Tesla Data Mining :

That’s because the computers on Tesla vehicles keep everything that drivers have voluntarily stored on their cars.

Tesla stores up many data from how the user uses their car to get hold of various patterns for their improvement in their future products.

Tesla Past:

Tesla (TSLA) - Get Tesla Inc Report , Inc. was founded in 2003 by the engineers Martin Eberhard and Marc Tarpenning in San Carlos, California.

It was originally called Tesla Motors, a name the company changed in 2017.

Tesla Marketing Strategies:

Tesla's marketing strategy, then, goes against the trend of developing TV advertisements and pushing its products onto consumers.

Instead, Tesla focuses on word of mouth advertising, and referrals.

Essentially, Tesla markets to its customers by not directly marketing to them.

Tesla future implementation:

To understand Tesla’s strategy, one must first separate its two primary pillars: headline-grabbing moves like launching the Cybertruck or the Roadster 2.0

(which the company claims will accelerate faster than any production car ever made) and the big bets it is making on its core vehicles, the models S, X, 3, and Y.

These efforts aim to achieve different things — winning the resources to commercialize vs. actually commercializing the idea

— but they come together to achieve a central goal: bring a new innovation to market.