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| Honk4Honda |

You’re on the data science team at Honda. Your team is trying to understand regional automotive demand in the United States, as you plan your manufacturing goals.

* Through some limited market research we’ve discovered a strong regional demand for Honda in Omaha, NE. We’d like to know what other regional markets have similar demand: .
* What are some promising markets for Honda to expand to? What makes it promising? How do we know that we’re not over saturating the market or expanding into a hostile market?
* Are there any other interesting insights or trends that are actionable?

In addition to well-documented, extendable, and reusable code we are looking for a coherent data-story. This is a deliberately open-ended question that provides a chance to showcase your EDA, analysis, and presentation skills. The expectation is that you should spend no more than 4 hours on this task, and no more than 1 one preparing a presentation.

## Data

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| Name | Description |
| odometer | Miles traveled |
| title\_status | Title status (e.g. clean, missing, etc.) |
| transmission | Type of transmission |
| vin | Number |
| drive | Drive of vehicle |
| size | Size of vehicle |
| type | Type of vehicle |
| paint\_color | Color of vehicle |
| image\_url | Link to image |
| lat | Latitude of listing |
| long | Longitude of listing |
| county\_fips | Standards code |
| county\_name | County of listing |
| state\_fips | Standards code |
| state\_code2 | 2 letter state code |
| state\_name | State name |
| weather | avg. temp. for location in Oct./Nov. |

This data is raw data from Craigslist.