

Title:

Auto Dealership Opportunities

Introduction/Background:

I am a car dealership owner in three towns and currently looking to open up a fourth dealership. I am unsure which town I should open the new dealership in and what brand of cars should be sold at the dealership.

Research Question:

How many other dealerships are located in the town and what brand of cars are they selling?

Data Collection/Availability:

I will use webs scraping to collect this data and use my Yelp Fusion API key to help extract the data and analyze it.

Deliverables:

I will learn about the number of dealerships in the town that I am considering and learn the type of cars being sold. This will help me make a better decision if the market is too saturated or if there is a need for another dealership along with knowing what kind of cars are already being sold so I can fill a different need of potential customers looking for a new car.