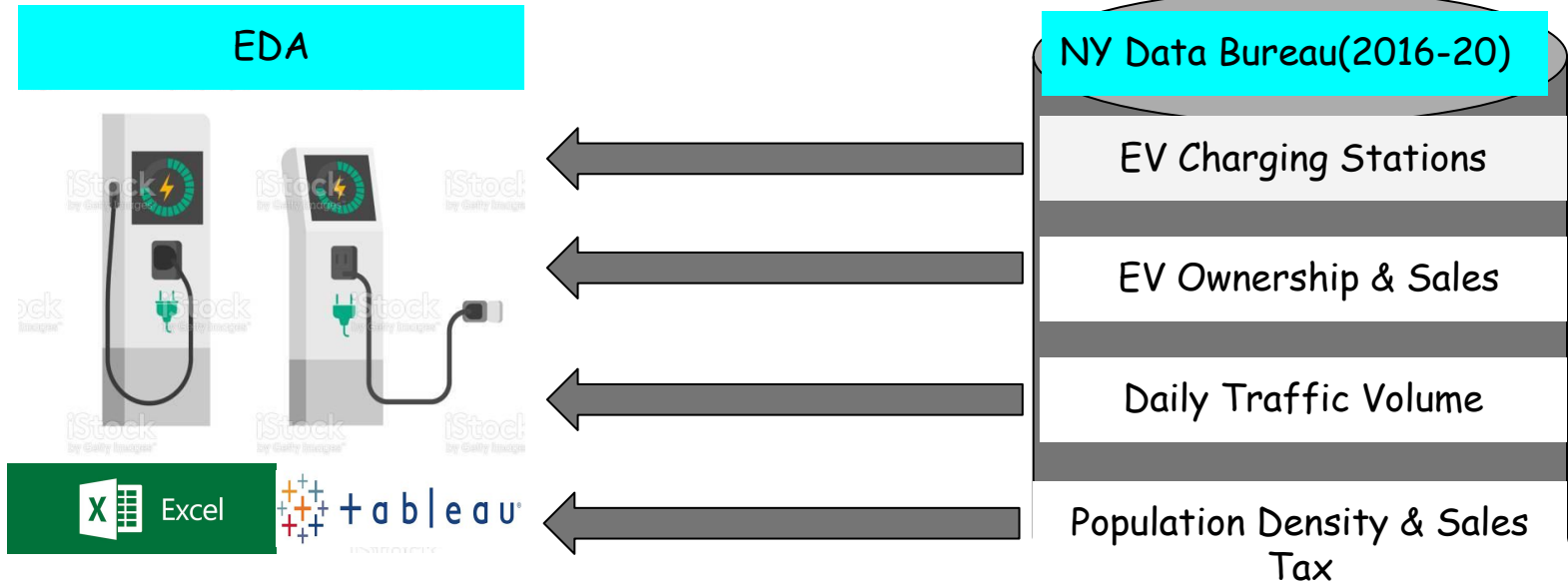


# Spot On

By Reynold D'silva



# Methodology & Data



# Issue Analysis



Universal Uclick/gocomics.com/EMAIL: hpayne@detnews.com ©2012 DETROIT NEWS

14 US states ban ICE car sales from 2035

Leverage Technology to provide solutions



Accelerate Transition to Clean Energy



More EV charging Stations leads to Higher sales



# Solution



**What:** Variables paramount for EV Site Selection

**Where:** EV charging stations should be built

**When:** Demand for EVs will be the highest



# Business Model



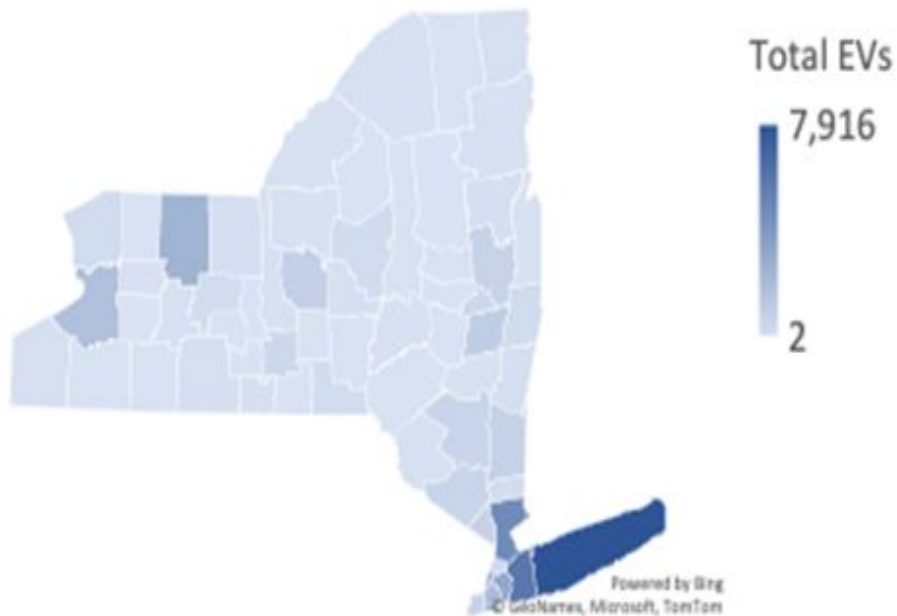
