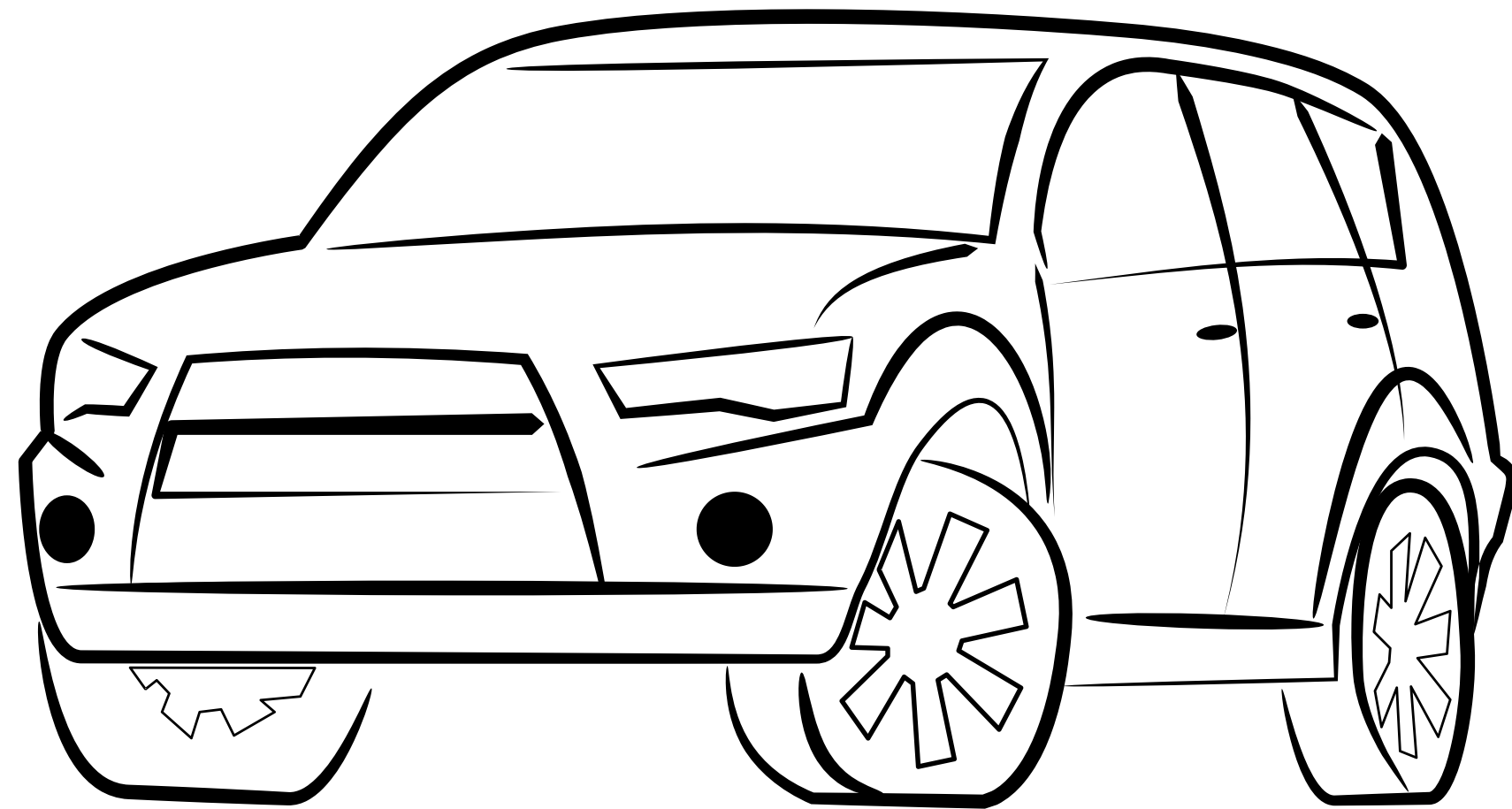# Pandemic and Transformation of automobile industry

