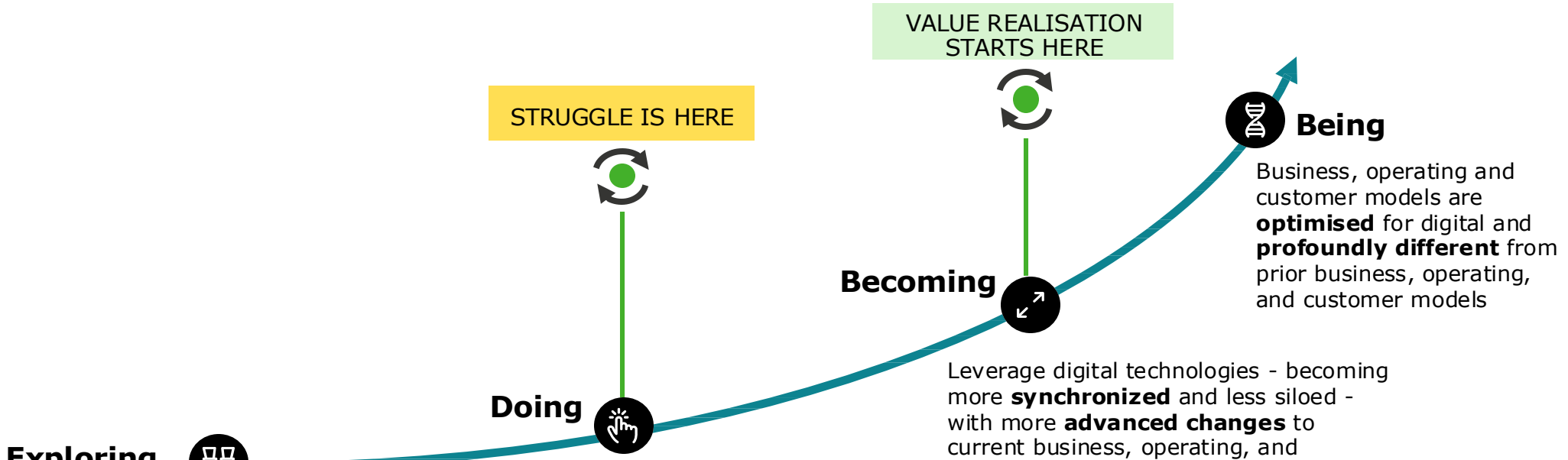
MMA DATA UNPLUGGED
FUTURE OF DATA
NOVEMBER 29, 2024 | GURUGRAM, INDIA

Data First, AI Next

Accelerating Innovation: How Data is Redefining the Future of Mobility

Imbibe what is not innate

It is important to know just "Doing" digital is not the destination



Data transformation is to construct an optic layer to look through the data

BUSINESS DRIVERS

Build Analytics & reporting capabilities and create robust data layer

Data Ingestion with volume and velocity

Develop organization wide reporting layer

Progress diagnostics to prescriptive to predictive model for strategic and tactical interventions

BUILDING BLOCKS

20 +
DATA SROUCES

10 +
SYSTEMS & APPLICATION TO GET & GIVE DATA/INSIGHTS/INFORMATION

DATA COLLATION

Data to be orchestrated across
20+
data sources across systems, POS and other functional applications

2.7 TB data | 10 GB daily volume | 900+ tables

DATA TRANSFORMATION

Data Modelling
Build use case specific data marts to optimize across specificity & scale

50+ data marts operating from YY GB pool of data

DATA OPERATIONS

- Nimble & light structure to respond to evolving systems and requirements to suit business
- Complete DevOps setup to ensure relevance

DATA INTEGRATION

- Seamless integration across data source to consumption layer & feed-back to data layer

