Tiger Analytics helped a global Automotive Distributor increase profits and retain customers with a futuristic Data Analytics Platform

Tiger Analytics implemented a Data Analytics Platform (DAP) and a Data Experience Platform (DXP). The solution resulted in a higher lead conversion rate and a 4% increase in the sale of vehicles. It also helped improve the customer retention rate by 15% with deep-dive top churner visibility.

The Background

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

Key Challenges

\ **Complex legacy systems:** The prevalence of complex legacy systems and multiple data sources negatively impacted how information was leveraged.

\ **Siloed data management:** Disconnected processes made managing the current data flow extremely challenging.

\ **Insufficient analytics platform:** The lack of a strong platform to drive analytics use cases hindered customer growth and slowed down customer retention.
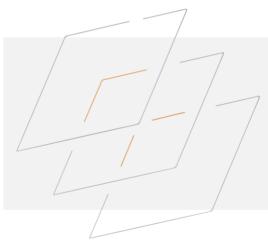
Our Solution

Tiger Analytics established a centralized approach covering Data Engineering and Data Science through discovery, analysis, development, and deployment. Backed by Microsoft Azure with Databricks as the preferred cloud platform, a scalable data pipeline was deployed for Advanced Analytics and BI Reporting.

The team built a Lakehouse on Azure by ingesting, enriching, and integrating data about various business operations. It was tightly coupled with Data Quality validation using the open-source framework and ensured the reliability of Data Analytics.

Our Solution

Some of the solution highlights were:

\ **Real-time lead scoring:** All back-end data pipelines were built for data ingestion into the Azure-based global analytics platform. Then, an ML-driven model was created to identify leads with a near-real-time model for making instant decisions on handling customers.

\ **After-sales service churn prediction modeling:** Automated pipelines were deployed to ingest data from the DMS system into the Analytics platform. The client also leveraged ML to identify customers most likely to leave.

\ **Vehicle/after-sales parts pricing optimization:** Data analysis was performed across thousands of SKUs to build price elasticity models. Furthermore, vehicle pricing analytics models were made available to dynamically assess changing scenarios and provide recommendations.

\ **Sales promotion optimization:** ML-driven optimization of sales promotion budgets was deployed, marking a potential 4% increase in the sale of vehicles (test market).

Tech Stack

/**Microsoft Azure**   /**Databricks**

Value Delivered

The Sales teams achieved higher lead conversion, with 40% fewer leads to sell the same number of vehicles.

A 4% profit increase for one OEM brand was achieved by dynamically changing prices concerning market factors.

The customer retention rate **improved by 15%** with better visibility on top churners.

The governed Lakehouse solution organized and managed data, logged events and usage of cloud resources to track and optimize cloud costs against defined budgets.

About Us

Tiger Analytics is a global leader in AI and Analytics, helping Fortune 500 companies solve their toughest challenges. With over 4000 data technologists and consultants spread across offices in the US, Canada, UK, India, Singapore, and Australia, we help our customers accelerate their AI and Analytics journey in sectors like CPG, Retail, Insurance, BFS, Manufacturing, Life Sciences, and Healthcare. Tiger Analytics is a Great Place to Work Certified and a 'Leader' in the Forrester Wave: Customer Analytics Services Report 2023.

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