

## Big data –Advanced Analytics: BI Consulting for Major Automobile Dealer

### About the company

Client provides digital marketing and advertising solutions to Ford and Lincoln dealers, giving them the platform to drive more sales. With a foundation built by Company and its franchise dealers, and being the only joint venture of its kind, Dealer understands the automotive and dealer business. Since 2000, the client has been working with dealers to develop the best products for their unique needs, and offering solutions to connect with consumers whenever and wherever they are. The Client helped dealers sell 600000 cars in 2014.

### Business objectives

Create an “Enhanced Dealer Dashboard” by enabling the Marketing ROI relevant KPI’s by leveraging the existing One Integration Platform

### Business complexities

- Dependent on third party information providers like ROIBOT
- Leads, Website visits, Inventory, Dealer data, Social media were in disparate source systems.
- Unstructured data like weblogs carried majority of critical information, integration was an issue.

### Project highlights

- Data Acquisition from Operational transactional sources, Reference/Master data sources ,Unstructured data sources in to the landing zone
- Data Integration ,Ingestion , Data Processing and storage using HDFS file storage
- Creation of distributed and detailed Operational marts using Hadoop Hive
- Creation of daily operational reports , Ad-hoc Analysis report
- Setting up data marts for Advanced analytics , Data Mining and Forecasting
- CRM Integration for Real time Lead-Delivery report

### Value delivered to the client

- Thorough Assessment of the Existing systems
- Due Diligence of ROI-BOT ,Designed KPI’s for the “Enhanced Dealer Dashboard” using Stellium’s “Analytics Director
- Recommendation of the Right BI tool by showcasing the POC’s on Business Object, Qlikview and Tableau on Hadoop platform.