Slide 1 (very first)

* Good afternoon everyone.
* Thank you for giving me the oppourtunity to present my analysis and strategic recommendations.
* We will be discussing the strategies on Kona ICE’s monthly sales and Hyundai’s EV market expansion.
* After spending some quality time with this -> Hyundai can not only compete, but can be the leader.

Slide 2 (About me)

* I would like to introduce myself briefly before we jump in.
* my name. my current career. My responsibilities (automate the process, data analysis, visualization, maintain the report). I graduated last month.
* sword. save the earth from the aliens
* Graduated
* Married 4 years ago. My family.
* baseball

Slide 3 (Part 2)

* goal
* given data: over KPI m/m, retails sales with the sales units and the share, the report from JD Power, incentive information, CFTP (customer facing transaction price), MY Transaction, Flash report (Pipe line stocks by region and trim), Regional detail with MOS

Slide 4 (Kona’s Indicator)

Slide 5 (Dealer Gross)

* KPI m/m looks concerning. But we can break through if we prepare well for the next month.

Slide 6 (Heat map. Region/Trim)

* Flash Report (Pipe Line stocks)

Slide 7 (Optimization Process)

* Algorithm

Slide 8 (Final Recommendation)

Slide 9 (Part 3)

Slide 10 (Key technics for data cleaning and analysis)

Slide 11 (Bar plot. Laser point)

* A number that shows how much a variable (like model or region) impacts sales, compared to a baseline, while keeping other factors constant.
* Tesla Y sells 52 units more on average compared to the baseline model (e.g., Compact SUV), when other variables like region and date remain the same.

Slide 12 (External Resources)

* After google tredns: Talk about the Technology innovation.
* After EREV: Talk about Strategic partnership to compete with Tesla
* After Samsung: Talk about, going on auto pilot, driverless Taxis!

Slide 13 (Key Findings & Recommendations)

* Mention GM at partnership

Slide 14 (Reference)