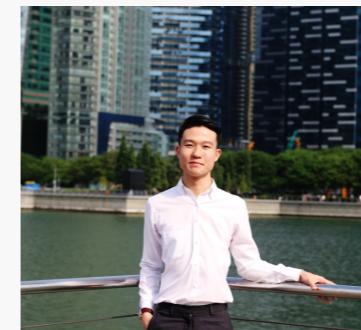


Daimler Fleet Management

Team LVE

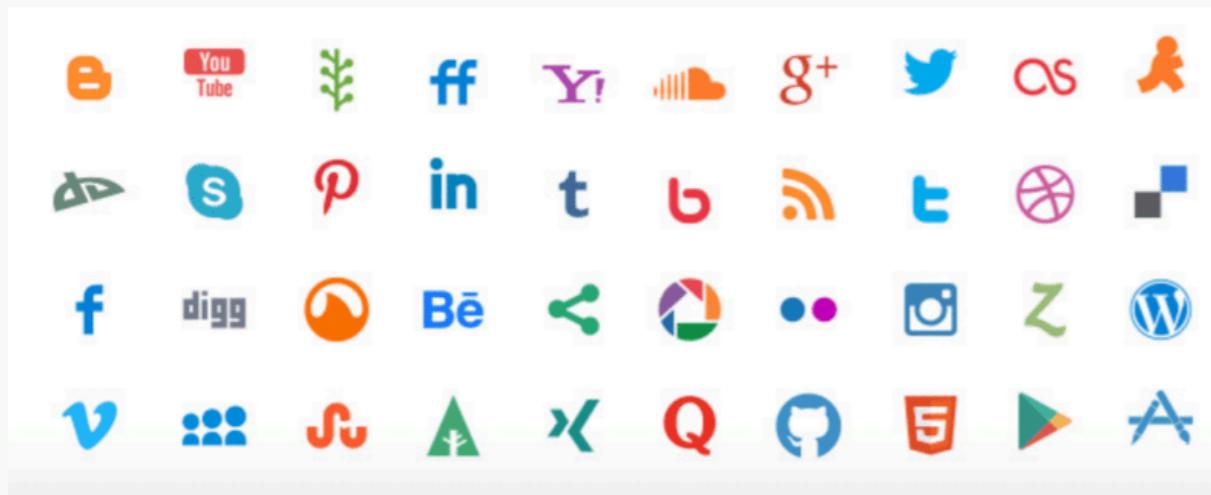


Social Media Analytics Prediction (L)

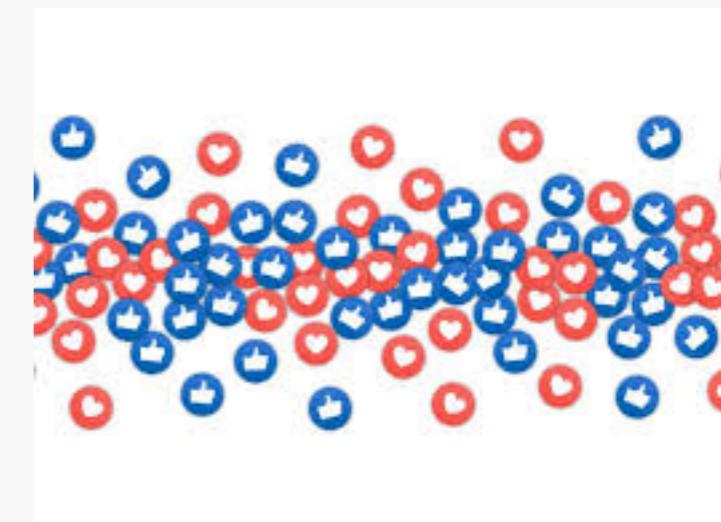
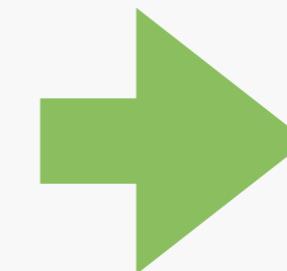
WHAT IS THE PROBLEM?

