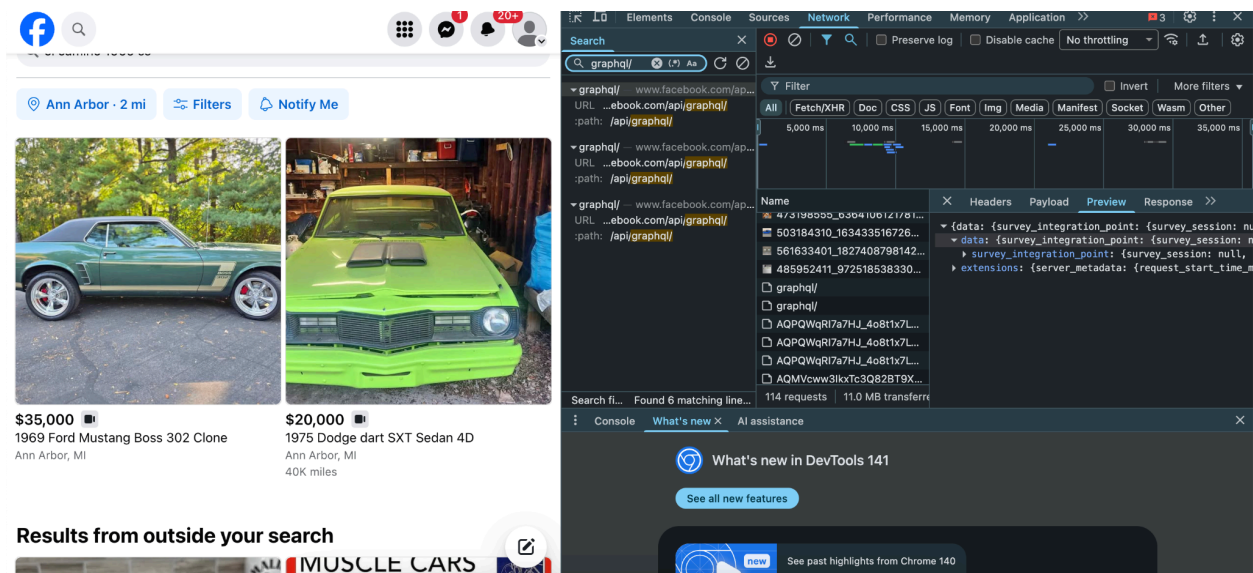Shaman Garcia
EAS 548
Oct 16 2025

Final Project Write up

Project Motivation: Following the theme of web-scraping, I chose to look back at old data I had collected from Facebook Marketplace. About a year ago I explored the available Chevrolet El Caminos in a 250 mile radius of Ann Arbor. Associated with each listing are the following important variables:

- Price ($)
- Year (1959-1987)
- Miles drives (represented in K of miles)
- Miles away (represented with an integer)
- Color
- Image
- Location (city and state)

In order to "scrape" data from facebook marketplace, you simply inspect element of the listings page:

You can record the web traffic as you scroll through listings and each listing is stored in a node-like data structure that you can find and then download.

You can then upload the .har file to this website: https://stevesie.com/apps/facebook-api/scrape/marketplace and it will parse the data into an excel style spreadsheet.

elcaminomapfinal

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A1 | fx | listingname

	A	B	C	D	E	F
	listingname	price	priceenum	location	milesdriven	year
2	1985 Chevrolet el camino Super sport!	$8,900	8900	Green Camp, Ohio	100K miles	1985
3	1959 Chevrolet el camino	$8,000	8000	Marshall, Michigan	71K miles	1959
4	1984 Chevrolet ss	$8,500	8500	Freeland, Michigan	87K miles	1984
5	1979 Chevrolet elcamino	$7,700	7700	Warren, Michigan	111K miles	1979
6	1969 Chevrolet el camino Truck	$10,500	10500	Detroit, Michigan	20K miles	1969
7	1974 Chevrolet classic	$3,800	3800	Livonia, Michigan	300 miles	1974
8	1984 Chevrolet el camino choo choo custom	$13,500	13500	Lake Orion, Michigan	100K miles	1984
9		$1,100	1100	Saint Louisville, Ohio		1959
10	1983 Chevrolet classic	$10,000	10000	Jackson, Michigan	73K miles	1983
11	1978 Chevrolet s-10	$1,800	1800	Saginaw, Michigan	999K miles	1978
12	1969 Chevrolet el camino	$1,234	1234	Springfleld, Ohio	99k miles	1969
13	1969 Chevrolet elcamino	$12,000	12000	Honor, Michigan	1M miles	1969
14	1970 SS El Camino	$28,000	28000	Van Buren Twp, Michigan		1969
15	1969 Chevrolet elcamino SS	$35,000	35000	Kittanning, Pennsylvania	23k miles	1970
16	1971 Chevrolet el camino SS	$27,000	27000	Schoolcraft, MI	112k miles	1971
17	1965 Chevrolet el camino truck	$6,000	6000	Muncie, Indiana	1.1k miles	1965
18	1873 Chevrolet el camino	$7,900	7900	Lima, Ohio	87k miles	1987
19	1971 Chevrolet el camino	$3,500	3500	Ellsworth, Michigan	72k miles	1971
20	1977 Chevrolet elcamino	$17,500	17500	Toledo, Ohio		1977

*this is the cleaned data. The original spreadsheet had over 50 attributes and a lot of metadata junk.
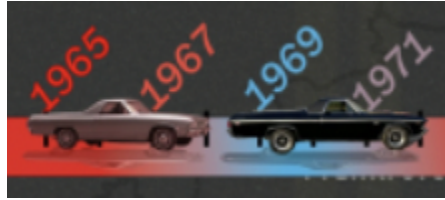
The most important parts of a given El Camino are the year and the price. If I were to actually buy one of these truck-cars, I would ideally look for one that is cheap, and that is in the 1967-1971 range with 1969 being the most desirable. Using these personal metrics, I used ArcGIS pro to load in my parsed and cleaned spreadsheet and created points using the Geocode address tool and the associated location of the listings. I used symbology that reflected both the price and the deviation from the 1969 ideal year by having a peak-style gradient for the color of the point, and size dependent data relative to the price.

