



Case Study

Data and Intelligence-Powered Prediction of Conversion Skyrockets Sales Accuracy for EU-Based Automotive Manufacturer



Client

The client is a Germany-based, world-leading automobile and commercial vehicle manufacturer



Our Experience

LTIMindtree's Powerup cloud technologies helped build a data warehouse on Amazon Web Services (AWS) for a leading European automotive manufacturer. The solution included an interactive Business Intelligence (BI) dashboard and voice support with a Natural Language Processing (NLP) engine that could predict a customer's propensity to buy a vehicle with 85% accuracy.



Challenges

- ✓ Low conversion rates across retail outlets despite customer walk-ins.
- ✓ Lack of insight into sales numbers across outlets.



LTIMindtree Solution

- ✓ Built a data warehouse on AWS to run Online Analytic Processing (OLAP) workloads and an Extract, Transform, and Load (ETL) engine to migrate data from an on-premises MS SQL to AWS.
- ✓ Created an interactive BI dashboard on Power BI that enabled drill-downs into data and a Machine Learning (ML)-based model that helped predict sales, with the aggregated results stored in Amazon Redshift.
- ✓ Added voice support with an NLP engine at the backend to identify intents and entities from user queries.
- ✓ Different business units worldwide could replicate the solution using AWS Cloud Formation templates and by making minor changes in reporting and voice search.
- ✓ Technologies used included Document Management System (DMS), ML Engine, Amazon Redshift, Power BI, Data Pipeline, Lex, NLP Engine, and Voice Recognition APIs.



Business Benefits

85%

accuracy in predicting a customer's propensity to buy a vehicle.

Simplified process of generating reports for CXOs using voice queries.

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