Advertisement Revenue

EV Traffic

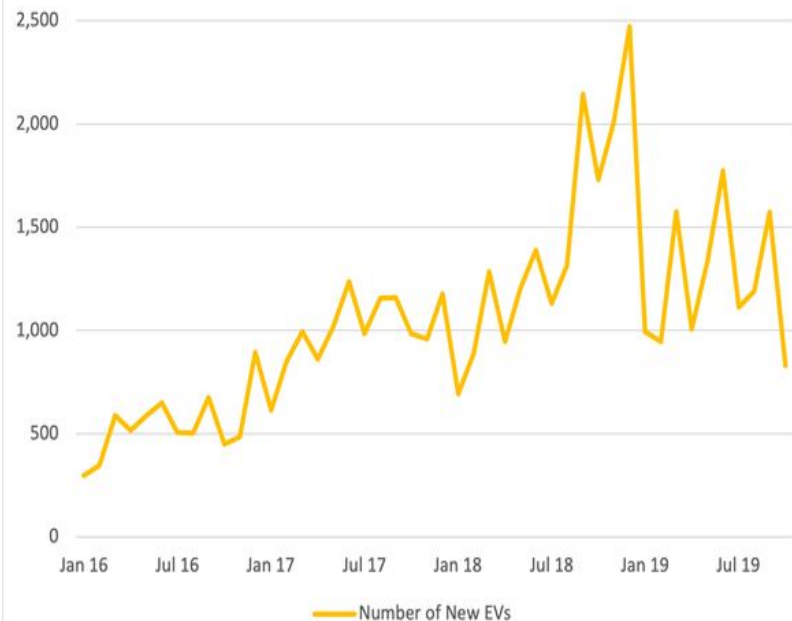
Cost Effective

# Analysis: EV Ownership and Sales

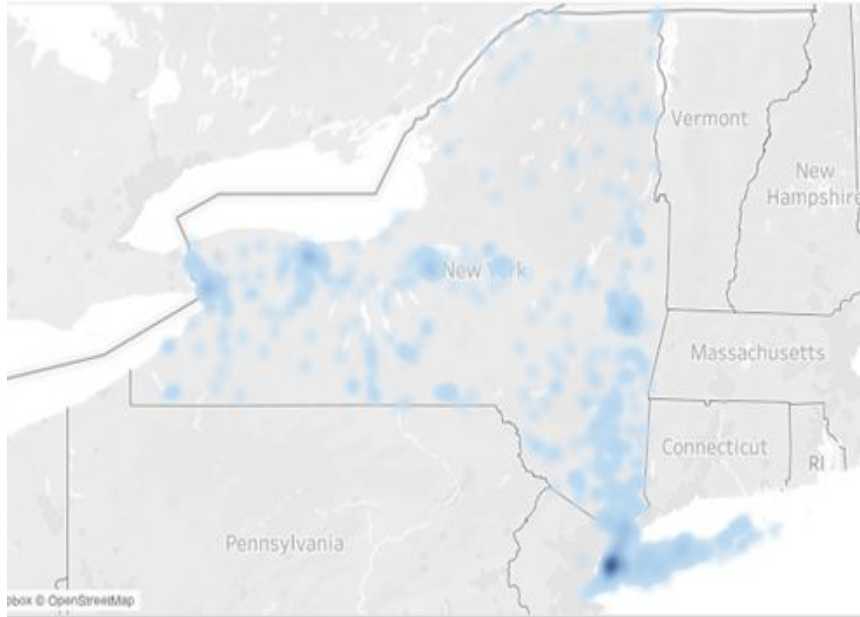
EV Ownership Density Map



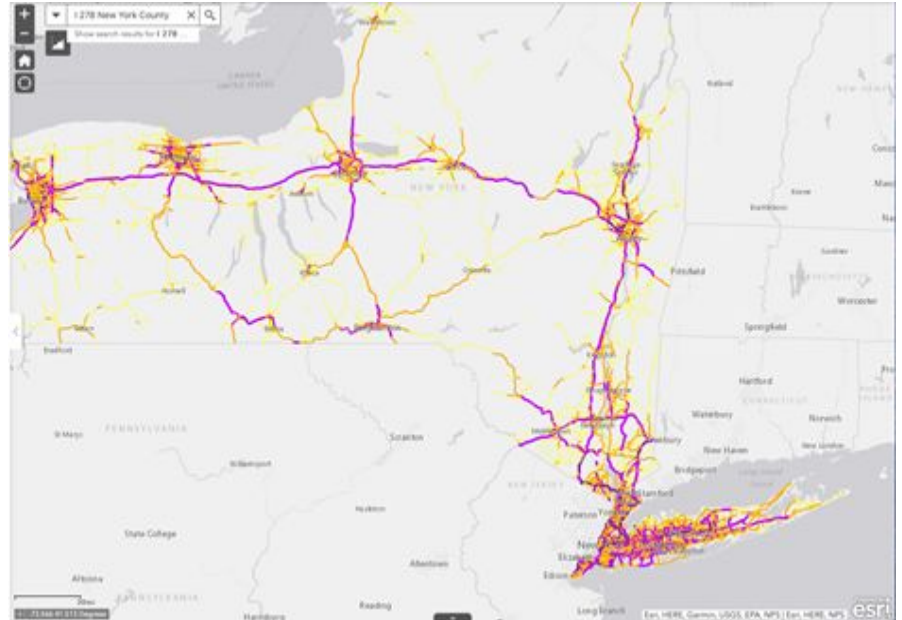
New EV Owners Over Time



# New York State EV Charging Network is expanding on busier routes



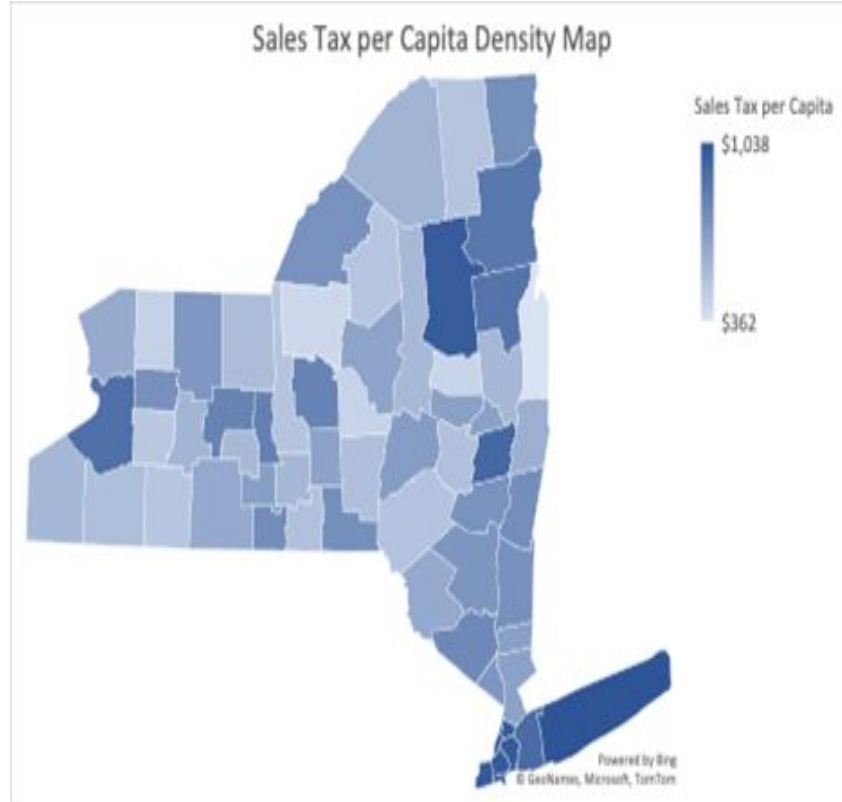
Current EV stations Network



Daily Traffic Map



