

Case Study

BI Project for Tyre (tire) Manufacturing Company



Description:

Our client is a big player in tyre (tire) industry who purchases tyres (tire) from reputed manufacturers and wholesalers.

They sell those tyres (tires) in 30 different countries with 3300 point-of-sales. The client's basic need was to have a solution for the tyre (tire) purchases made directly from the manufacturers and compare that data with other purchasing sources.

They also wanted to collect and process that data automatically from all countries to have the most accurate overview of purchases made worldwide through direct manufacturers. The client also wanted to compare Manufacturers' figures with Wholesaler's figures as well as internally collected data.

The pain areas of the client were

Existing software solution was unable to provide a comprehensive reporting of purchase made by manufacturers and hence, it was lacking transparency.

Reconciliation of the figures submitted by two types of sources i.e. Manufacturers and POS was a critically difficult activity.

Comparison between the purchases made from manufacturers and the wholesalers was so necessary to make a decision on overall purchasing activity.

Evaluation of whole purchasing activity needed informative representation of statistics based on purchases made.



Process

eLuminous studied the Business flow of the client and analyzed the various sources of 'purchasing data'.

We designed the Architecture for the whole BI solution.



Solution

We designed the logical and physical structure of the database after analysing the sources.

We designed the ETL process for the DATA consolidation which is a standard process in every BI Solution. We designed the METADATA for generating various analytical and operational reports which were the vital demand by the client and hence, brought transparency in the purchasing activity.

We provided the Operational report and Ad-Hoc Report generation facility to the client and also provided the facility to schedule it according to the priority. It helped the client to compare the data using desired dimensions.

We designed the DASHBOARDS depending on the KPIs defined by the client to have a Bird's Eye on Overall Purchasing activity and this ultimately helped client to evaluate the process accurately.



Benefits to the client

This BI solution helped our client in getting the real figures for Purchases made from Manufacturers and assisted in identifying the loopholes present in figures submitted by Manufacturers and their POS.

Reconciliation of the figures submitted by Manufacturers and Wholesalers helped the client to identify the weak and strong link in the business.

Inventory Management was made easy as the client got the exact Reporting about the present stock and hence cost reduction of 7% was achieved.

The exact stats helped them to motivate their POS to improve sales for a specific product and decision making was made easy on Bulk Purchase, Region for Purchase and season to purchase the tyres (tires).



Screenshots:



Screenshots:

TBR tyres - YTD in units

	2017	2016	Index	PSD target 2017
GOODYEAR GROUP	171	226	133	0
DEBICA	18	0	0	0
DUNLOP	2	10	20	0
FULDA	32	81	40	0
GOODYEAR	42	68	62	0
SAVA	77	67	115	0
HANKOOK GROUP	409	244	140	0
AURORA	10	0	0	0
HANKOOK	399	244	164	0
MICHELIN GROUP	141	250	113	0
KORMORAN	25	129	19	0
MICHELIN	116	121	96	0
GRAND TOTAL	721	720	100	0

Saiku Analytics x

Measures Add

Quantity
 List price Turnover
 Net price Turnover

Dimensions

Article
 Brand
 (All)
 Brand
 Category
 Date
 Geography
 Manufacturer Group

Measures

Quantity
 List price Turnover
 Net price Turnover

Columns

Brand

Rows

Brand

Filter

Brand	Quantity	List price Turnover	Net price Turnover
AURORA	1 706	287 925	0
BARUM	73 189	5 327 786	3 003 756
BFGOODRICH	123 405	15 048 137	7 809 879
BRIDGESTONE	1 164 457	286 297 522	119 123 528
CONTINENTAL	1 262 588	224 293 284	102 920 681
DAYTON	76 958	7 108 523	2 761 288
DEBICA	86 617	4 586 969	2 678 000
DUNLOP	318 194	56 822 832	28 653 983
EUROTYRE	0	0	0
FIRESTONE	462 560	73 403 475	29 394 379
FORMULA	11 795	1 220 658	432 984
FULDA	117 911	14 792 083	7 797 643
GENERAL TIRE	29 975	2 333 160	1 434 480
GISLAVED	18 982	2 764 841	1 193 874
GOODYEAR	592 429	108 716 536	52 168 198
HANKOOK	883 130	48 777 810	0
KELLY	57	24 298	12 749
KINGSTAR	106 963	1 357 367	0
KLEBER	359 373	44 767 205	24 764 102
KORMORAN	359 171	26 908 254	16 217 471
LAUFENN	54 602	2 138 816	0

Screenshots:

