Tesla – Rapid Discharge

# Ambitious Growth and Margin Delivery Drive Core Thesis

* Strong ramp up of high and mid-range EVs
  + Framing growth trajectory via examination of Chinese car manufacturers who have achieved large growths (BYD PHEV and BEV producer prime example)
  + Analysis of factory status production rate helped forecast bottlenecks
  + Framing highly ambitious/unrealistic targets (with consistent misses)
* GM margin delivery on ramp up of model 3 is a key focus of the market
* Other factors including high leverage, and cash burn, while concerns have played a lesser role in a market hell bent on volume and gross margin delivery

# A Sentimental Stock

* Highly sentiment driven and controversial CEO, Elon Musk, is an avid tweeter
* Opportunity to apply web-scraping to track tweets to capture near-term stock movements in the absence of catalysts

# Extracting Data Foundation

|  |  |
| --- | --- |
| Car sales volumes worldwide – required for Fundamental volume forecasts, follow similar for rival products | 1. [http://www.ev-volumes.com/country](http://www.ev-volumes.com/country/total-euefta-plug-in-vehicle-volumes/) (data present in embedded chart) 2. <http://www.ev-volumes.com/datacenter/> (paid) 3. [https://cleantechnica.com](https://cleantechnica.com/2019/02/24/china-electric-vehicle-sales-jump-175-up-to-4-8-of-auto-market-in-january/) (China, URL not consistent) 4. <https://afdc.energy.gov/data/> (nothing to scrape) |
| Used Tesla price – Required for evidence of strong resale values, gauging price record | 1. [https://www.tesla.com/inventory](https://www.tesla.com/inventory/used/mx?arrangeby=plh&zip=95113&range=0) 2. [https://www.truecar.com](https://www.truecar.com/used-cars-for-sale/listings/tesla/?page=33) |

Combine above data or traditional data with ML algorithms

Interesting links: <https://www.datawrapper.de/_/3tgFC/>