

Apr 23rd, 9:00 AM

Identifying Appropriate Strategies To Sell Tesla Automobiles in Ohio

Trever Maughmer
Ohio Northern University

Follow this and additional works at: https://digitalcommons.onu.edu/student_research_colloquium



Part of the [Business Analytics Commons](#), [Business Intelligence Commons](#), [Geographic Information Sciences Commons](#), and the [Marketing Commons](#)

Recommended Citation

Maughmer, Trever, "Identifying Appropriate Strategies To Sell Tesla Automobiles in Ohio" (2021). *ONU Student Research Colloquium*. 57.

https://digitalcommons.onu.edu/student_research_colloquium/2021/posters/57

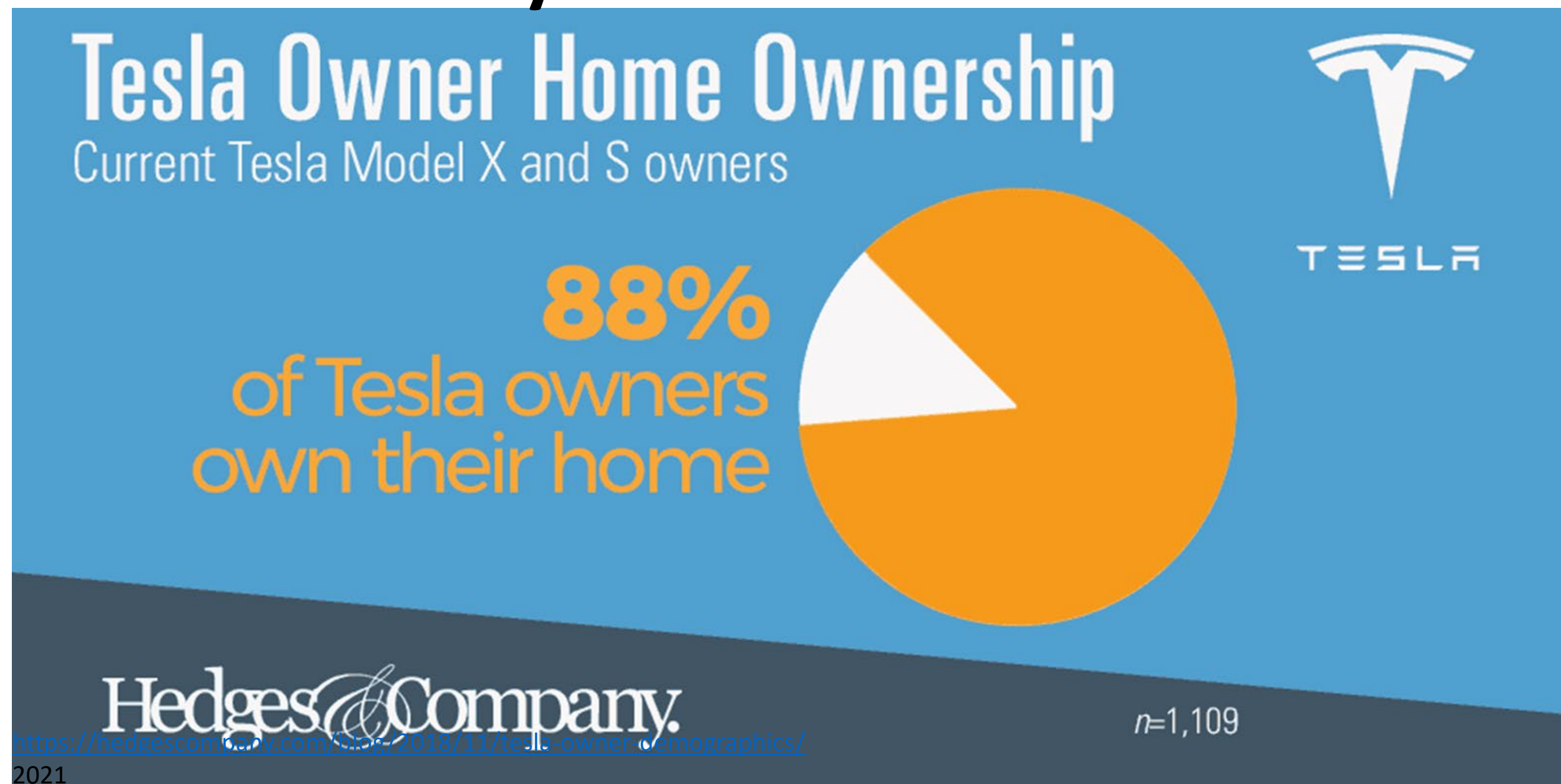
This Poster is brought to you for free and open access by DigitalCommons@ONU. It has been accepted for inclusion in ONU Student Research Colloquium by an authorized administrator of DigitalCommons@ONU. For more information, please contact digitalcommons@onu.edu.

