

Case Study

Challenge Project



Description:

Our client is a big player in tyre (tire) industry who purchases tyres (tire) from reputed suppliers (tyre manufacturers and wholesalers). They sell those tyres (tires) in 30+ different countries with 3300+ point-of-sales.

This client wanted to conduct challenge for their point-of-sales members from January 2017 till December 2017, under this challenge client is going to offer international trip for winners.

Purpose of this challenge project is to give family member feeling to all their point-of-sales members who are distributed across 20+ countries. With this challenge client will also get benefited to their sales raise because this challenge has sales target for selling N number of tyres for different-different suppliers.

The pain areas of the client were

Client was not having centralised system where he can join all the point-of-sales members who are 3300+ in numbers and distributed across world.

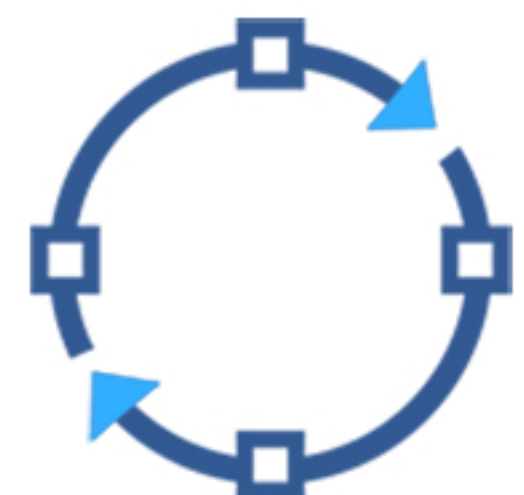
Client wanted to raise sales for different-different suppliers across the world at the same time.



Process

eLuminous studied the business flow of the client and analyzed the various entities of the business flow like point-of-sales members, their shops, their sales respective to the shop and different- different tyre suppliers who is actually supplying tyres.

We designed whole architecture for this system which includes website and B.I system.



Solution

We have designed and developed website, through which 3300+ point-of-sales members can get connected by registering on the website. After registering on website members can see all the rules of the challenge as well as benefits that winner of the challenge can get. Members can also see their total sales made YTD (year to date) as per supplier and tyre brands.



We have 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 selling 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.

Benefits to the client

This solution helped client to provide connected feeling to all the 3300+ point-of-sales members.

BI solution helped our client in getting the real figures for sale made by different-different suppliers and verified by the point-of-sales member.

Operational report and Ad-Hoc report helped the client to identify the strong and weak point-of-sales across the world even by specific tyre brand.

This system helped the client to get the exact reporting about the present sale and hence cost reduction of 7.5% was achieved.

The exact stats helped them to motivate their POS to improve sales for a specific suppliers and brand.



Screenshots:



Some Visuals:

- Report showing tyre volume sale for each country and brand compared with last year sale :

Challenge											
	Volumes from February to August 2017						Volumes from February to August 2016				
Country Name	Apollo	Continental	Pirelli	Bridgestone	Total		Apollo	Continental	Pirelli	Bridgestone	Total
BELGIUM	330	26	236	530	1,122		1,561	201	2,248	6,089	10,099
BULGARIA	2,076	0	265	3,696	6,037		7,678	0	831	7,367	15,876
CZECH REPUBLIC	1	75	367	13,270	13,713		34	3,263	3,602	30,506	37,405
DENMARK	30	0	142	0	172		549	385	3,268	4,974	9,176
ESTONIA	133	0	0	0	133		133	385	6,125	7,992	14,635
FINLAND	40	3,888	9,915	11,872	25,715		1,983	164	25,630	57,175	84,952
FRANCE	10,953	7,106	4,699	10,537	33,295		84,342	23,562	17,043	80,639	205,586
GERMANY	5,933	13,455	21,048	39,578	80,014		52,925	78,358	154,047	251,254	536,584
HUNGARY	36	269	933	1,468	2,706		33	869	2,988	5,273	9,163
ITALY	0	211	53	0	264		0	699	704	2,811	4,214
NORWAY	84	0	9,541	14,533	24,158		655	0	56,005	50,655	107,315
POLAND	444	975	1,836	11,793	15,048		2,964	6,581	11,535	23,523	44,603
PORTUGAL	0	239	270	880	1,389		0	2,631	1,612	8,014	12,257
ROMANIA	0	0	78	599	677		174	0	532	3,494	4,200
SLOVAKIA	0	0	169	570	739		20	0	1,099	1,258	2,377
SLOVENIA	0	11	893	1,693	2,597		0	2,108	4,266	4,151	10,525
SWEDEN	4,934	96	10,198	9,921	25,149		30,412	1,617	41,783	28,389	102,201
TURKEY	0	0	35	639	674		0	0	510	10,895	11,405
UK	301	1,502	2,662	145	4,610		8,142	13,197	25,127	2,244	48,710
TOTAL EUROPE	25,295	27,853	63,340	121,724	238,212		191,605	134,020	358,955	586,703	1,271,283

- Comparative report showing unique number of accounts for Bridgestone brand for current year and last year:

Challenge		
	BRIDGESTONE	
Country Name	Number of Accounts - Current Year June 2017	Number of Accounts - Last Year June 2016
BELGIUM	19	74
BULGARIA	18	62
CZECH REPUBLIC	1	4
DENMARK	2	19
POLAND	6	48
ROMANIA	0	9
SLOVAKIA	0	9
SLOVENIA	13	65
SWEDEN	82	434
UK	42	245
TOTAL EUROPE	745	4 080