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**BPA**

**Customer Behavior Analytics**

Honda works to maximize customer satisfaction. Every step of the way, from purchase to after-sales service, is focused to earn and maintain the trust of customers.

As stated in Honda's 2020 vision, the Customer Service Operations is striving to realize optimal service operations in markets worldwide to pursue the priority goal of creating and expanding customer joy worldwide through service.

Honda aims to create customer joy and excitement by providing a level of value that not only satisfies the expectations that customers have when they receive services based on their past experiences and information, but also exceeds them. The experience of excitement through these services forges an emotional connection between customers and Honda, ensuring that the company remains a mobility manufacturer that customers choose based on their high expectations.

To attain this goal, services and parts divisions have adopted an activity policy of offering service in a friendly, timely, reliable, affordable, and convenient manner; developing an advanced service environment; and maximizing business efficiency and expanding business operations.

Aiming to establish lifelong relationships with satisfied customers, Honda takes a proactive approach to conducting customer satisfaction surveys in all product segments: motorcycles, automobiles, and power products.

The Customer Relations Center of Honda has a very straightforward slogan: "For the customer." Its mission is to handle inquiries from customers politely, clearly, and quickly, delivering the same high quality in Honda communications as is found in Honda products.

The Center receives feedback in the form of customer questions, suggestions, requests and complaints 365 days a year. To ensure that this valuable information is put to good use in Honda's operations, the facility shares it in a timely manner with the company's R&D, manufacturing, service, and sales departments in compliance with laws and regulations as well as Honda's own policies concerning the handling of personal information.

**Marketing Mix Analytics**

Marketing Strategy of Honda analyses the brand with the marketing mix framework which covers the **4Ps** (**Product, Price, Place, Promotion**). Honda marketing strategy helps the brand/company to position itself competitively in the market and achieve its business goals & objectives.

## Honda **Product** Strategy:

## It has 4 business segments: automobile, motorcycle, financial services and power.

## Honda **Price/Pricing** Strategy:

These automobiles target customers from low middle income level to high income level. Dealerships have limited flexibility over pricing.

## Honda **Place & Distribution** Strategy:

## Honda has a robust sales network.

This shows the strong marketing mix distribution strategy of Honda motors.

## Honda **Promotion & Advertising** Strategy:

## Honda used an innovative marketing campaign to change the way customers perceived motorbikes.

## 

## *Honda is one of the largest manufacturers of automobiles and motorcycles in the world. It is a Japanese multinational company which operates in North America, Asia and Europe. Honda is also known for the manufacture of aircrafts and power equipment. Since 1959 Honda has been the largest manufacturer of motorcycles.*

**Supply Chain Optimization Analytics**

From FY2018, Honda is taking part in CDP’s supply chain program (an international initiative by institutional investors requesting companies for disclosure of information on climate change policies) and requesting disclosure of risks and opportunities related to Greenhouse Gas (GHG) emissions and the environment from suppliers in addition to information on matters relating to Honda’s operational domains.

Honda is working to improve transportation efficiency in the shipping of vehicles and equipment, parts shipped between plants, parts for services and repairs, and parts collected from suppliers. In addition to this, in FY2017 the Company commenced management of CO2 emissions in the transportation of automobile production parts, which make up the majority of international marine transport.

Honda’s goal is to achieve a sustainable society across the supply chain. The Company implements initiatives with consideration for the environment, safety, human rights, compliance and social responsibility, among others, in partnership with its suppliers worldwide.

Honda defined points of concern that it should follow, in particular, as the Purchasing Code of Conduct, and by following this Code, the Company enhances trust with related divisions and business partners as well as builds sound relationships with suppliers.

**Predictive Quality Analytics**

*Honda Uses Predictive Analytics to Shift Profitability Into High Gear*

Honda Manufacturing of Alabama has built a data-driven culture that fuels results. Harnessing the power of machine learning, the Internet of Things (IoT) and predictive analytics, this cutting-edge production facility relies on Splunk to turn data into action — from predicting wear and tear of machinery to safely and efficiently producing more than 3,400 vehicles every year.

A Proactive Transformation As Honda’s largest light truck production facility in the world, Honda Manufacturing of Alabama (HMA) is the sole producer of Honda’s Passport SUV, Odyssey minivan, Pilot SUV, Ridgeline truck and the V-6 engines that power them. At this sprawling factory, more than 4,500 employees join forces with a complex fleet of machinery to assemble cars from hood to hubcap, building frames, painting car bodies and intricately placing thousands of parts within each vehicle. This meticulous process generates a lot of data. Yet prior to Splunk, Honda of Alabama couldn’t use this data to its advantage. “A few years ago, we really struggled with being more reactive,” says Charlie Studdard, staff engineer on the HMA IT Innovation team. “We realized that Splunk could help us be proactive and predictive, whether it’s in IT, with equipment or on the assembly floor.” Honda now relies on Splunk to bring data to every question, decision and action across the factory. “Since Splunk, we don’t have the same unknowns and incidents that we used to,” says Jonathan Murphy, IT operations manager at Honda. “We went from taking two or three calls at midnight every week to now my phone never rings.”

Increasing Efficiency From the production line to the boardroom, Honda of Alabama’s new predictive capabilities have transformed the plant’s approach to problemsolving and innovation. Armed with Splunk’s machine learning technology, teams now use pre-built models and predictive analytics for everything from equipment reliability to environmental impact. When the factory burns paint fumes, for example, the team uses Splunk to predict and monitor equipment temperature, which ensures fumes are properly filtered and that the equipment does not exceed the EPA-mandated temperature that would damage the environment and shut down the process for an entire day. “I put all our data sources into Splunk — whether from the manufacturing floor, our equipment, power meters or one of the plant’s 100 applications,” says Studdard. “Splunk allows us to then act on that data, providing insights, answering questions and solving problems we may not have even known we had.” When an issue does arise, visualized metrics and contextual event insights help the team work more collaboratively, slashing mean time to repair (MTTR) by 70%. “Before, we’d go into crisis mode with infrastructure, network and development all working in their silos to figure out what’s going on,” says Murphy. “But Splunk allows us to work together to look at the same data and fix issues much faster, which has been a game changer for us.” With Splunk, Honda has reduced energy consumption and allowed employees to focus on more high-level initiatives. “Since Splunk has helped us improve efficiency, I get to spend my time on strategic things like bringing new data into Splunk and innovation projects,” says Studdard. “That means when I go home, I can now try to turn off work email and spend time with my family.” Ensuring Safety Safety, for both its products and employees, is a hallmark of the Honda brand — yet delivering safety at scale requires precision. “You need an almost perfect product to ensure everyone’s safety,” says Studdard. “Once a car reaches the public, it’s hard to get back, so we have to make sure everything from sensors to brakes are working.” That’s where Splunk comes in. Honda relies on the Splunk Data-to-Everything Platform to proactively solve problems that could affect the entire assembly line. These predictive analytics fuel innovation across the business, enabling the team to safely create new parts and better understand how pieces work together. Studdard says, “As we install new parts, Splunk provides us with a way to track quality and uphold Honda’s safety standards.” To ensure quality for every product, Honda uses Splunk to connect the dots across application, machine, IoT and power data, correlating and analyzing everything from motor vibrations to power usage to temperature. Studdard says, “Splunk helps us leverage data for everyone — not only engineers on the floor, but also business leaders who are now using data to make important decisions.” Driving Profitability Keeping production lines operating without interruption is essential to Honda’s success. “Using Splunk to predict equipment failure is very valuable to us,” says Bobby Roger, senior staff engineer at Honda. “Equipment downtime is very costly, so by predicting problems and making repairs ahead of time, we save a lot of money.” Honda of Alabama is extending this data-first mindset to every aspect of a car’s life cycle. “We want to bring in cradle-tograve data for the cars, from the time we stamp metal to when they’re retired to the junkyard,” Studdard says. “We want to apply that data to everything so we can make a better product and keep our customers happy and coming back.”

**DIGITAL PLATFORMS**

**Twitch**

However, brands like Honda, Hyundai and Toyota are increasingly shifting investment to digital platforms like Twitch, Pinterest and Instagram for new campaigns. The hope is that by advertising on social platforms, these brands can reach a younger audience, as well as promote newer models that are more popular among younger shoppers, like electric shoppers.

Late last year, Honda bucked the traditional car launch playbook — an expensive in-person event complete with cocktails and models in cocktail dresses – and instead pushed its launch to streaming platform Twitch.

Honda already had a partnership with Twitch, having hosted its own branded Twitch channel since 2019, said Phil Hruska, the media department head at American Honda Motor Co. Inc. In November, Honda hosted a Fortnite head-to-head on its gaming stream with top streamers like Benjyfishy and Jordan Fisher. The brand then released its 11th generation Honda Civic on Twitch.

The Civic, said Hruska, is the number one vehicle with “Millennials and Gen Z [as well as] first-time and multicultural buyers, given that it is one of Honda’s cheaper vehicles, with a starting listing price of $22,000. Sixty seven percent of Twitch’s audience is under 35 and Honda views the model “as a gateway” to longer-term brand loyalty and higher-priced future purchases.

“We want to build trust, brand recognition and lasting relationships with young and first-time car buyers”.

**Qlik**

Qlik is a software vendor specializing in data visualization, executive dashboards and self-service business intelligence products. Honda is using Qlik to streamline business processes and establish a companywide data culture.

With the use of this software, Honda aims to:

* Reduce production costs, more efficient business operations
* Create a companywide data culture with thousands of Qlik users
* Reduce the time to prepare materials from months to a single day