

```

1 data Capstone_Portfolio;
2   infile 'c:\folders\myfolders\sasuser.v54\PORTFOLIO CSV.csv' dlm=';' firstobs=2;
3   input Stock_Number $ Dealer $ Dealer_Code $ Inventory_Type $ Year $ Make $ Model $ Sale_Price front_gross;
4   back_gross Total_gross Sold_Date State $ Postal_Code $ Birthday Tracking_Code $ Lead_Source $ Adjusted_Response_Time_Pct;
5   last_attempted_email Contact Age Sold_Count;
6   run;
7
8   PROC MEANS DATA=WORK.Capstone_Portfolio;
9   run;
10
11   PROC MEANS DATA=WORK.Capstone_Portfolio;
12     CLASS Lead_Source;
13     VAR Total_gross Sold_Count;
14     WHERE Lead_Source IN ('TrueCar' 'AutoTrader' 'CARFAX' 'Cars.com' 'Edmunds' 'KBB');
15   run;
16
17   proc glm data=WORK.Capstone_Portfolio;
18     class Lead_Source;
19     model Total_gross=Lead_Source;
20     means Lead_Source / noprint=none;
21     lsmeans Lead_Source / adjust=tukey pdiff alpha=.05;
22     WHERE Lead_Source IN ('TrueCar' 'AutoTrader' 'CARFAX' 'Cars.com' 'Edmunds' 'KBB');
23   run;
24
25   proc corr data=WORK.Capstone_Portfolio pearson nosimple noprob;
26     plots=scatter(ellipse=none);
27     var Sale_Price Adjusted_Response_Time_Pct Age;
28     with back_gross Total_gross;
29   run;

```

Figure 2 - Portfolio Code showing in GitHub

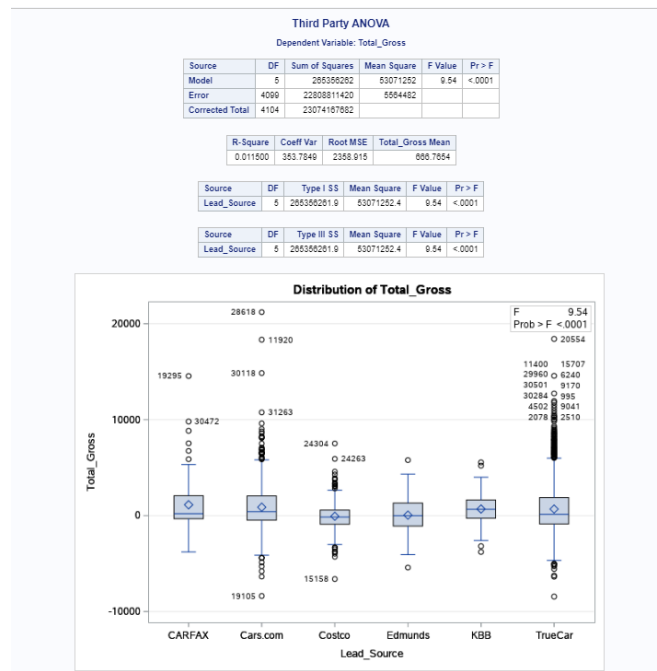


Figure 3 - ANOVA box plot showing quartiles and median on third-parties

Third Party ANOVA

Level of Lead_Source	N	Total_Gross	
		Mean	Std Dev
CARFAX	114	1133.08798	2836.55030
Cars.com	833	877.26420	2670.48019
Costco	353	-86.90538	1558.27975
Edmunds	33	46.20939	2209.55598
KBB	58	889.54382	1777.54219
TrueCar	2714	685.05456	2377.47995

Figure 4 - Third Party ANOVA table to compare Means