

# Dealer analytics

## Automotive Accessories Manufacturer

Partnered with the client to provide visibility into geographical distribution of the dealer base to identify potential opportunities for strategic relationship expansion. Tracked visits by the sales team to help better manage relationship with preferred dealers with the help of an automated Power BI dashboard.

# Dealer analytics for automotive accessories manufacturer

## Situation

- Client had limited visibility into overall dealer base, and sales team visit-related metrics given the limitations of reporting in the CRM tool (Salesforce). There was an opportunity to provide near real-time visibility into the existing dealer base and identify potential risks in the existing dealer relationships.
- Partnered with the client to provide visibility into geographical distribution of the dealer base to identify potential opportunities for strategic relationship expansion. Additionally, tracked visits by the sales team to help better manage relationship with preferred dealers with the help of an automated Power BI dashboard.

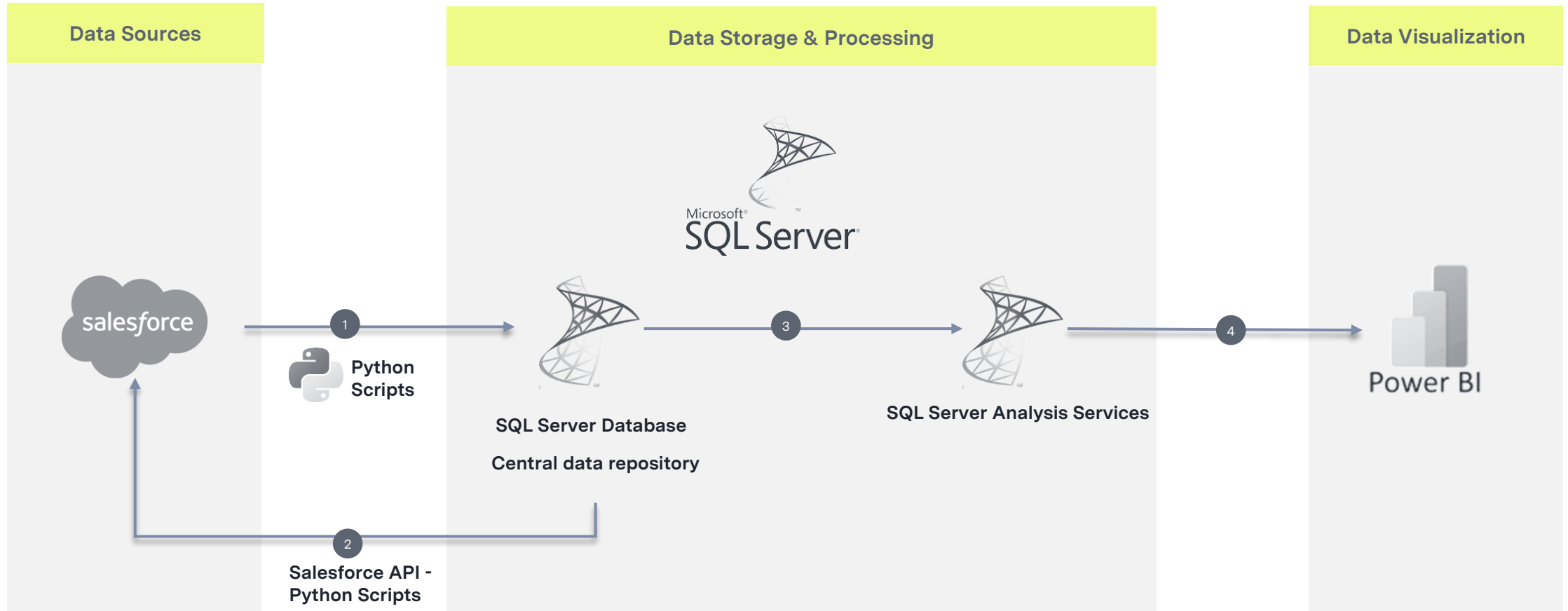
## Accordion Value Add

- Built automated data pipelines to ingest, integrate, and transform the dealer data from CRM tool (Salesforce) into a central data repository. Additionally, automated the process to assign the sales territory and dealer tier for the dealer accounts within Salesforce using reverse ETL process
- Analyzed geographical & brand distribution of dealer base, to help identify white spaces in terms of distribution coverage and potential expansion opportunities.
- The automated Power BI dashboard provided flexibility to track dealer visits in multiple geographies by various brand sales team representatives during varied time periods and identify dealers at risk due to non-visit.

