Why?


GREEN
IS THE NEW
BLACK

But we don’t want this…;)

What would make our product more green (and would let us still stay **“black”**)?

CARBURETORS

Low negative correlation between the number of carburetors and MPG. Very big positive skewness of data.

1/4 MILE TIME

Lack of any correlation between 1/4 mile time and MPG. Positive skewness of data.

TRANSMISSION

Small positive correlation between transmission and MPG. Positive skewness of data.

WEIGHT

Big negative correlation. **The higher weight, the smaller MPG and bigger fuel consumption.** Positive skewness of data.

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GROSS HOURSEPOWER

Negative correlation. **Generally, the higher hoursepower, the lower MPG and bigger fuel consumption.** Big positve skewness of data.

DISPLACEMENT

Big negative correlation. **The higher displacement, the smaller MPG and bigger fuel consumption.** Positive skewness of data.

CYLINDERS

Big negative correlation. **The higher number of cylinders, the smaller MPG and bigger fuel consumption.** Small negative skewness of data.

V/S

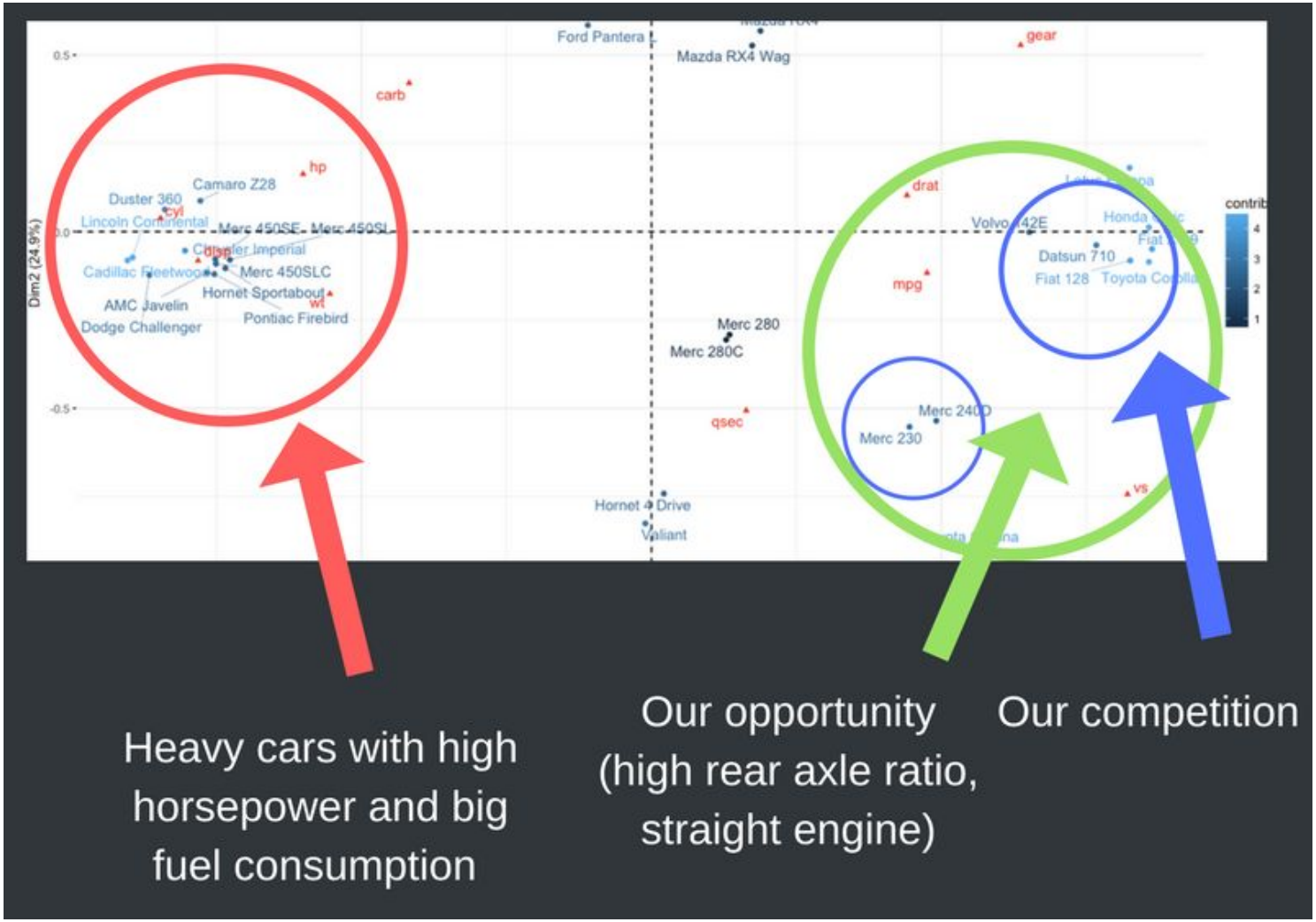
Positive correlation. **Generally, straight engine means higher MPG and lower fuel consumption than V engine.** Small positive skewness of data.

REAR AXLE RATIO

Positive correlation. **The higher rear axle ratio, the bigger MPG and smaller fuel consumption.** Small positive skewness of data.

And where are the others?

After making some magic with statistics...



Heavy cars with high horsepower and big fuel consumption

Our opportunity (high rear axle ratio, straight engine)

Our competition

Market opportunity

Building **high rear axle ratio cars** with **straight engine** and (therefore) **low fuel consumption**.