

Customer Analytics Roadmap created for a Leading Global Automotive Distributor and Retailer, analyzing 40+ data sources

A prominent global automotive distributor and retailer faced challenges with a siloed data platform and lacked standardized KPIs and a customer analytics strategy. They sought to uncover advanced analytics potential, identify immediate value opportunities, and define a clear analytics strategy.

Challenges included data silos and a lack of analytics strategy, hindering timely decision-making. Our solution involved stakeholder interviews, analyzing 40+ data sources, and prioritizing use cases. We developed a comprehensive analytics roadmap addressing capability planning, insourcing vs. outsourcing, governance, and budget approvals. The outcome included 20 identified use cases spanning customer, marketing, and operational analytics, providing valuable insights and a structured path forward.



The Background

Our client is a global automotive distribution and retail player. However, they faced challenges with their existing platform, which was confined to providing descriptive reports on market activities without standardized key performance indicator (KPI) definitions. Furthermore, they lacked a comprehensive customer analytics strategy.

The client aimed to undertake a comprehensive review of their current operations and data architecture to achieve the following objectives:

- \ Uncover untapped potential in advanced analytics.
- \ Pinpoint immediate opportunities for demonstrating value to stakeholders.
- \ Determine the most suitable data infrastructure and chart a clear path for their analytics strategy.

Key Challenges

- \ The presence of siloed data and primarily descriptive dashboards featuring mostly lag indicators significantly hindered the ability to gain timely insights.
- \ The absence of a well-defined analytics strategy and planning process has resulted in prolonged decision-making processes and a lack of clarity in data-driven initiatives.

Our Solution

Conducted interviews with 32 business stakeholders, representing 8 different functions across 3 geographic regions, to comprehensively understand the client's business priorities.

Meticulously analyzed over 40 data sources across these regions to assess the existing landscape, identify challenges, outline analytics requirements, pinpoint gaps, and propose recommendations for various analytics use cases.

This process created a distribution chart comparing the value of these analytics use cases with their complexity, ultimately leading us to compile a prioritized list of use cases along with implementation timelines and detailed commentary.

Value Delivered



Identified 20 opportunity areas and use cases within advanced analytics, encompassing customer, marketing, and operational analytics.

Provided valuable insights to the client by addressing critical strategic inquiries, such as planning for the necessary capabilities to execute the analytics roadmap, exploring the pros and cons of insourcing versus outsourcing, establishing an effective governance structure to guarantee value delivery, and crafting specific business cases to facilitate budget approvals.

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.

Visit <https://tigeranalytics.com> to see how Tiger Analytics provides certainty for a better tomorrow.