PROBLEM

How can we leverage the **data accessible on social media** to better analyse and **identify leasing customers** in the automotive industry?



SO MANY PLATFORMS



ABUNDANCE OF DATA; mostly unusable

WHAT IS THE PROBLEM?

PROBLEM

How can we leverage the **data accessible on social media** to better analyse and **identify leasing customers** in the automotive industry?



WHAT IS OUR SOLUTION?

OUR PROPOSED SOLUTION

Generate leads from car review and forum, score them, and create a dashboard that shows the lead scores based on the car models Daimler's Fleet has.



WHY NOT FACEBOOK/LINKEDIN?



Lack of data points from car leasing groups and forums

Lack data quantity and quality to conduct meaningful analysis

SO WHY CAR ENTHUSIAST FORUMS?



Car enthusiast forums and review sites are the next best option that does not suffer from lack of data quantity and quality i.e. sentiment analysis based on review



Cover the badge and you would think it's worse than korean

I will not recommend this vehicle to a friend

Posted on 15 Oct 2018
Overall Rating

Comfort	2/5	Reliability	2/5
Handling	2/5	Features	1/5
Exterior Styling	2/5	Interior Design	1/5
Value for money	3/5	Engine Performance	2/5

19 reviews
668 points
251 forum posts
Joined on 15-Mar-2009



Mercedes E200 (W212)
I will recommend this vehicle to a friend

Posted on 08 Jan 2019

Overall Rating

Comfort	5/5	Reliability	5/5
Handling	4/5	Features	5/5
Exterior Styling	5/5	Interior Design	5/5
Value for money	3/5	Engine Performance	4/5

Review
Mercedes is still the no. 1 German brand when it comes to comfort. The car is roomy and practical with beautiful interior, including the cockpit and instruments, which are also very intuitive in operation. Everything is always well in view and reachable; Even the windows hardly fog up when it rains. The engine performs well with a top speed of over 230 km/h and a very good 80-120 km/h overtake factor for a four-cylinder base model. The W212 (before the 2013 facelift) also has in my opinion the best exterior design

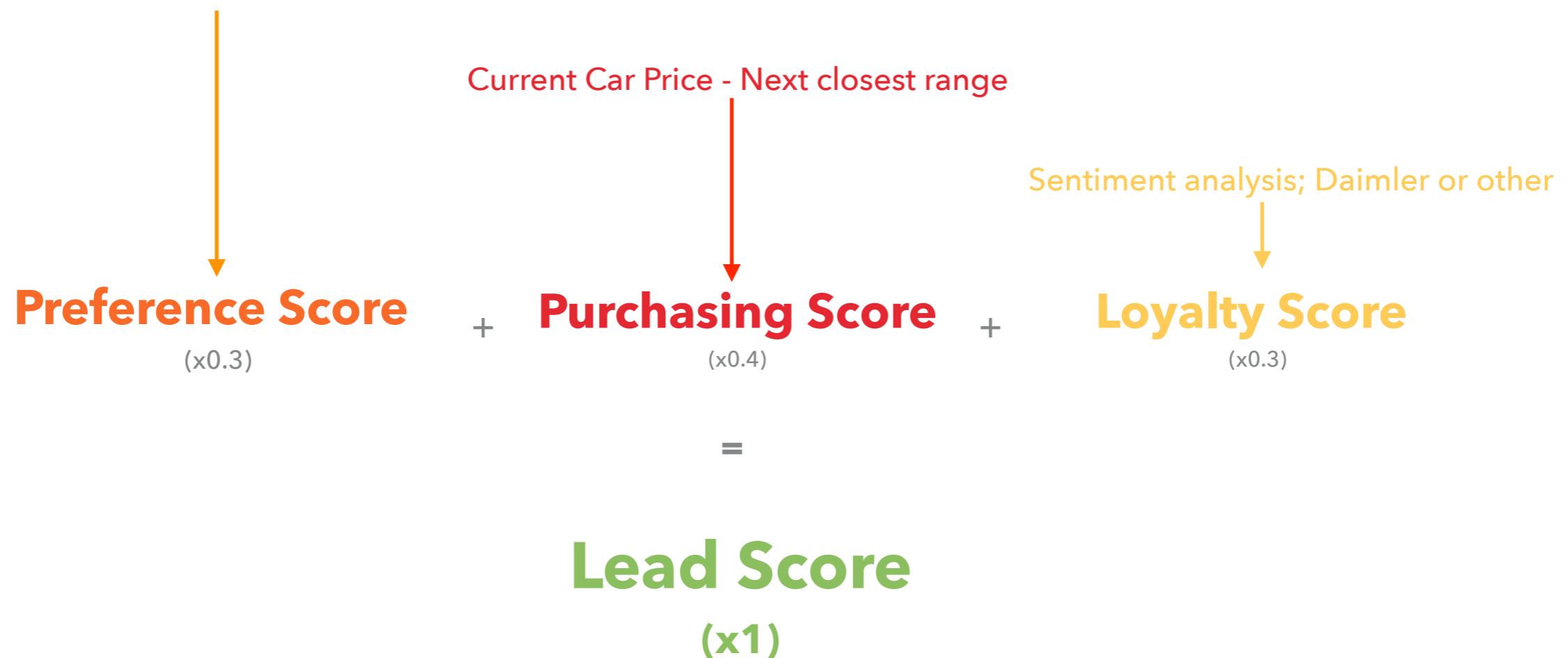
2 reviews
32 points
65 forum posts
Joined on 23-Nov-2018