I used a simple dot to represent each listing because I thought the simplicity made the map easy to read and understand.
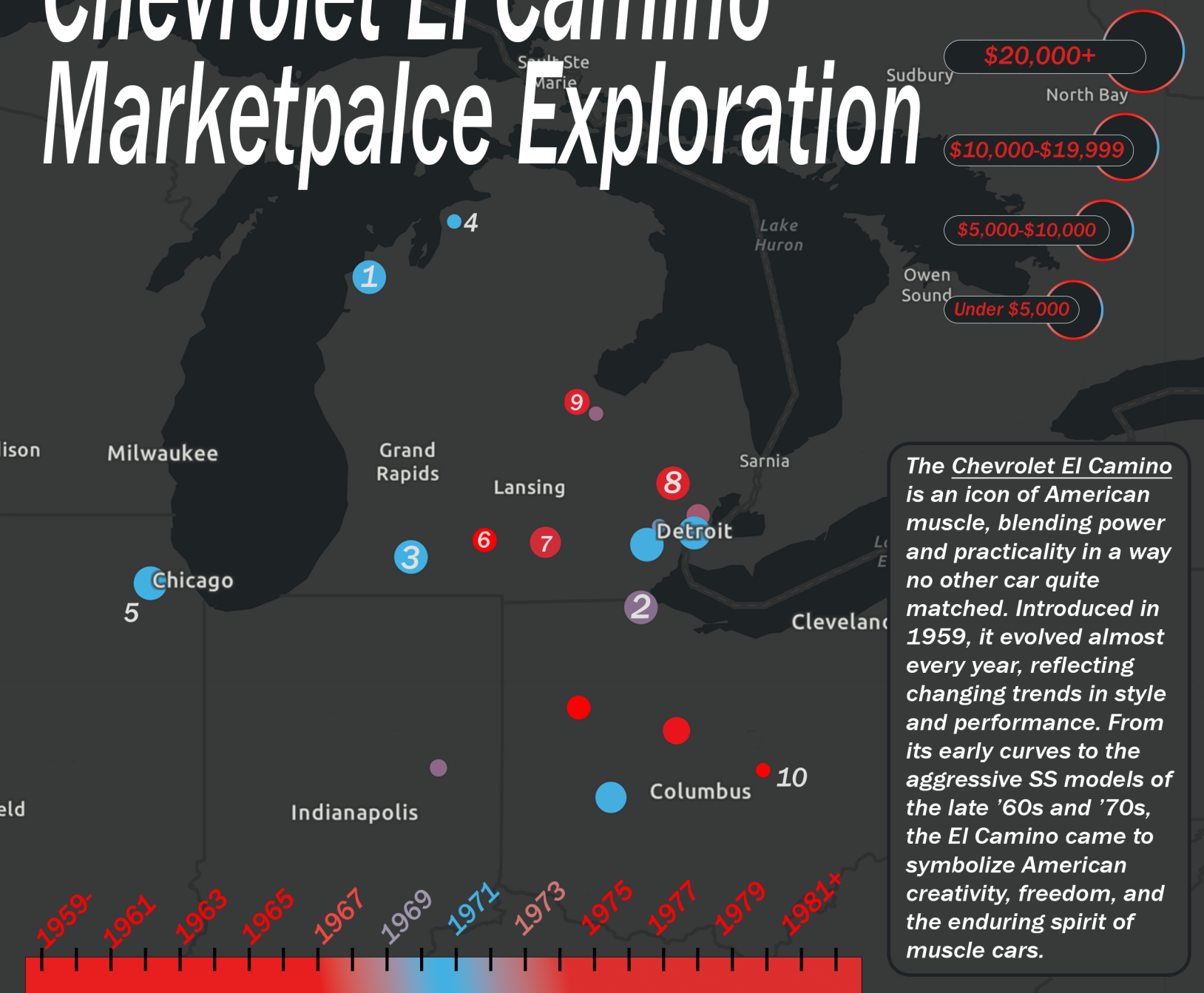
I used models of the car during the specific year to represent the ideal center on the gradient legend for the year. And I created a custom legend for the scale of points related to price.

All design besides the creation of the map in ArcGISPro, was done in Adobe Photoshop.

Chevrolet El Camino Marketpalce Exploration

Sault Ste Marie

Sudbury

North Bay

Lake Huron

Owen Sound

Sarnia

4

1

9

8

6   7

3

Detroit

2

Cleveland

Milwaukee

Grand Rapids

Lansing

Chicago

5

Indianapolis

Columbus

10

*The **Chevrolet El Camino** is an icon of American muscle, blending power and practicality in a way no other car quite matched. Introduced in 1959, it evolved almost every year, reflecting changing trends in style and performance. From its early curves to the aggressive SS models of the late '60s and '70s, the El Camino came to symbolize American creativity, freedom, and the enduring spirit of muscle cars.*

1959- 1961 1963 1965 1967 1969 1971 1973 1975 1977 1979 1981+

1

2

3

4

5

6

7

8

9

10