Understanding the deep impact of pandemic and future opportunities
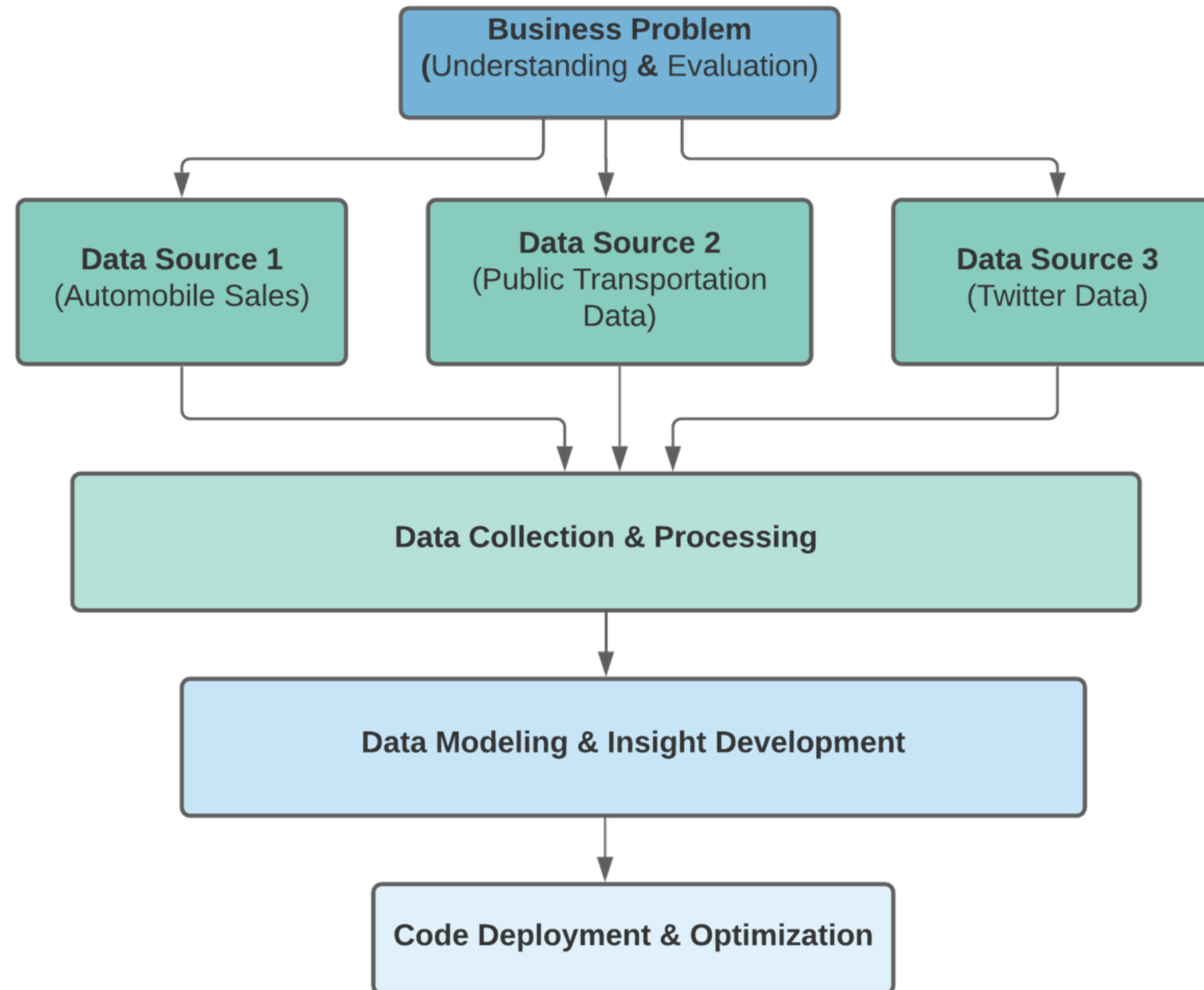
BUSINESS PROBLEM

Automobile industry (04 wheeler) has seen a huge growth with the onset of pandemic.

Leveraging the data from various sources (text/numeric based) the aim is to present a holistic view for the upcoming trends & opportunities for the businesses.

FLOW CHART

INITIAL STEPS DEEP DIVE

1

DATA COLLECTION

Geo - *India*
The data would be a mixture of textual and numeric data

2

DATA MASSAGING

Cleaning data defining schema

3

EDA

Understanding data and building primary insights using numeric data

4

MODEL BUILDING

Based on the text based data come up with models to define the trends and sentiments

