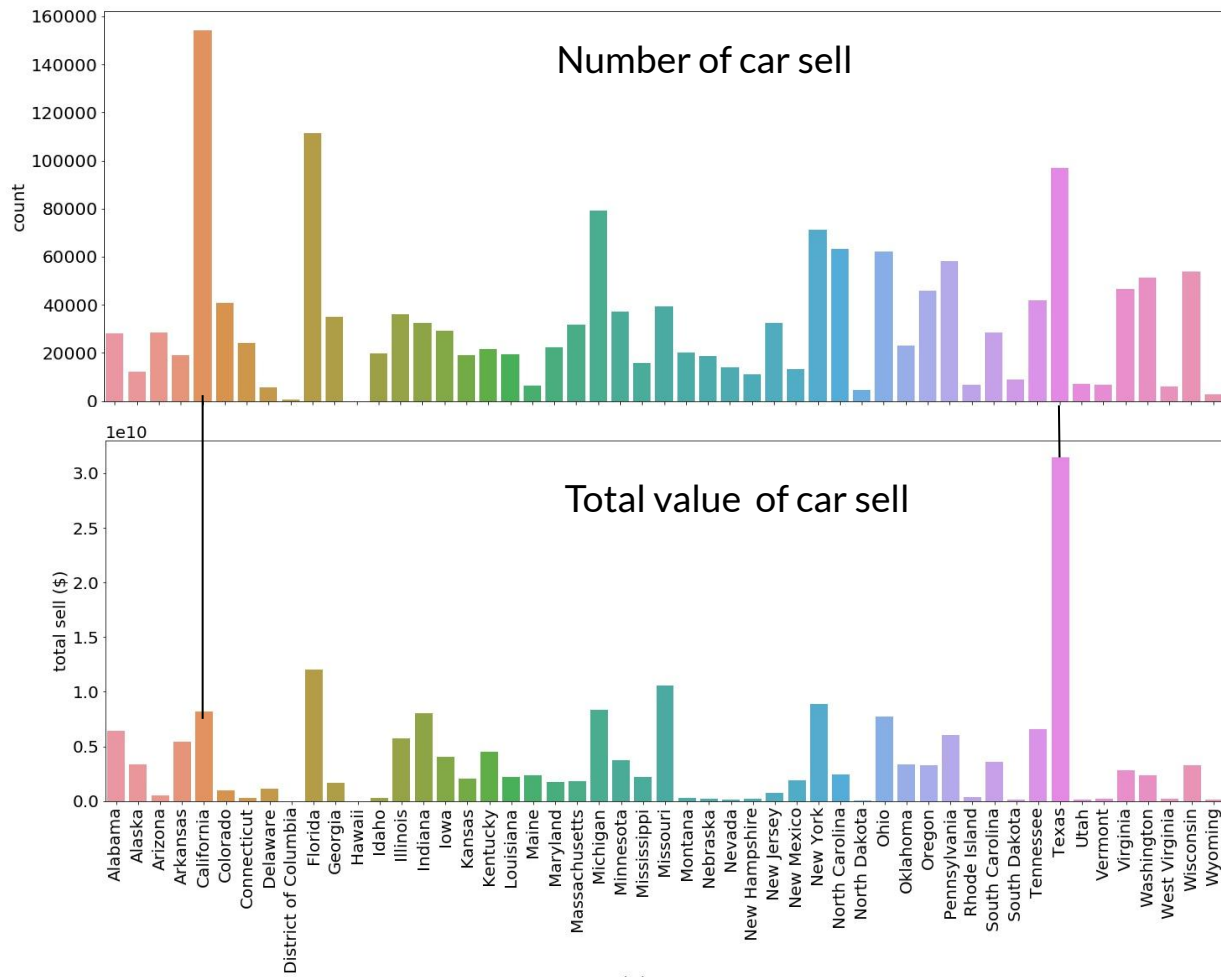


Race	Omaha, NE	Des Moines, IA	Lincoln, NE
<u>White</u>	67.4%	66.5%	80.6%
<u>Black</u>	12.1%	10.7%	4.3%
<u>Asian</u>	3.5%	5.9%	4.6%
<u>Native American</u>	0.4%	0.3%	0.5%
<u>Hawaiian, Pacific Islander</u>	0.1%	0.1%	0.1%
<u>Other</u>	0.2%	0.2%	0.1%
<u>Two or More Races</u>	2.7%	3.2%	2.7%
<u>Hispanic</u>	13.7%	13.1%	7.3%

### Est. Total Population By Age

	Omaha, NE	Des Moines, IA	Lincoln, NE
<u>Age 0 to 4</u>	7.3%	7.3%	6.7%
<u>Age 5 to 9</u>	7.0%	7.1%	6.5%
<u>Age 10 to 14</u>	6.8%	6.5%	6.2%
<u>Age 15 to 17</u>	4.0%	3.6%	3.3%
<u>Age 18 to 20</u>	4.3%	4.6%	6.6%
<u>Age 21 to 24</u>	5.7%	6.0%	9.4%
<u>Age 25 to 34</u>	16.0%	16.5%	14.9%
<u>Age 35 to 44</u>	12.5%	13.0%	12.2%
<u>Age 45 to 54</u>	12.4%	12.2%	10.7%
<u>Age 55 to 59</u>	6.3%	6.3%	5.9%
<u>Age 60 to 64</u>	5.6%	5.3%	5.2%
<u>Age 65 to 74</u>	7.1%	6.7%	7.2%
<u>Age 75 to 84</u>	3.5%	3.3%	3.6%
<u>Age 85 and over</u>	1.7%	1.6%	1.7%

## Other insights



## Other insights

