

# Car Preference Clustering

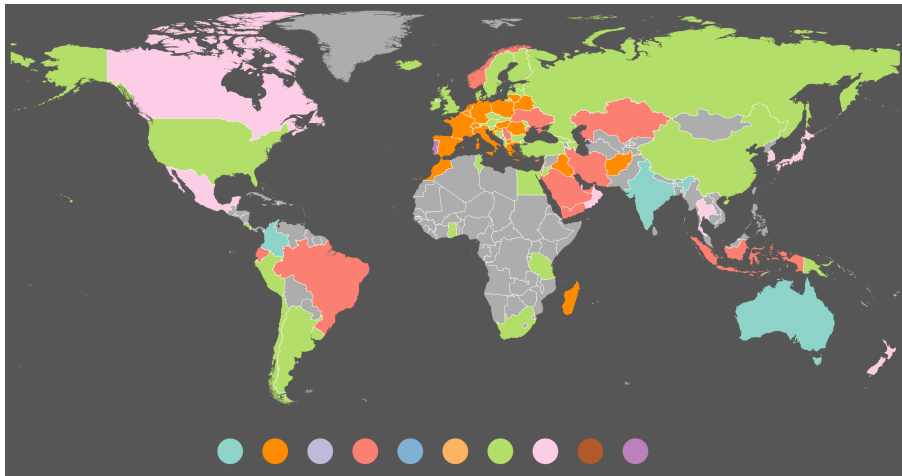
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# Big Picture

A car rental company displays available cars to customers over a website. Their business model is very similar to Orbitz or Travelocity (but for cars). They want a recommendation engine to decide what cars to display to consumers.

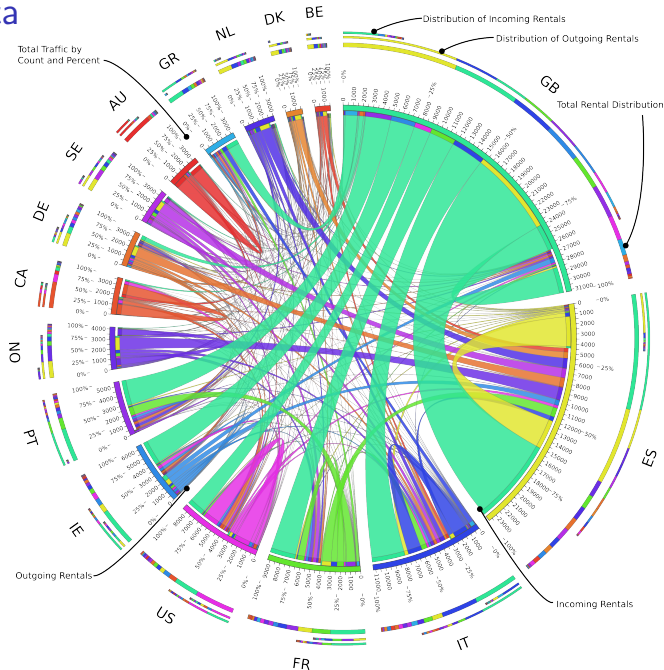


# The Data

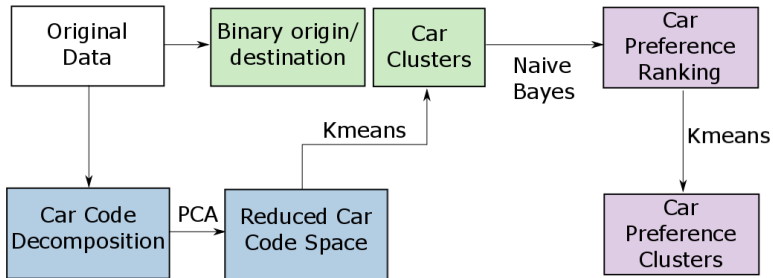
- ▶ origin: Where the customer was coming from
- ▶ destination: The country in which the car was booked.
- ▶ car code: Four letter string that encodes car properties.
- ▶ name: Name of the car.

origin	destination	car code	name
US	UK	ASKM	Ford Focus
RU	CA	MNLK	Honda Civic
MX	FR	BKWS	BMW Z3
...	...	...	...

# The Data



# New Strategy



# Results

- ▶ Nordic/Germanic countries tend to have similar preferences.
- ▶ Mediterranean countries tend to have similar preferences.
- ▶ Americans/Canadians/Australians tend to prefer bigger cars.
- ▶ Bigger cars increase in prevalence when going to colder places.
- ▶ Smaller cars increase in prevalence when going to warmer places.