Weekly Update

### Research regarding the Use Neural Networks for Car Sales Prediction

### Input data Gathering

* Historical Car Dealership Sales
  + **Car Dealership:** Ford Dealership based in Cuernavaca
  + **Source:** Former General Manager
  + **Period:** 2007/01- 2011/05
  + **Periodicity:** Monthly
  + **Level of aggregation:** Version/Exterior Color/ Interior Color
  + **Notes:** Still trying to get up to date sales from Chrysler Dealership based in Queretaro to use instead
* Interest rates
  + **Source:** Mexico's Central Bank
  + **Period:** 2006-2018
  + **Periodicity:** Daily
* Exchange rates
  + **Source:** Mexico's Central Bank
  + **Period:** 2006-2018
  + **Periodicity:** Daily
* Consumer confidence
  + **Source:** Mexico's Central Bank
  + **Period:** 2006-2018
  + **Periodicity:** Monthly
* Energy Price Index
  + **Source:** INEGI
  + **Period:** 2006-2018
  + **Periodicity:** 2 times a month
* Economic Activity Indicator
  + **Source:** INEGI
  + **Period:** 2006-2018
  + **Periodicity:** 4 times a year
  + **Level of aggregation:** State Level
* Market competition(Monthly Sales of all Car Makers)
  + **Source:** Mexican Association of Car Dealerships (AMDA)
  + **Notes:** My friend in the industry is still trying to get them

### Knowledge Acquisition

* Been taking a machine learning course provided by Google in order to learn more about Machine Learning in general, Python and Tensorflow
* Been reading about Neural Networks to learn more about their inner workings, in order to be able to use them effectively in the future.