Selling Tesla Automobiles In Ohio

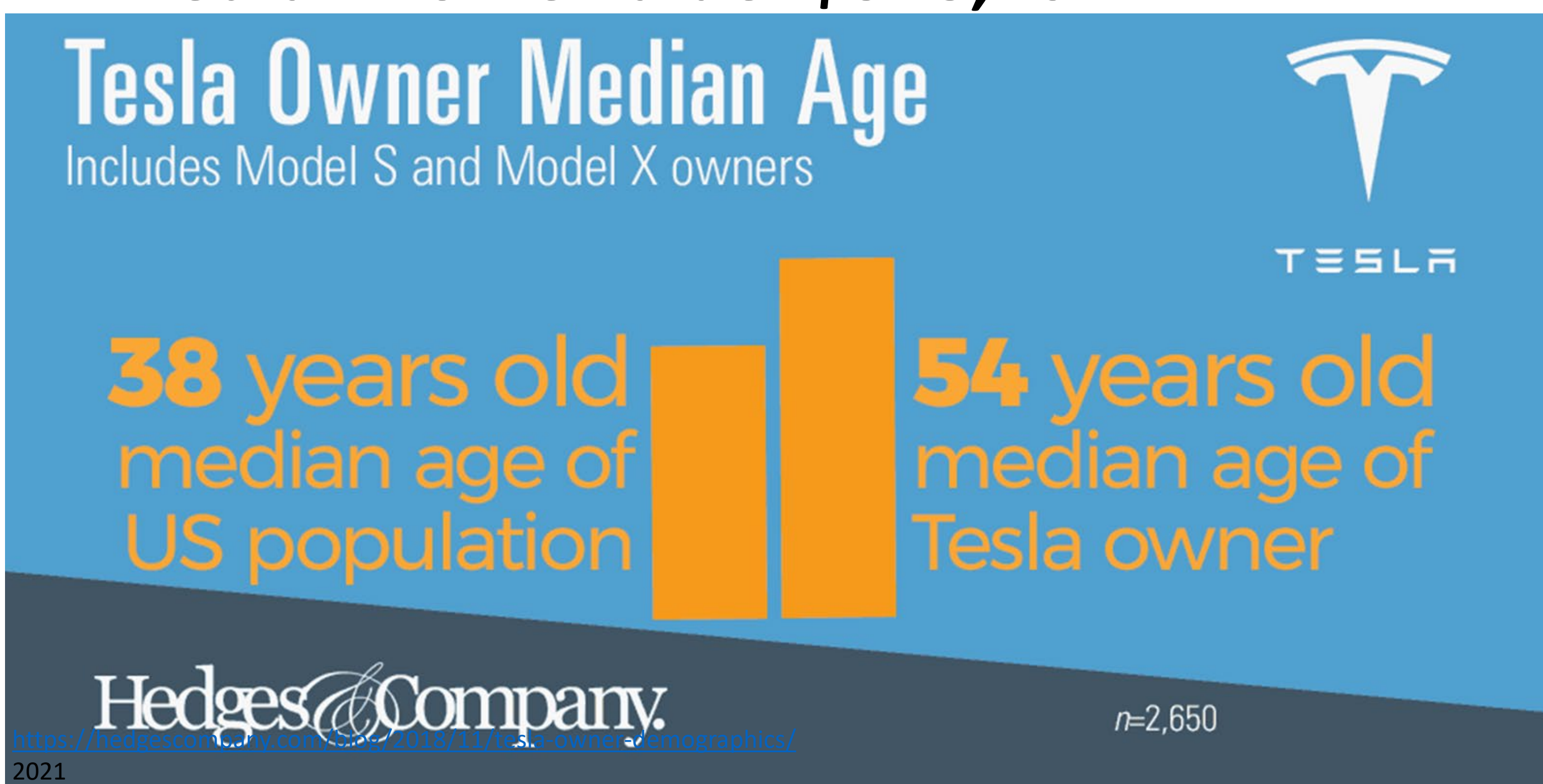
Summary

This project is a case study that examines the utility of ESRI segmentation data and tools to identify a suitable marketing strategy for potential customers in specific locations in Ohio. It further identifies population segments in certain geographic areas according to consumer trends and demographic characteristics.

