

**ACCELERATE THE WORLD'S  
TRANSITION TO SUSTAINABLE  
ENERGY.**



## SUMMARY

1.What is the product?

2.Product line includes How does it work?

3.How are they selling it?

Online Website

4.How is it priced?

5. What promotions are they using?

Customer experience

Referral program

Sales centers

6. What algorithmic marketing services are they using?

a. How frequently will data change?

b. How would you store these datasets?

7.What technologies and programmatic services is the company using to track visitors?

Tesla, Inc is an American automotive and clean energy company based in Austin, Texas that designs and manufactures electric vehicles.

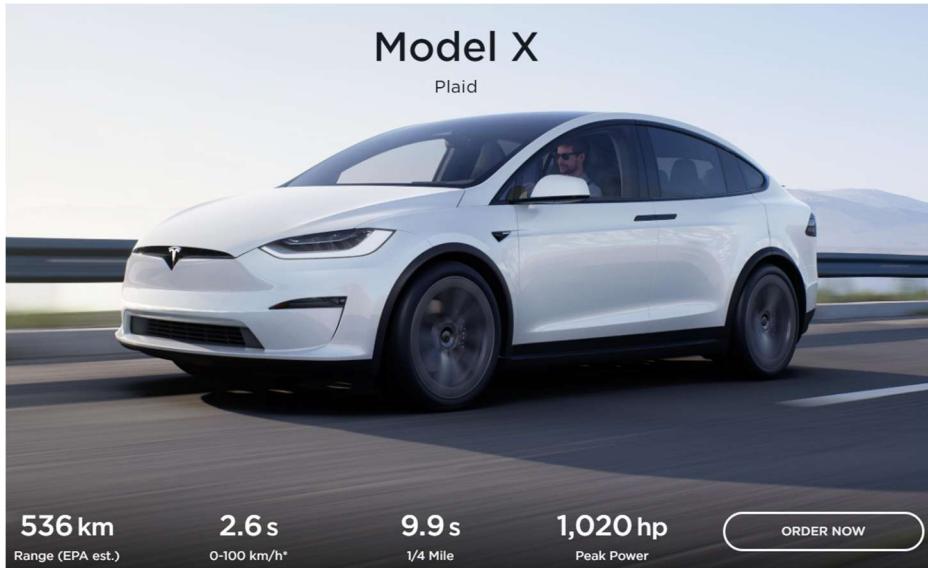
## 1. What are the products?



The Model S has a top speed of 322km (about 200.08 mi)/h. It comes with Bluetooth connections, high-resolution touchscreens, in-car gaming, and a Trip Planner. It can travel up to 652km (about 405.13 mi) with a single charge and it can recharge up to 322km (about 200.08 mi) at Supercharger locations. It has cameras covering 360° and functions like Autopilot, Auto Lane Change, Summon and Autopark.



The Model 3 has a top speed of 261km (about 162.18 mi)/h. It has greater impact protection and two independent motors. It can travel up to 576km (about 357.91 mi) with a single charge and it can recharge up to 282km (about 175.23 mi) at Supercharger locations. It has cameras covering 360° and the Autopilot function.



The Model X has a top speed of 262km (about 162.8 mi)/h. It comes with Bluetooth connections, high-resolution touchscreens, in-car gaming, and a Trip Planner. It can travel up to 560km (about 347.97 mi) with a single charge and it can recharge up to 282km (about 175.23 mi) at Supercharger locations. It has cameras covering 360° and functions like Autopilot, Auto Lane Change, Summon and Autopark. It has more storage space and optimized aerodynamics.



The Model Y has a top speed of 250km (about 155.34 mi)/h. It has two independent motors and it has room for up to 7 passengers and their cargo. It can travel up to 531km (about 329.95 mi) with a single

charge and it can recharge up to 261km (about 162.18 mi) at Supercharger locations. It has cameras covering 360° and functions like Autopilot.



The Cyber truck has an exterior shell designed for durability and passenger protection with a steel structure and armored glass. It also has a very adaptable storage space fit for carrying all kinds of cargo.

## 2. How are they selling it?

### Online website

Tesla sells their products through its online website: [https://www.tesla.com/en\\_CA/](https://www.tesla.com/en_CA/).

All products have an estimated delivery time of about 6 months.



### 3. How is it priced?

**A tesla can cost between \$39,990 and \$129,990 depending on the model customization like:**

- Paint changes
  - Interior upgrades
  - Wheels model

**Dual Motor All-Wheel Drive**

**Model S** \$129,590

#### Tri Motor All-Wheel Drive

**Model S Plaid** \$178,590

- Full self-driving capabilities:
    - Navigate on Autopilot
    - Auto lane change
    - Autopark
    - Full self-driving computer
    - Traffic light and stop sign control

#### **4. What promotions are they using?**

## **Customer experience:**

Tesla companies do their best to provide the best customer experience, they provide beautiful and attractive cars that draws a lot of attention in the street. TESLA understood that aesthetics and fashion are important. And this strategy has paid off: there are now several online groups and forums dedicated to show the advantages of buying a Tesla.

They believe it is better to invest in customers by providing them quality products rather than spending millions of dollars into advertisements (\$0 Marketing strategy).

## Referral program:

The company offers in exchange for a referral is often evolving. The referral program let the person referring others get \$1,000 in credit towards a new Tesla, or a Tesla service or accessory, for every purchase made from their recommendation.

Bjorn Nyland @BjornNyland - Aug 7, 2015  
@elonmusk Did I win the @TeslaMotors referral competition in EU or is it not confirmed yet?

92% 07:42

CLOSE PROGRESS ABOUT

LOCAL GLOBAL

The first to refer ten friends in each local region will get a free Model X.

ORDERS	CO <sub>2</sub> SAVED
10 Bjrn3169	60 tons/yr
6 lvind3331	36 tons/yr

Elon Musk @elonmusk  
@BjornNyland Provided all ten take delivery, you have indeed!

300 9:25 AM - Aug 8, 2015

## Sales centers:

Tesla does not work as other auto companies. They have created sales centers that work for sales and service at the same time.



## 5. What datasets do you think you will need to build these services?

We will use a combination of Tesla's US sales figures as shown in <https://www.goodcarbadcar.net/tesla-inc-us-sales-figures/> with the quarterly operating income as shown in <https://www.macrotrends.net/stocks/charts/TSLA/tesla/revenue>.

And we finally obtain an optimal dataset that will well represent TESLA's average incomes between 2015 and 2022.

### a. How frequently will data change?

These datasets are constantly changing. In fact, Tesla's long-term growth will not be coming from selling electric vehicles. The company has established itself as a disruptor, and it could continue living up in the years to come.

### b. How would you store these datasets?

**Progressive loading or Dataflow:** Since Tesla has decided to use big data to learn from their cars, it is no wonder they made their cars learn from this data as well. Becoming a data-driven car company

may just prove their original argument that electric cars are indeed better than other gasoline-powered vehicles.

## **6. How is the company tracking visitors?**

Everyone understands by now that Tesla has different approach than other automakers. From the beginning, the company had a goal of becoming automotive. Tesla not only use big data to fix the problems they are also using it to power up customer's satisfaction as well. To achieve it, Tesla was constantly gathering the data through different tools as:

- Personalized driver profiles
- Data-driven design
- Dynamic Tracking