## Impact

- Enabled the client to have visibility into geographical distribution of the existing dealer base to identify potential opportunities for market expansion (\$32M of the total market size in a year) in 11 states
- Helped identify areas where dealers were underserved and faced challenges, such as lack of support. The client was able to prioritize its resources and allocate sales team visits to address specific dealer needs
- Automation of assigning the sales territory and dealer tier eliminated 20 hours per month of manual effort and also enabled accurate auto-upgradation of dealer status as the relationship matures over time

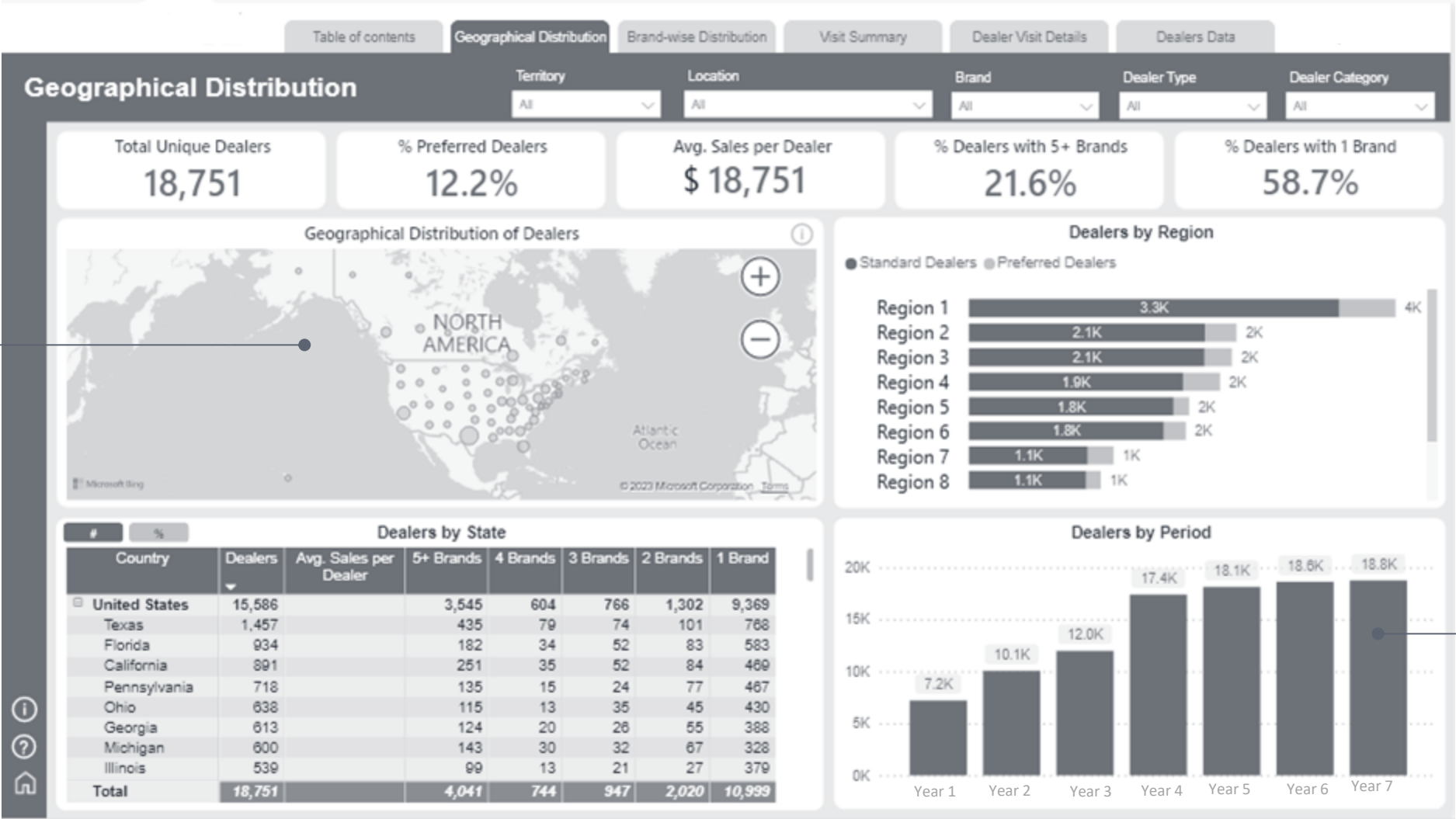
# Data architecture



- 1 Collate and ingest data from multiple sources using custom built Python script to a central data repository
- 2 Leverage Salesforce API through custom python code to reverse ETL dealer categories to Salesforce platform
- 3 Build analytical data models by leveraging Analysis Services (SSAS) to aggregate production data and calculate KPIs
- 4 Design and implement Dealer Analytics Power BI dashboards to automate analysis and reporting

