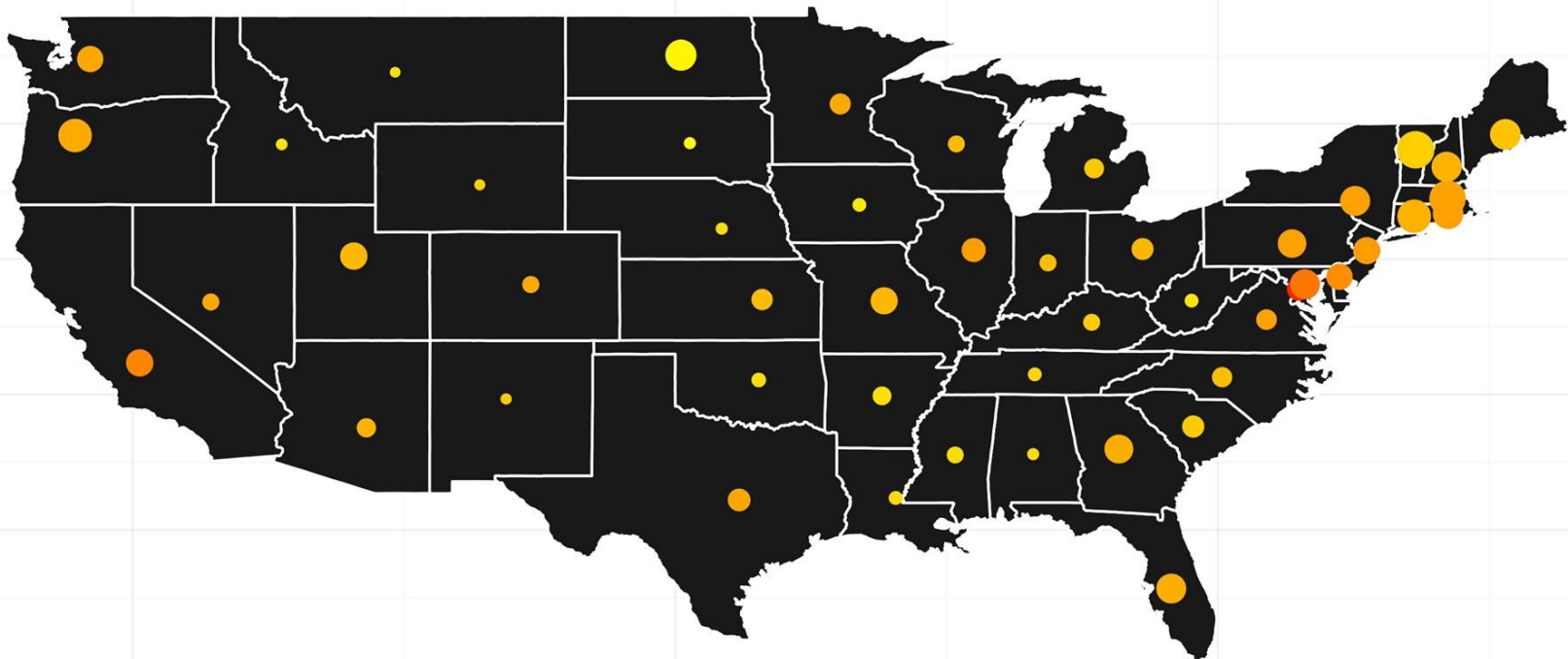


Sleepy
DataFest
Shan in Sight
UCLA
best Zhu
Logistics Daniel
LDA
competition
Regression
Statistics
Team
hours
communicate
Henry
ASA Chris
team

