

Datathon 2026

Background

MATRIX Motors is a fast-growing car brand known for its bold designs and regional presence. However, the brand's flagship showroom is currently facing a hurdle: inventory is being stocked based on "gut feeling" rather than actual consumer demand.

The Management has handed the Matrix Strategic Taskforce a dataset of 24,000 recent transactions. They don't want a complex technical audit, they want a clear, visual story that tells them how to optimize the showroom floor and which car models will drive the most growth next month.

Objective

Participants must create a one-page Showroom Strategy Dashboard (using Excel, Power BI, or Tableau) that provides a "Command Centre" view for the Showroom Manager. Your dashboard should answer these four strategic questions:

1. The "Hero" Models (Product Popularity)

- Which MATRIX Models and Brands are the clear market winners?
- Identify the "Top 5" vehicles that deserve the most prominent display spots.

2. Style & Aesthetics (Consumer Trends)

- Which Body Styles (SUV, Sedan, Hatchback) are the customers gravitating toward?
- What are the trending Colours? Should the showroom stock "Sleek Silver" or "Midnight Black" to maximize quick sales?

3. Regional Dominance (Market Intelligence)

- Which Region/City is currently the "Power Zone" for MATRIX Motors?
- If the brand were to launch a mobile "Pop-up Showroom," which location does the data suggest would be most profitable?

4. Performance Leaders (Sales Force)

- A simple leaderboard of the Sales Representatives. Who is effectively moving the most inventory?
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The "Consultant's Pitch" (Final Requirement)

Along with your visual dashboard, provide one single "**Golden Advice**" for the MATRIX Motors leadership.

Example: "Based on the data, MATRIX Motors should stop shipping manual Sedans to the Northern Region; there is an 80% higher demand for Automatic SUVs in that zone."

Rules & Submission Guidelines

- Tool Flexibility: You are free to use MS Excel, Power BI, or Tableau.
- Submission Format: A single PDF or PPT (Max 4 pages) containing:
 1. A screenshot or link to your interactive Dashboard.
 2. A breakdown of your key findings.
 3. Your "Golden Advice" for the management.
- Evaluation Criteria: Submissions will be judged on the Clarity of Visuals, the Depth of Business Insights, and the Feasibility of the Final Recommendation.