

CUSTOMER STORY

Enabling a global automotive distributor to increase profits and retain more customers with a future-ready Data Analytics Platform.

INDUSTRY:

Automotive Retail

TECHNOLOGY:

**Microsoft Azure Platform
Databricks**



ABOUT OUR CUSTOMER

Inchcape Plc is the leading independent global automotive distributor, operating in over 40 markets with a portfolio of leading automotive brands. In recent times, a combination of market disruption, increased regulations, and dynamic customer behavior has highlighted the need for agility and personalization. So, the client embarked on an aggressive pursuit to become a data-driven organization.

However, the journey to tapping into data analytics at such a large scale started with challenges like the prevalence of legacy systems, disconnected data sources, and siloed processes.



Inchcape launched their flagship analytics platform called Data Analytics Platform (DAP) – a global function to serve all their markets worldwide.



THE CHALLENGE:

- ◆ Prevalence of complex legacy systems that come with multiple sources of data
- ◆ Siloed and disconnected processes to manage the current flow of data
- ◆ Lack of a strong platform to drive analytics use cases for customer growth and retention



SOLUTION:

- ◆ Tiger's Data Analytics Platform (DAP) and Data Experience Platform (DXP)



RESULTS:

- ◆ Sales teams are selling the same number of vehicles but handling 40% fewer leads and driving overall higher lead conversion
- ◆ Dynamically changing prices w.r.t to market factors – leading to a 4% increase in profits for one OEM brand in a market
- ◆ Better visibility on top churners – improving customer retention rate by 15% in a market
- ◆ Governed Lakehouse solution that organizes & manages data, logs events, usage of cloud resources to track & optimize cloud costs to budgets defined

THE NEED

Hence, Inchcape was looking for the right partner to build a global strategic roadmap and deliver analytics-focused solutions.. Some of their primary requirements were:

- ◆ A strong platform infrastructure to ensure seamless deployment of analytics models
- ◆ Global repositories to manage data and model development and deliver sustained operations
- ◆ Single source of truth to successfully launch DAP/DXP and other enterprise-level initiatives
- ◆ Actionable data insights to enhance lead conversion and widen profit margins
- ◆ Increased market penetration and improved aftersales business

OUR APPROACH

Tiger established a centralized approach through discovery, analysis, development, deployment - covering data engineering and data science. Backed by Microsoft Azure with Databricks as the preferred cloud platform, we deployed a scalable data pipeline for advanced analytics and BI reporting.

Tiger had built a lake house on Azure by ingesting, enriching and integrating data about various business operations, tightly coupled with "**Data Quality**" validation using open-source framework and ensured reliability of data used for Analytics.



Real-time lead scoring

- ◆ All back-end data pipelines built for data ingestion into Azure-based global analytics platform
- ◆ ML-driven model to identify leads - with a near-real-time model to make instant decisions on handling customers



After-sales service churn prediction modeling

- ◆ Automated pipelines to ingest data from the DMS system into the analytics platform
- ◆ ML-driven identification of customers most likely to leave



Vehicle/after-sales parts pricing optimization

- ◆ Data analysis across thousands of SKUs to build price elasticity models
- ◆ Vehicle pricing analytics models to dynamically assess changing scenarios and provide recommendations



Sales promotion optimization

- ◆ ML driven optimization of sales promo budget deployment
- ◆ Potential 4% increase in the sale of vehicles (test market)

CLIENT TESTIMONIAL



Tiger has been a key partner in the data transformation initiatives; helping us accelerate this journey where we want data to fuel every decision of ours.

Ram Thilak,

Chief Data Scientist &
Global Head of Data Science
Inchcape

ABOUT TIGER ANALYTICS

Tiger Analytics is an AI & Advanced Analytics consulting company with deep expertise in Data Science and Data/ML Engineering. Over its 10-year history, Tiger has pioneered the development, deployment, and scaling of Data Science-led solutions for several Fortune 500 organizations. Tiger specializes in leveraging Big Data Engineering to build Advanced Analytics Data environments using various cloud technologies, predictive solutions, and deploying/scaling/automating deployment of such Predictive solutions in cloud environments. To learn more about our offerings, visit <https://www.tigeranalytics.com/> or mail us at info@tigeranalytics.com.