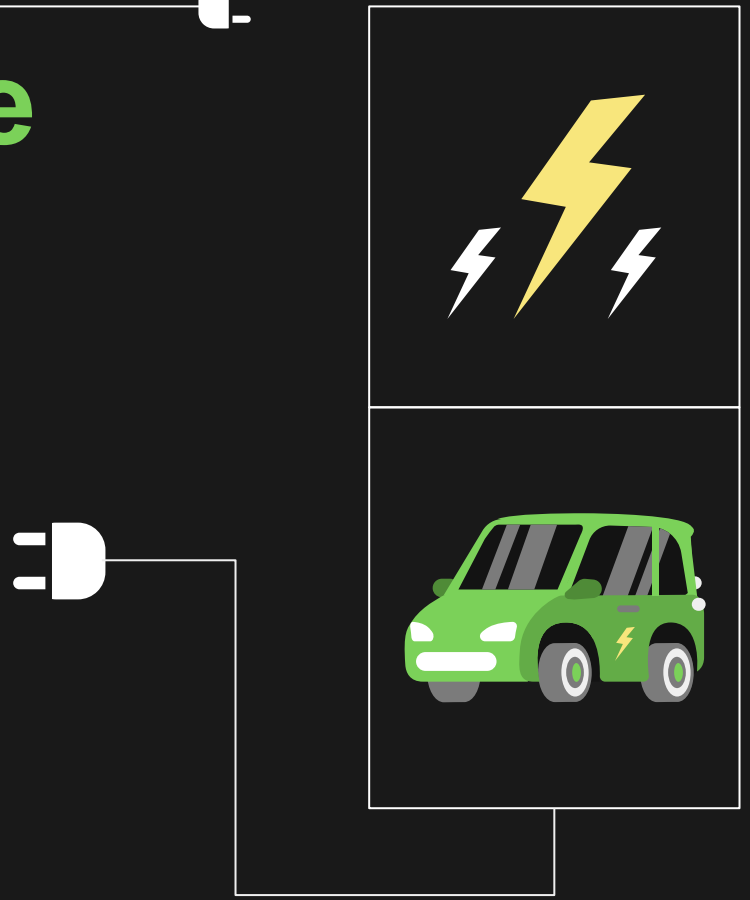
Electric Vehicle Usage In Washington State



Team members
Avantika Goyal, Mrimon “Nemo” Guha,
Rachita Harit , Rohit Desai, Qinyi “Erika” Qiu

Agenda Items

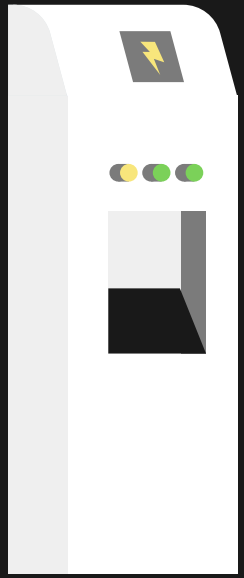
01.
Problem Statement

02.
Challenges

03.
Analysis and
Interactive Visualisations

04.
Insights

Problem Statement



- **EV Adoption**: The dataset reflects the growing trend of electric vehicle adoption, highlighting the shift towards eco-friendly transportation.
- **Data Source**: Obtained from the State of Washington's open data portal
- **Problem Statement:** Addressing the need for insights into EV adoption, brand preferences, and usage patterns, this dataset serves consumers, industry competitors, policymakers, and researchers in navigating the electric vehicle landscape
- **Use cases of our analysis:**
  - **Consumer Guidance**: Consumers can use this data to make informed decisions on electric vehicles before purchasing
  - **Competitor Analysis**: Competitors can understand market dynamics, identify which EV brands are gaining traction, and inform their own product development and marketing strategies

Challenges

Challenges We Faced:

- Understanding some of the terms MSRP, CAFV etc
- MSRP values had many 0 or null values
- Compiling different workbooks and maintaining the format

Our Resolution:

- Team tried to find out more about MSRP, CAFV etc using the data dictionary
- MSRP values had to be imputed using averages obtained from market research to avoid inaccurate representations
- Team agreed to stick to one color scheme to ensure a smooth and easy compilation

Analysis and Interactive Visualisation

We have used **Tableau** for our exploratory data analysis and interactive visualizations

Insights

153,830
Total # of EVs

More than **63%** of all EVs are **Teslas**

Tesla Model Y
have the most EVs on the road

$43,000
Average Base MSRP

66 miles
Average electric range

77%
are Battery electric Vehicles

Thank You

Please let us know if you have any questions.