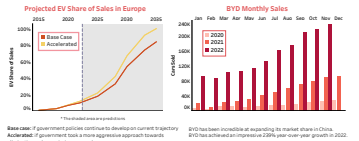


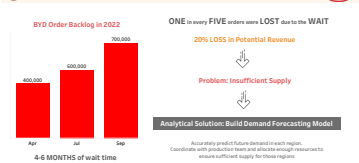
BYD in Europe: Forecasting Consumer Demand



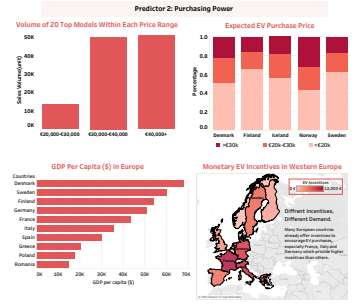
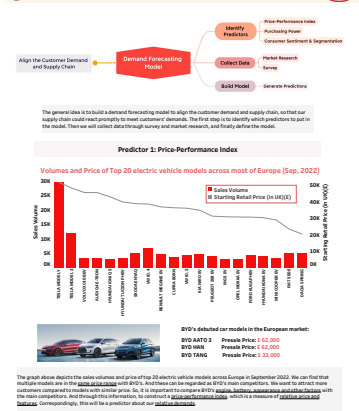
Base Case: If government policies continue to develop current regulatory framework, BYD has been successful at expanding its market share in China. BYD has achieved an impressive 200% year-over-year growth in 2023.

Accelerated: If government takes more aggressive approach towards promoting electric vehicles in 2024.

Identify Current Problem

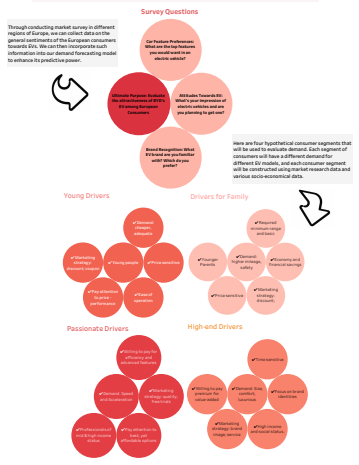


Build Predictive Model



Purchasing Power is a director predictor of demand. In this project, consumer purchasing power will be derived from four metrics: GDP per capita, GDP per capita, GDP per capita, and GDP per capita.

Predictor 3: Consumer Sentiment & Consumer Segmentation



Conclusion