WHAT IS OUR SOLUTION?

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Generate leads from car review and forum, **score them**, and create a dashboard that shows the lead scores based on the car models Daimler's Fleet has.

Corpus=>Review=>Car Preference



WHAT IS OUR SOLUTION?

OUR PROPOSED SOLUTION

Generate leads from car review and forum, score them, and **create a dashboard** that shows the lead scores based on the car models Daimler's Fleet has.

RESULTS

x number of leads generated

x number of high quality leads

IMMEDIATE ACTION

Targeted marketing on forums where **HOT** leads have been identified

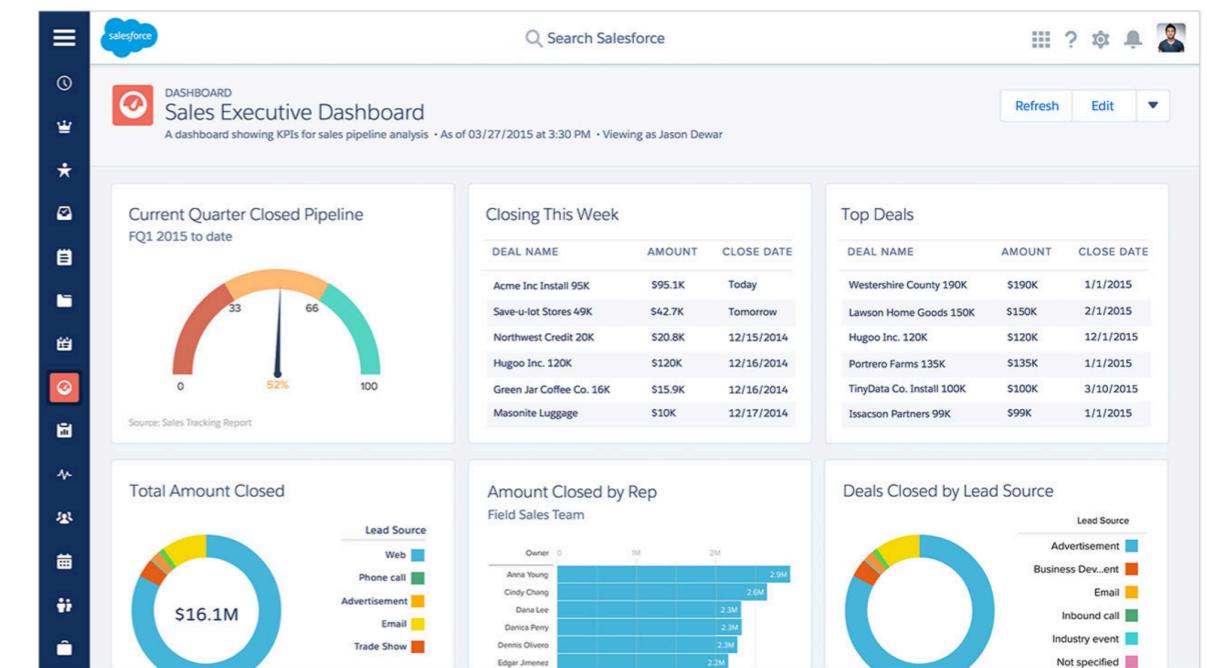
WHAT BENEFITS?