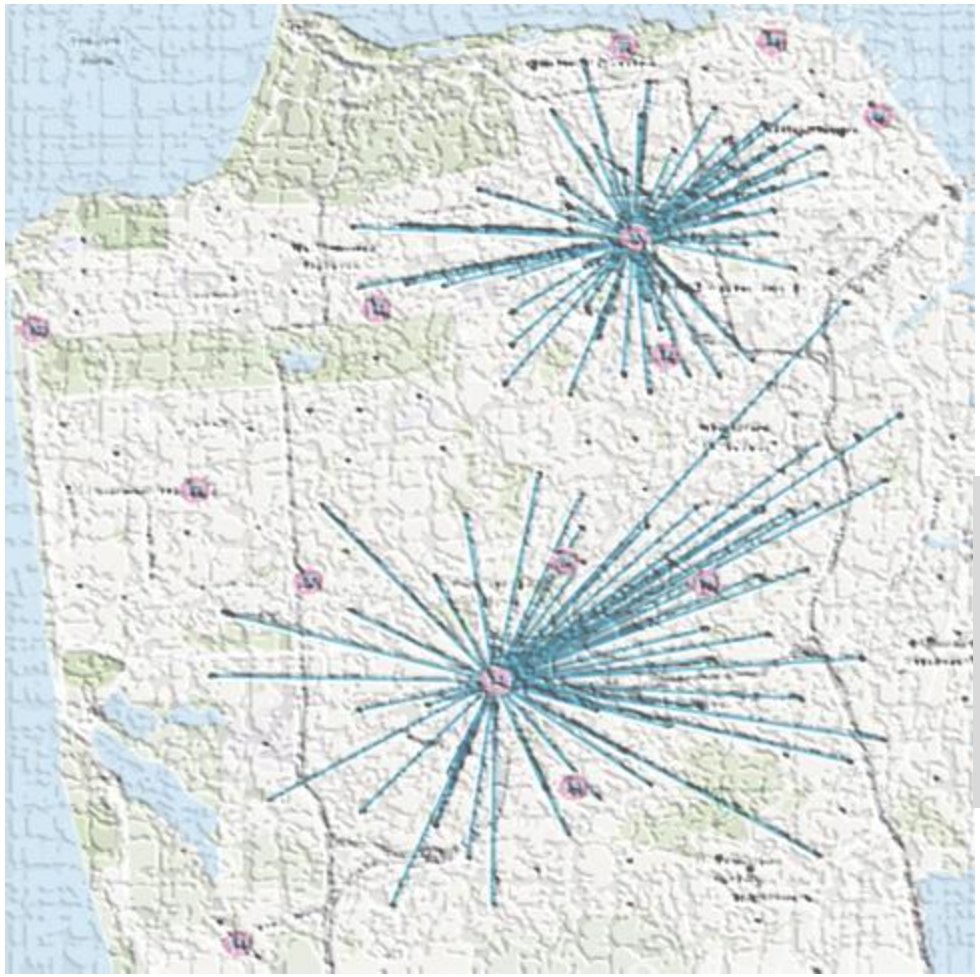
CONSUMPTION

35+
Actionable dashboards

12+
Analytical models

- Informed decision making
- Improved efficiency
- Enhanced customer experience

Network Analytics



How to expand service network to ensure:

- Capacity utilization
- Improved customer experience
- Service profitability

Network Analytics

Insights & nuanced observation

Its key to be located within 6-7 kms of distance from customer as serv ice behavior is distinctly different from customers within & outside 6-7 kms distance

Service profitability is strongly corelated to existing customer base and market potential

Relevant & fitting solution

Data led assessment of :

1. Existing customer penetration
2. New market potential
3. Service behavior of customers

And….

Recommended service locations at 5 X 5 KM granularity across major 20 cities in India

Service fulfillment rates increased by ~20%

Prospect Analytics

How to I know how probable a prospect is to convert ?

Prospect Analytics

Insights & nuanced observation

On an average, a Mumbai prospect is ~1.3 times more likely to purchase compared to Chennai prospect

Even across digital channel, conversion behavior **significantly differs** based on the source from where enquiry is generated (UTM source, campaign etc.)

Relevant & fitting solution

Built a lead scoring model which includes:

- Building prospect one view
- End to end integration of systems for data & output flow
- Daily sync with field team with guidance on quality of leads

Avg conversion from 'high probable' prospect set is ~1.5x the average conversion

Customer Analytics

How do we improve customer retention from free to paid service regime ?

Customer Analytics

Insights & nuanced observation

Glue number for service regime is around

5-6 paid services depending on type of vehicle

20 days prior to service due, is where nudge works the best among other communication touchpoints

Relevant & fitting solution

Predictive model to identify those 'Who are less likely to come for paid service' and design campaign to sufficiently communicate at the right time with right tonality and content

~25% incremental service redemption

Business Analytics

Solving Chetak's low market share problem in Bangalore

Business Analytics

Insights & nuanced observation

Across the pre-purchase journey **'Consideration'** phase saw highest opportunity to improve specific to the city

- The interest profile of Bangalore customers was distinctly different compared to other cities
- The profile is more family oriented in Bangalore with less preference from younger population compared to other cities

Relevant & fitting solution

A holistic assessment of :

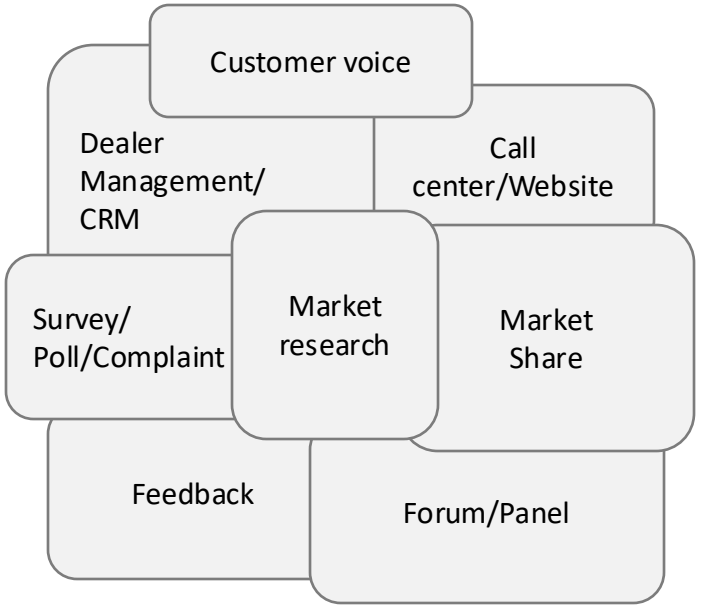
- Target group
- RoI computation
- Market Scenario
- Pricing & product
- Network Adequacy
- Customer experience

7 recommendations across 4Ps with suggested with objective action plan

Market share saw ~7%-10% growth over next 3 months post alignment on identified actions

Summary

Data → Transform → Information → Leverage → Impact

25+ Data Sources	Transformed view	Application
	DE layer: Customer 360	AI layer: Customer experience management (Prospect → Customer → Aftersales customer)
	Network one view	Network optimization
	Financial health indices	Dealer partnerships
	Performance indices	Process interventions
	Product & market	Product & market strategy

Thank You