**Amtrak to expand its operations in a new geography**

1. Retrieve and begin to analyze data about the new market
2. Compare and contrast this new market with existing segments.
3. Begin to generate economic scenarios based on events that may, or may not, materialize in the new market.

**Decision is supply a new geographical area**

* Product: Trains & Tracks
* Geography: ???
* Customers: major commuters ...

**Business questions:**

1. How would the performance of these markets affect the size and timing of construction?
2. How would the value of the new geography affect the value of our business with our current customers?
3. How would we manage the allocation of our existing resources given we have just landed in this new market?

**Data and analysis to inform the decision**

* Customer usage: volatility and correlation
* Steel prices: volatility
* Electricity prices: volatility
* Gas prices: volatility
* All together: correlations among these indicators

**Data source(s):**

* ???