Objective:

We are trying to evaluate the effect COVID 19 may have had on the automotive sales industry, and give a plan for those looking to enter the market today: Where, type, and how?

Questions:

The effect covid 19 has had on consumer habits and behaviors in relation to car buying, type of cars, and preferred mode of transport.

Current car sales trends that can point to the ideal inventory

Where can we maximize profits based on location if relocation is an option and what about if it isn’t?

With possible resurgence on the horizon what factors seemed to be most resistant to the shutdown?

Datasets evaluated:

Census data for area population

Covid 19 data for area infection rate

Car sales data for area trends

Any data to help with different correlations

Other:

Give analysis on limitations and barriers

Create plan on how to nullify them or at least give a risk assessment