

# *Huskie Motor Corporation*

---

**Visualizing the Present & Predicting the  
Future**

# Introduction

- **Big Data is an important asset for organizations**
- **Massive amounts of data are produced by Organizations on a daily basis**
- **Business professionals are expected :**
  - 1) to know how to use Big Data**
  - 2) to make better business decisions**
  - 3) to Identify potential risks**
- **Skill that is vital is Data Visualization**
- **Top 3 Platforms/Tools for Visualizing Data are Tableau, Microsoft, Qlik**

# Huskie Motor Corp Background

- **Automobile Manufacturing Company**
- **Production & Sales throughout the world**
- **Automobile Industry is a Complex & highly competitive business**
- **New & small player**
- **Popular brands with high customer satisfaction**

# Huskie Motor Corp Background

To Survive amidst the competition HMC must fully understand

- Their markets
- Customer base
- Cost to keep profit margins +ve

# Huskie Motor Corp Background

## Miranda Albany :

- Senior Cost Analyst at HMC
- Follows a data driven approach for decision making

# Huskie Motor Corp Background

Problem: Company has grown so quickly

- Massive amounts of data have started to accumulate quickly
- Miranda is having a difficult time keeping up
- To complicate matters there is a growing need for reporting analysis

# Huskie Motor Corp Background

## Miranda's Communication Routine

- She communicates with the executive team on a weekly basis
- To convey vital info reg marketing strategies, sales targets, production needs
- She feels her info is “Lost in translation” as executive team struggles to digest the numbers

# Huskie Motor Corp Background

- Miranda handpicks D&A consulting firm to help her sort this problem
- She hired D&A because of their automotive industry expertise
- They were specialists in data analysis & Visualization
- Miranda assigns Meghan Martinez & Adam Green to work with D&A on this project
- Meghan is a Senior Staff Accountant with 2 years of work ex
- Adam is a young aggressive individual who began with the company 8 months ago straight outta college



# D&A Consulting Group

## About D&A Consulting Group

- Started by Doug Chan & Arlo Paxton 5 years ago
- Both graduated from the same Uni 15 years ago with Accounting degrees
- Worked at different Accounting firms
- Real passion was to teach clients to make better decisions

# D&A Consulting Group

## D&A's collaboration with HMC

- Excited about the opportunity to work with HMC
- They have assigned their automotive industry expert, Kevin Lydon as Project lead
- Kevin will team up with D&A new hire, Jan Morrison

### About Kevin Lydon

- Has been with D&A nearly as long as it's existence
- Kevin was an IT Engineer at Rambler
- Too good of an opportunity to pass up working for D&A

# D&A Consulting Group

## D&A Team Approach

- Jan is excited and apprehensive on her first client assignment
- Kevin is enthusiastic about mentoring Jan
- Equally excited on the potential improvement of HMC

### About Jan:

- Technically competent and has experience in manufacturing environment
- No formal training in data analytics
- Limited experience with data visualization software
- Hoping to learn a lot from Kevin