# Sales Tax Per Capita

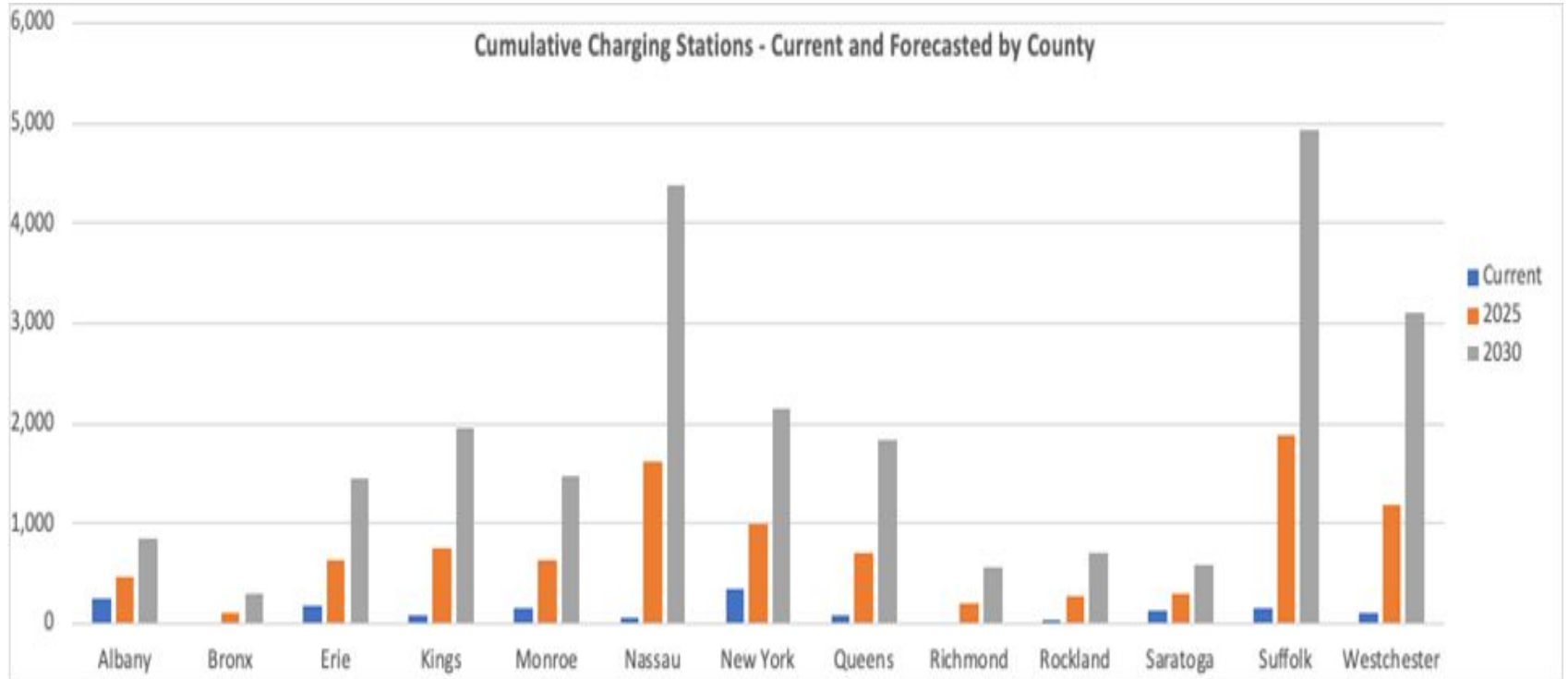




# Analysis- Ranking

	County	Population Rank	Sales Tax per Capita Rank	Total EVs Rank	# of EVs per Station Rank	AADT Rank	Weighted Ranking	Final Rank
1	Suffolk County	4	1	1	9	2	3	1
2	Nassau County	6	9	2	4	1	4	2
3	Queens County	2	3	4	10	3	5	3
4	Kings County	1	6	7	17	7	8	4
5	Bronx County	5	3	19	18	8	11	5
6	Richmond County	10	6	13	12	16	11	6
7	Westchester County	7	33	3	11	5	12	7
8	New York County	3	3	5	46	10	14	8
9	Erie County	8	10	8	38	4	14	9
10	Orange County	12	16	15	14	13	14	10
11	Monroe County	9	27	6	27	6	15	11
12	Onondaga County	11	15	10	30	9	15	12
13	Rockland County	13	26	12	15	12	16	13
14	Dutchess County	15	22	11	22	18	17	14
15	Albany County	14	8	9	53	11	19	15

# Forecasted Demand for Counties:



# Takeaways

Most Potential:  
Suffolk County

Inside NYC:  
Queens  
Manhattan  
Kings  
Bronx

Outside NYC:  
Erie  
Monroe  
Albany  
Orange

Positive Sales  
Forecast



# Future Work



Predictive  
Regression Model

Unsupervised  
Learning

Strategic  
Advertisement  
Pricing

# Thank you