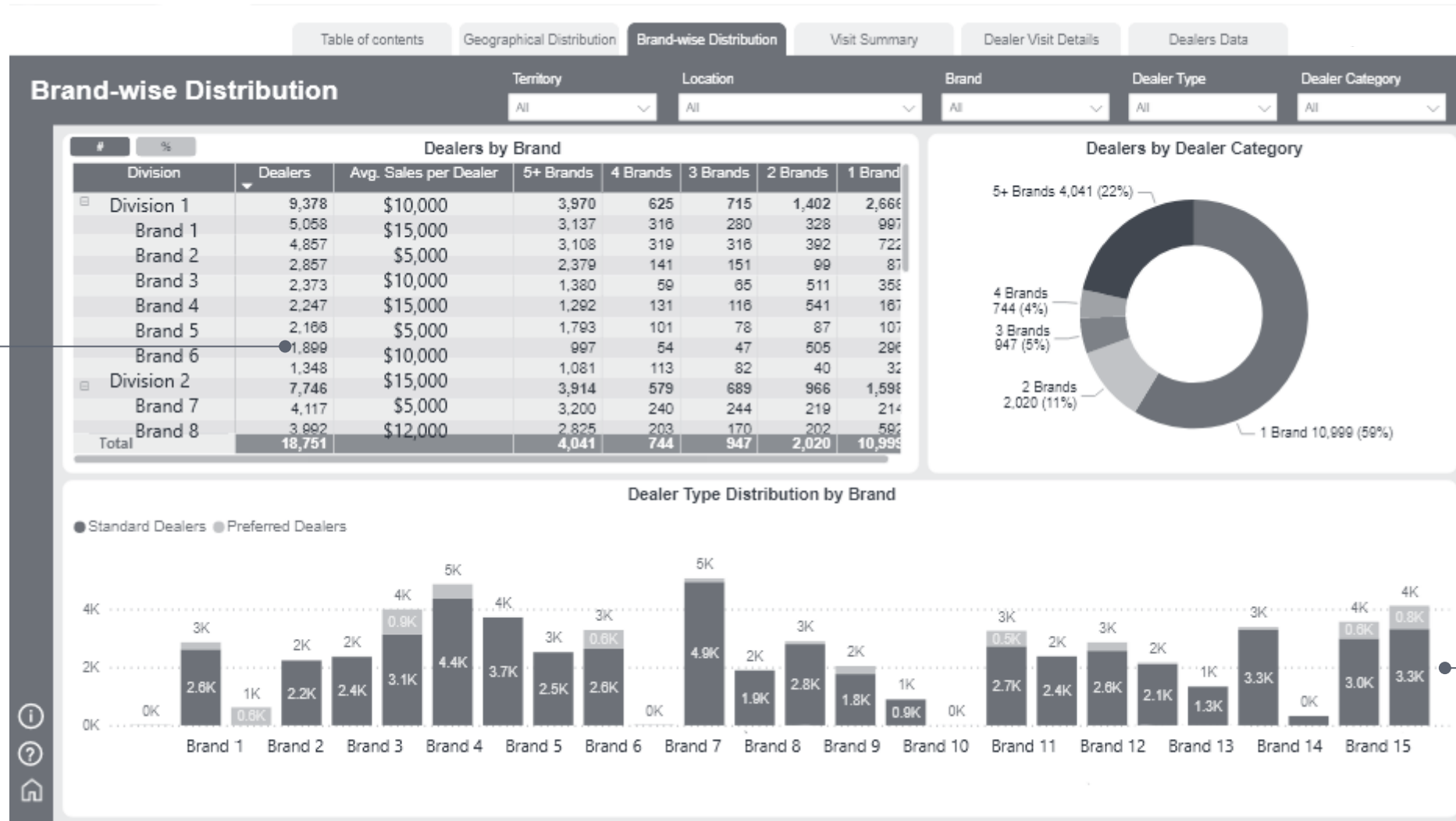
# Geographical distribution dashboard

Geographical distribution of existing dealers



Trend of active dealers by period

# Brand - wise distribution dashboard



Brand-wise distributions of existing dealers and their categorization

Brand wise standard and preferred dealers

# Visit summary dashboard

