# How tesla analyses through big data

Tesla has always been improving their latest product and putting them into the market for new users.

Tesla uses a $0 marketing strategy to dominate the market (Ian.2005) Url: <https://www.marketingstrategy.com/marketing-strategy-studies/how-tesla-used-a-0-marketing-strategy-to-dominate-a-market/>.

Tesla company’s cars are mainly based on technology. It is known for its autopilot technology that people praise it for. Therefore, tesla takes information from the car that you own every single time you drive. With this information tesla can reach into many more goals into their upcoming products. They can make more research, can improve their quality in customer satisfaction and also the performance in the vehicle.( Bipin Karki, [2020).](https://www.linkedin.com/in/bipin-karki-61a71367/?lipi=urn%3Ali%3Apage%3Ad_flagship3_pulse_read%3BIAOUEMcrSfKwGeLWbKAfAw%3D%3D&licu=urn%3Ali%3Acontrol%3Ad_flagship3_pulse_read-read_profile)

The bigdata from different data sources are used to perform real-time analytics to process adaptive cruise control, emergency braking, object detection, collision evasion, identifying traffic sign, identifying lane separation, identifying traffic conditions, self-parking, detection of and object in a blind spot and identifying rear collision (Cheruvu, 2015).

Analytical decisions are made by an already installed auto-pilot software in the car, which would do the actions mentioned above. (Bipin Karki, [2020).](https://www.linkedin.com/in/bipin-karki-61a71367/?lipi=urn%3Ali%3Apage%3Ad_flagship3_pulse_read%3BIAOUEMcrSfKwGeLWbKAfAw%3D%3D&licu=urn%3Ali%3Acontrol%3Ad_flagship3_pulse_read-read_profile)

Tesla claims they have gathered data from over 100 million miles with the autopilot software. Now, Tesla gathers so much data, that it logs more miles in a single day than all the miles Google logged with its driverless car program since it began in 2009.(Albert Ahdoot,2016)

Url: <https://www.colocationamerica.com/blog/how-big-data-drives-tesla>.

As mentioned above with all of the data tesla makes road maps better than any other generated road map to date and tesla confirms that this is one of the most safest maps that can be used by mankind.

Tesla made a collaboration with NVIDIA to use their deep learning technology, which means for the car to self-learn and with no other software running to object detection or mapping and the car learned to do all of this just by observing the patterns of the driver of the vehicle.