SCALABILITY

Model for generating and scoring can be replicated globally by localising parameters; Indian car forums for Indian markets, Hong Kong Car forums for Hong Kong markets

POTENTIAL ENHANCEMENT

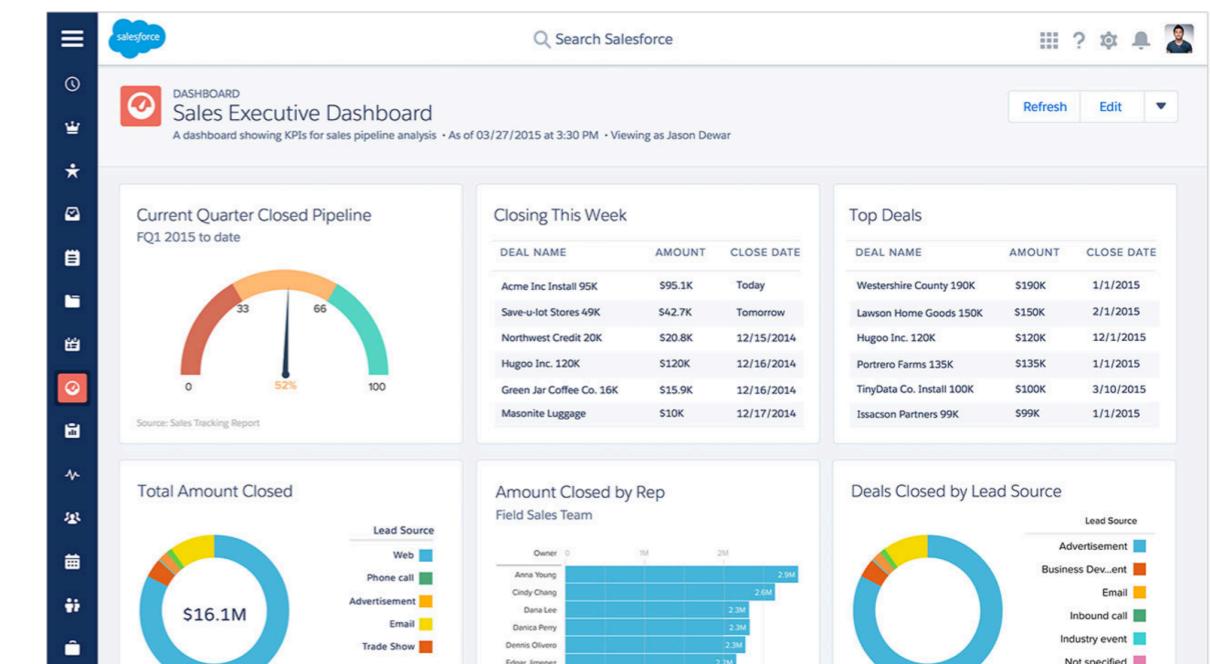
Integration with Salesforce for global insights, make use of Einstein Analytics to improve lead scoring, build personalised dashboards, etc...



WHAT DO WE NEED?

WHAT DO WE NEED?

Salesforce accounts with test environments of Daimler's



Or to understand Daimler's current CRM tool and develop and further test solution on developer environment

CLOSING

THANK YOU