5

PERFRMANCE IMROVEMENT

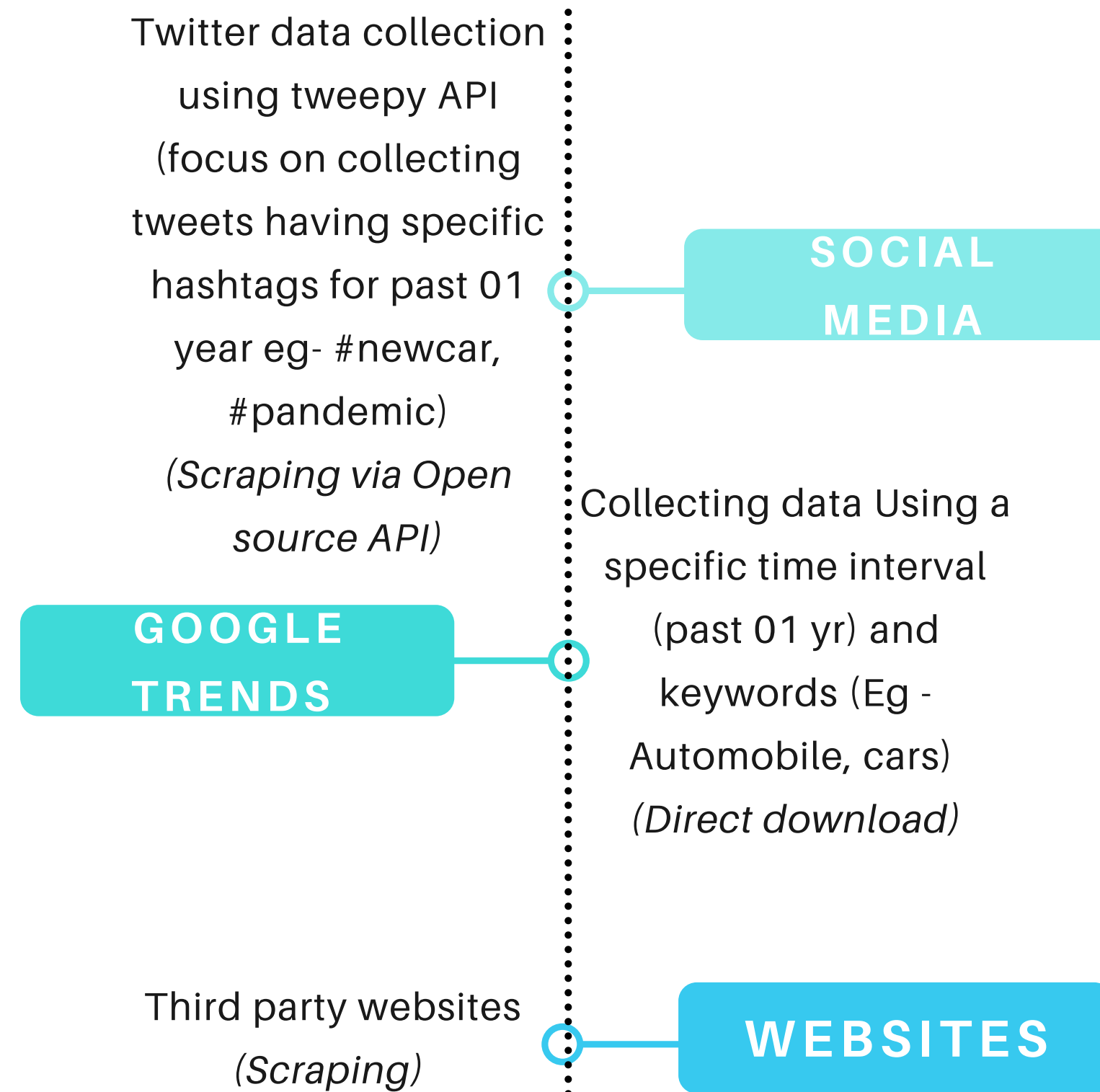Analysing the model output and using Agile methodology to improvise the model

6

PRESENT

Insights and story telling

DATA COLLECTION PROCESS

Sources and methods

Twitter data collection
using tweepy API
(focus on collecting
tweets having specific
hashtags for past 01
year eg- #newcar,
#pandemic)
*(Scraping via Open
source API)*

SOCIAL MEDIA

GOOGLE TRENDS

Collecting data Using a
specific time interval
(past 01 yr) and
keywords (Eg -
Automobile, cars)
(Direct download)

Third party websites
(Scraping)

WEBSITES

DATA OVERVIEW

- We will be dealing with two types of data text based and numeric data
- The numeric data will be backed with facts and sentiments from out text analysis
- With the combination of sentiment analysis and topic modelling we will be developing out insights