What is the average salary of people interested in buying a car?

Does their demographic see buying a car as a viable option?

What will be the maximum age till which people see buying a car as an viable option?

Is it a good strategy to invest in displaying ads about cars to this user?

Will the user be interested in buying a car in the forseeable future?

Will this specific person buy a car?

The details of an average consumer of a car company

The users who are most likely to buy a car

The poeple who can be targeted with car ads for the highest chance of success

An interface to see which type of customers will buy a car

Think and Feel   **See**

Hear   **Say and Do**

The huge dataset drawn from various people used to make this model as diverse as possible

The change of marketing strategies to focusing on a select few with higher chances of success than the general public

The success rate of the model

Various different companies using this model to greatly enhance their advertising efficiency

The effectiveness of using this model to create targeted ads

Using the data to place their ads in strategic locations where their target audience are most abundant.

Time their ads for a user and engage him when he's most susceptable

Target audience with better possibility on buying a car based on how younger and affluent they are

Input the details of the person whom they want to determine to target ads towrds or not.

From the result of the model, target ads towards people who are classified as potential buyers

PAINS

Model might sometimes provide inaccurate results which might lead to losing out on potential customers.

The results are only as accurate as the dataset, hence it is important to have a very varied and accurate dataset.

GAINS

Can find out potential customers from a large group of people

Spend less on ads but improve their effectiveness drastically

Increase the success rate of ads by targeting people already likel to purchase a car