ANALYSIS CLUB

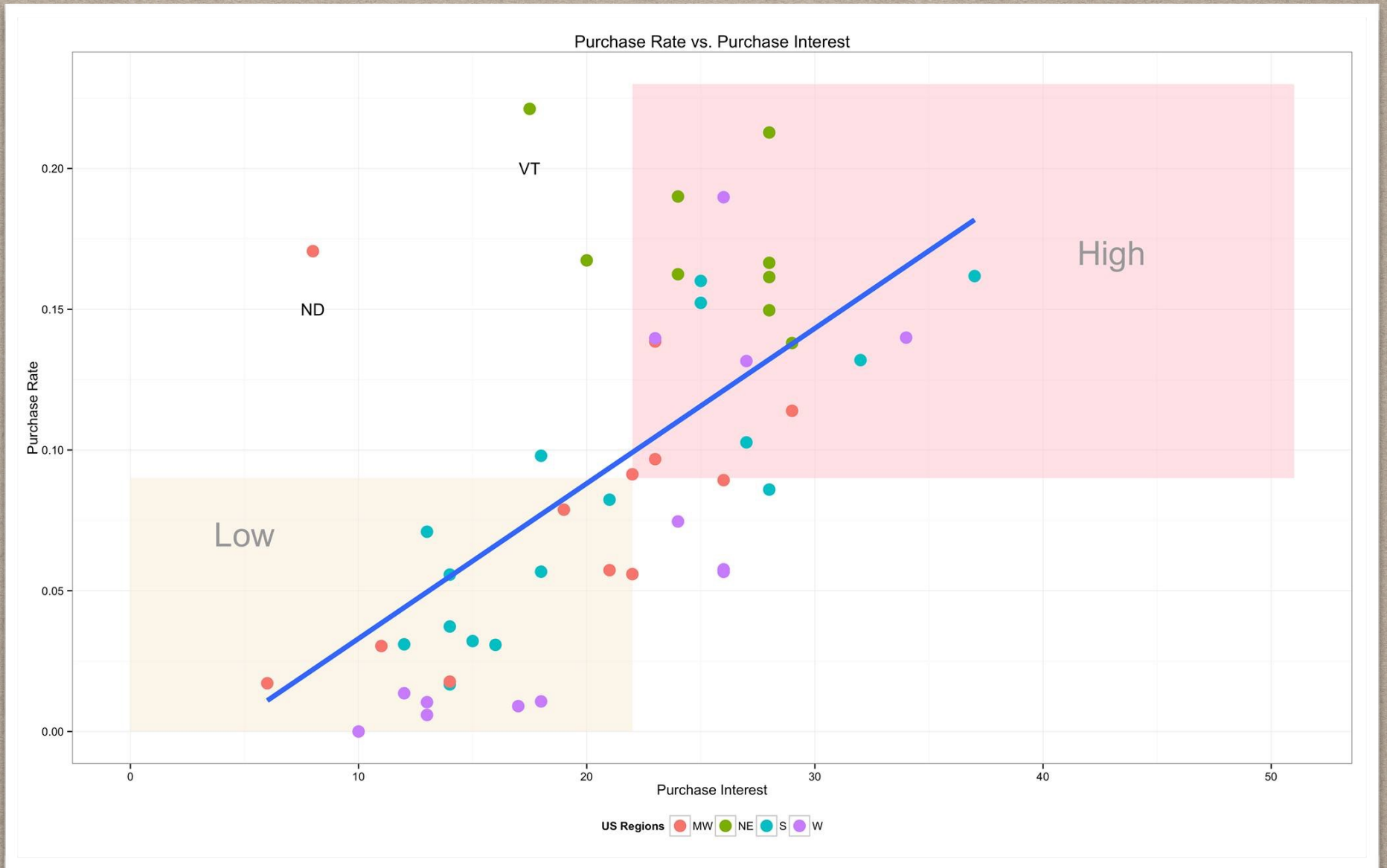
ZIHAO ZHOU, DANIEL HA,
CHRISTOPHER DONG, SHAN YU, ZHU ZHAN

State Differences in Purchase Interest and Purchase Rate



PURCHASE INTEREST: THE MEDIAN SUM OF SEARCH FILTERS AND THE NUMBER OF NEW CAR INVENTORY CLICKS

PURCHASE RATE: THE PROPORTION OF FINAL PURCHASES OUT OF ALL THE CONTACTS MADE TO THE DEALERSHIP



LOW: MIDWEST

HIGH: NORTHEAST