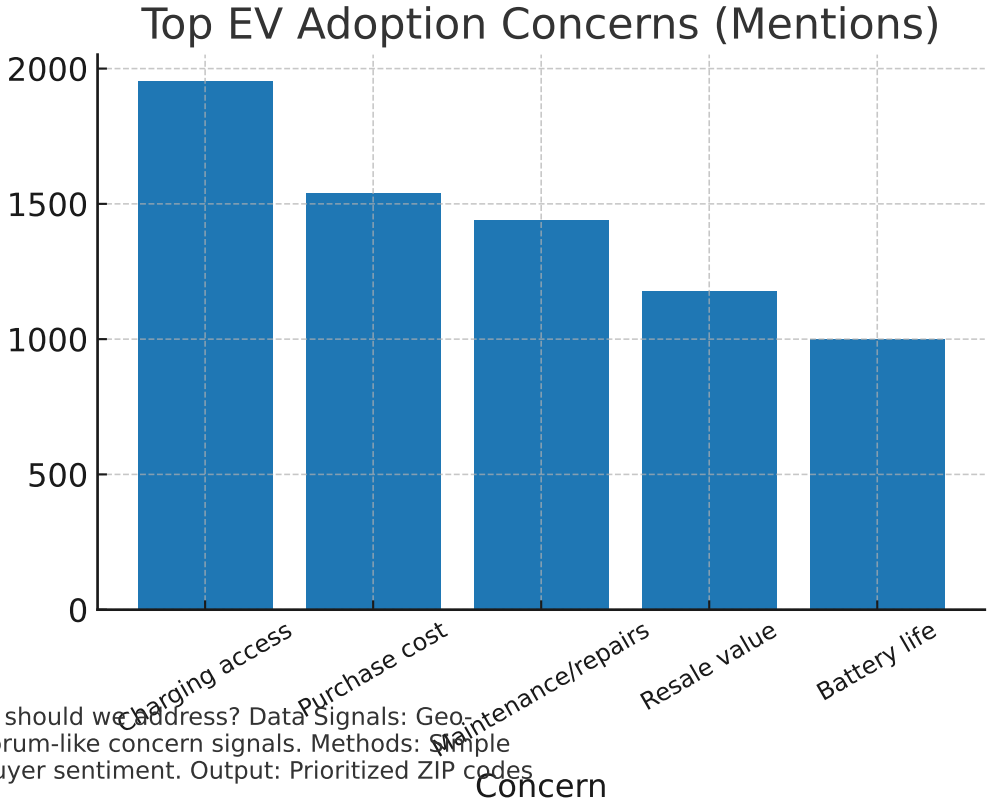
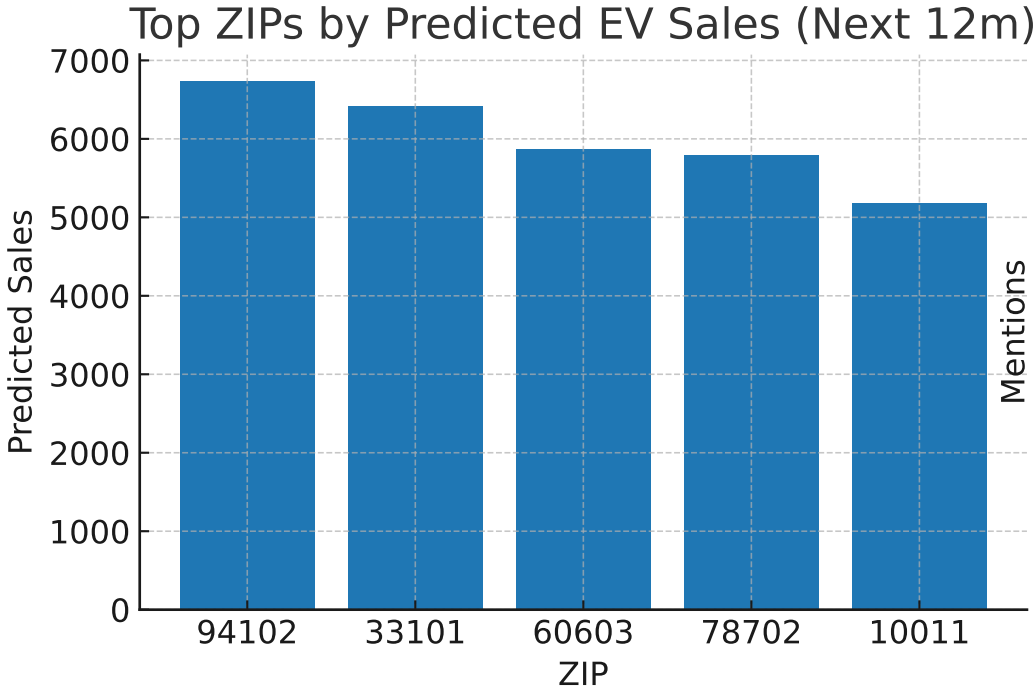


# EV Market Insights - Demo Brief

Predictive EV sales by geography + buyer concern signals (mock dataset)



Business Question: Where should we focus EV campaigns and what barriers should we address? Data Signals: Geo-demographics (population, income), charging station density, ICE/EV mix, forum-like concern signals. Methods: Simple scoring for predicted EV sales; aggregated concern mentions as proxy for buyer sentiment. Output: Prioritized ZIP codes and tailored messaging themes.

## Recommendations

- Prioritize campaign in ZIP 94102 (San Francisco, CA) with predicted 6737 EV sales in next 12 months.
- Address **Charging access** in messaging; it's the most discussed barrier.

BI Talking Points

- Actionability over algorithms: demo shows business-ready insights with a clear path to richer models.
- Designed as a BI companion: can feed Power BI/Tableau via API and refresh with real sources.
- Next steps: swap mock CSVs for AFDC/Census; train XGBoost/Prophet; add cohort retention and policy impact.

Note: Mock dataset for interview demo. Replace with real sources post-interview.