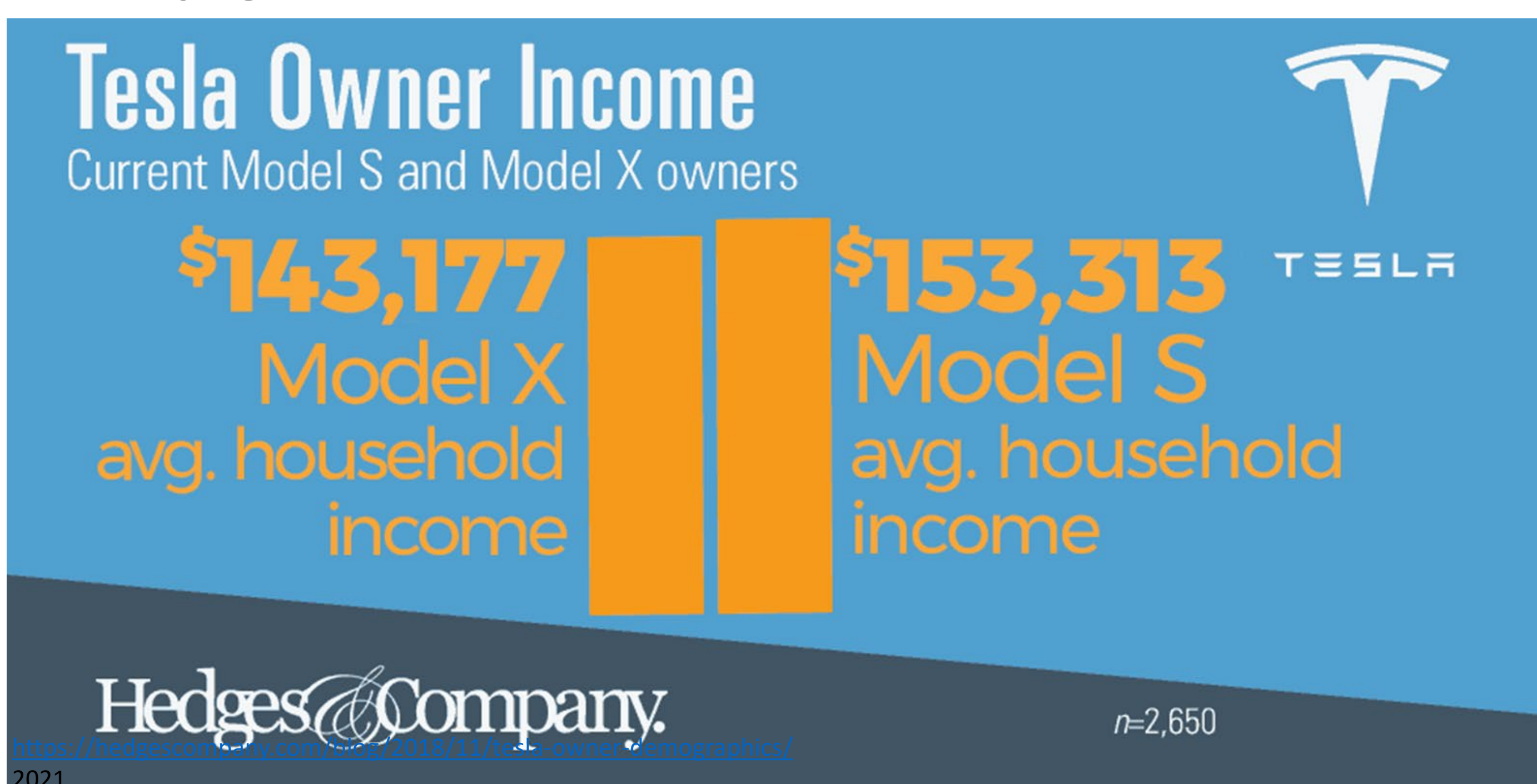
Customer Analysis



- **Median home value: \$348,167.**



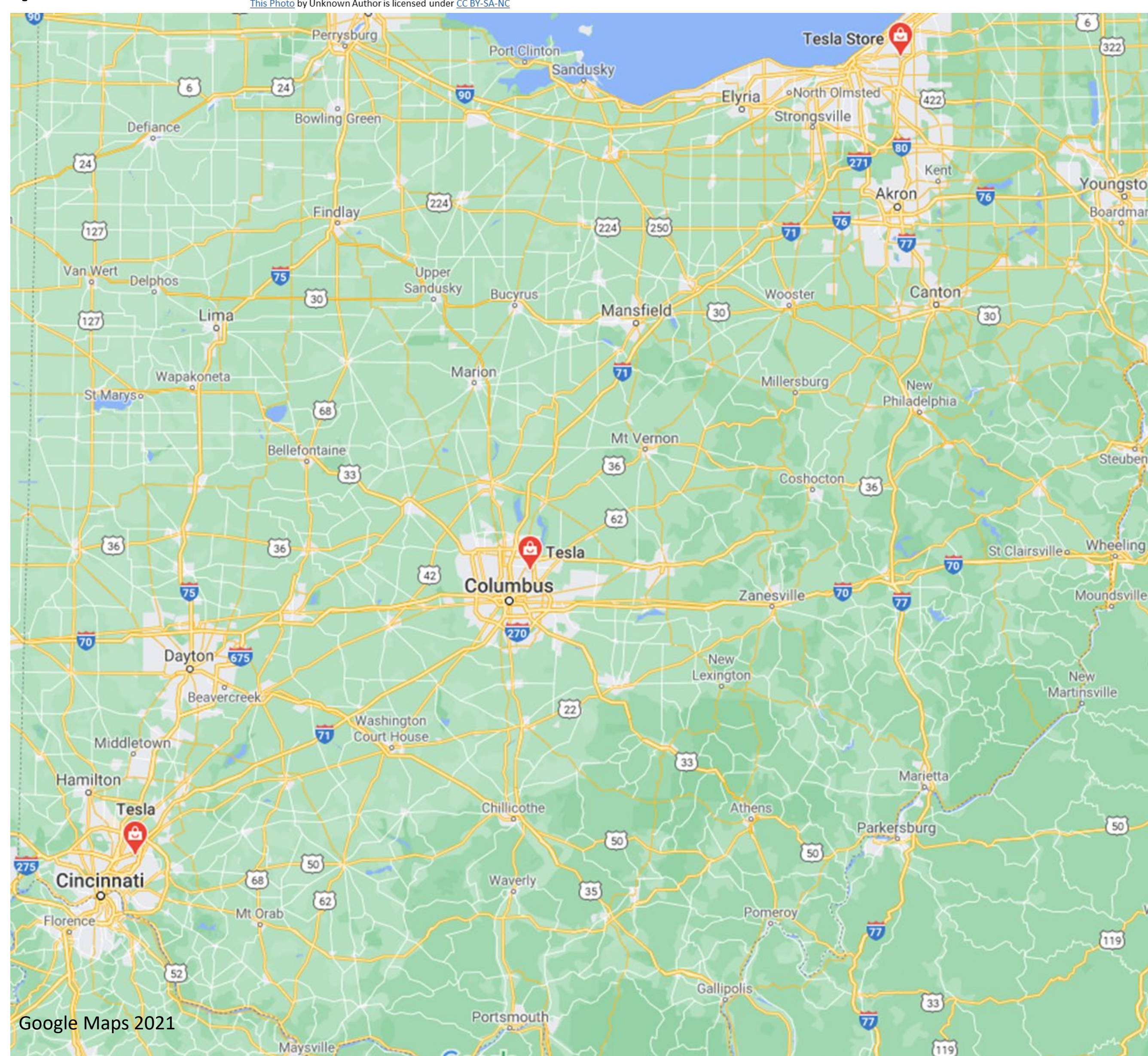
- **Mainly ages 50+, with about 71% being male**



- **Median household income: \$143,177 per year.**




TESLA



Location Analysis

- Ohio is already home to 3 Tesla dealership locations, **Cincinnati**, **Columbus**, and **Cleveland**.
- These locations have a lot in common. These include, **100k+** household income, **40+** years old, etc.




