Problem Statement

- Ethos Group partners with automotive dealers to sell finance and insurance products

- Customer-focused approach

- Ethos has metrics on dealerships' status and many reporting tools, but haven't leveraged the data across the company

Objectives

1. **Formulate Dealership Groupings**
2. Identify Popular Products/Primary Customers
3. Inform Sales Reps with Product Mixes
4. Increase Profits/Number of Units Sold

Sales Profit With Respect To:
- Customer Credit Scores
- Customer Zipcodes
- Car Manufacturers
- Interest Rate Ratios of Car Sales
- Difference between Customer Price and Dealership Cost

Final Outcomes

Method: K-Means Clustering using Random Samples (min. value of 10,000)

Results:

- Products that protect customer from unexpected damages and losses from totaled cars
- Applies to customers located in NorthEast, South, and MidWest regions of the US