**Data gathered by tesla.**

Tesla records all the data that is made by the car and also by how the customer coordinates with the vehicle. ([Jose Antonio Ribeiro Neto (Zezinho)](https://joseantonio11.medium.com/?source=post_page-----6429af3cd58c--------------------------------), February 06, 2020).

Url: https://medium.com/xnewdata/tesla-big-data-success-case-6429af3cd58c.

With these data, tesla can check for patterns and analyze the data for the companies benefactory.

All data that is being harvested is then sent to warehouses where these data can be stored for a long period of time, where later on it can be invested through to make better products for the end users of tesla.

Elon musk the owner of Tesla stated that running a car company is very difficult and that only tesla and ford is still to be the only car companies not to go bankrupt, which shows that tesla has been putting their data into proper use with good analysis.