Tesla Model X

- 1,020 HP
- Range: 360mi
- MSRP: \$84,690



Site Selection

I concluded that it would be best if Tesla did not open a new brick and mortar location, but instead advertised in the Affluent Estate counties in the top right map. These counties population match the trend with Tesla owners.

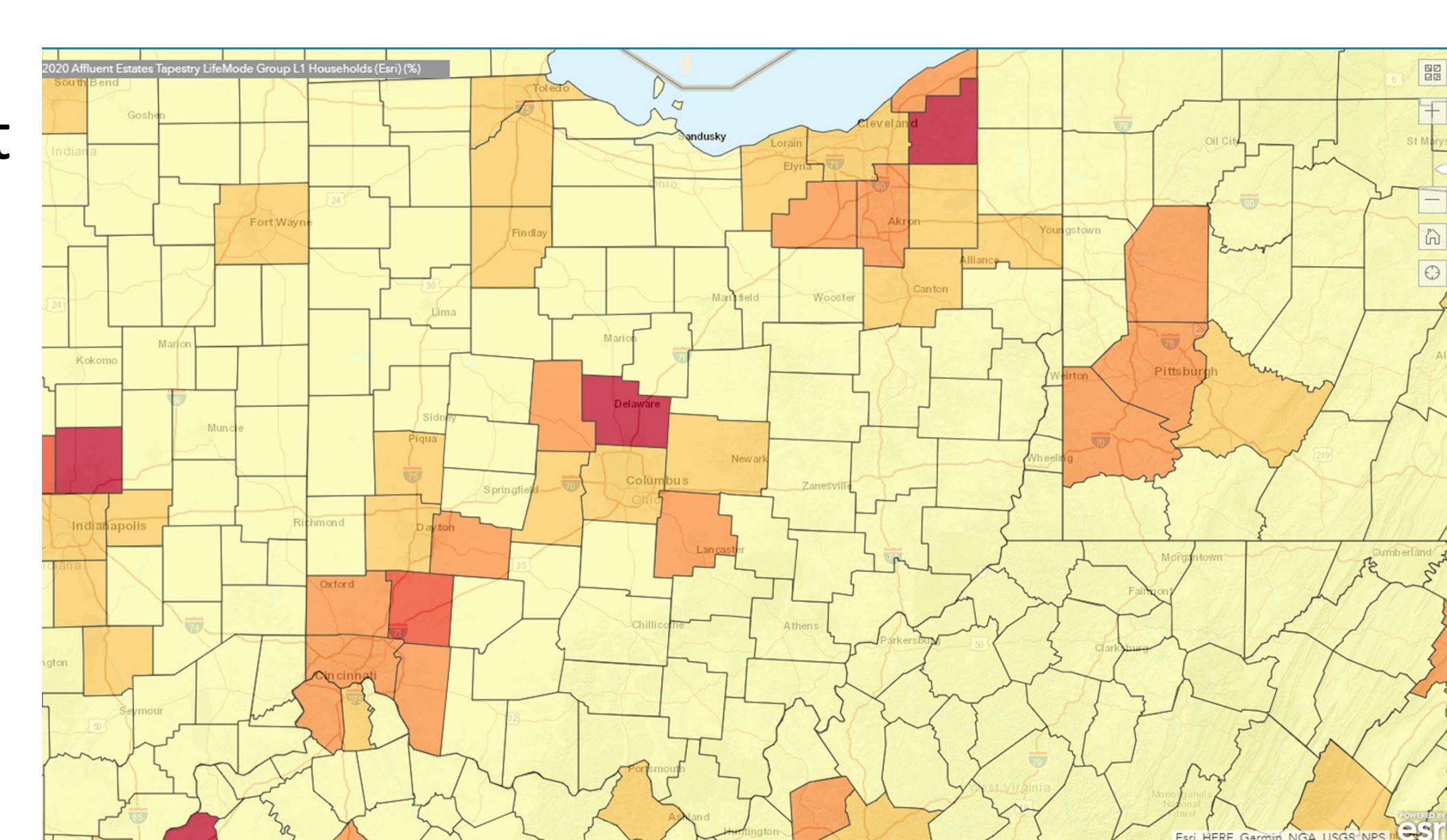
Created By:
Trever Maughmer



MRKT: 4961



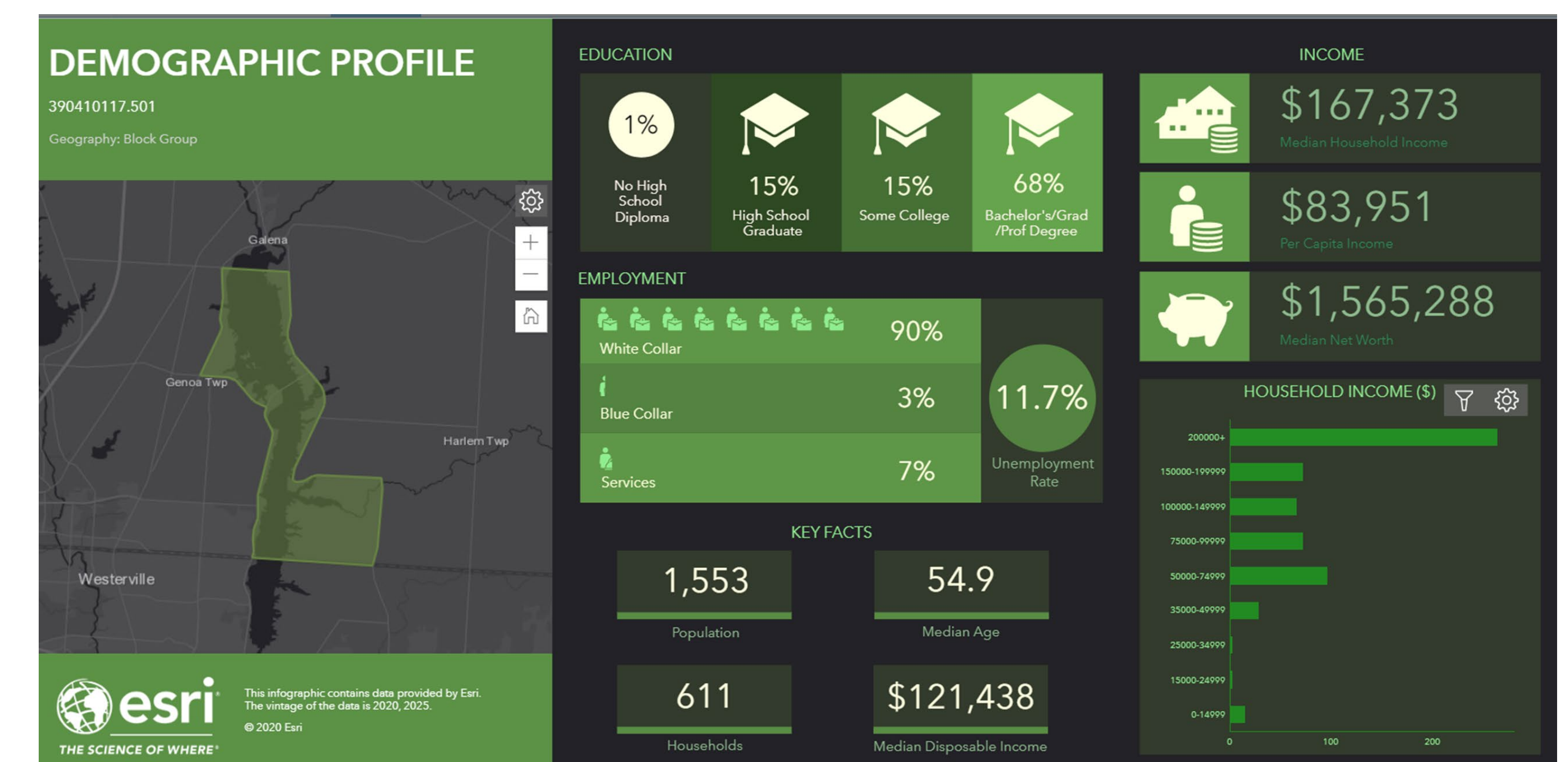
Segmentation data serves as an important resource used in business research. It encapsulates people who live in certain areas according to similar demographic traits, behaviors and habits, and consumer trends.



This map shows Affluent Estate Segment Residents in Ohio. The Affluent Estates members are wealthy, well educated, 90 % homeowners, and well-traveled married couples. The dark red indicates that 40% of the household in that area are Affluent Estates.

Industry Analysis:

- According to Allied Market Research “The global electric vehicle market was valued at **\$162.34 billion in 2019** and is projected to reach **\$802.81 billion by 2027.**”



Above is the demographics for a census block within Delaware County.