



From Legacy Systems to Modern cutting-edge technology

EMPOWERED AN AUTOMOTIVE GIANT WITH QLIK-DRIVEN ADVANCED REPORTING



CLIENT OVERVIEW

The client is the Indian subsidiary of a Korean Automobile Conglomerate having a strong presence in the Indian market, with a wide range of vehicles that cater to the needs of various segments. The company's product portfolio includes hatchbacks, sedans, SUVs, and MPVs, all of which are designed to meet the diverse requirements of Indian consumers.

PROBLEM STATEMENT

Korean Automobile Conglomerate faced difficulty with integrating data from the organization's different business units such as sales & marketing automation, customer relationship management (CRM), and enterprise resource planning (ERP) systems for better decision-making. The client was also facing issues with accurate reporting of sales, after-sales service, warranty, complaints, and dealer performance.

KEY CHALLENGES



Lack of automated data collection and integrated system



Labor-intensive and time-consuming ways to collate data and then create, manage & distribute reports



Non-availability of real time insights & sales data across the organization

SOLUTION: A COMPREHENSIVE FOUR-PHASE SOLUTION FOR ANALYTICS AND ADVANCED REPORTING THROUGH QLIK

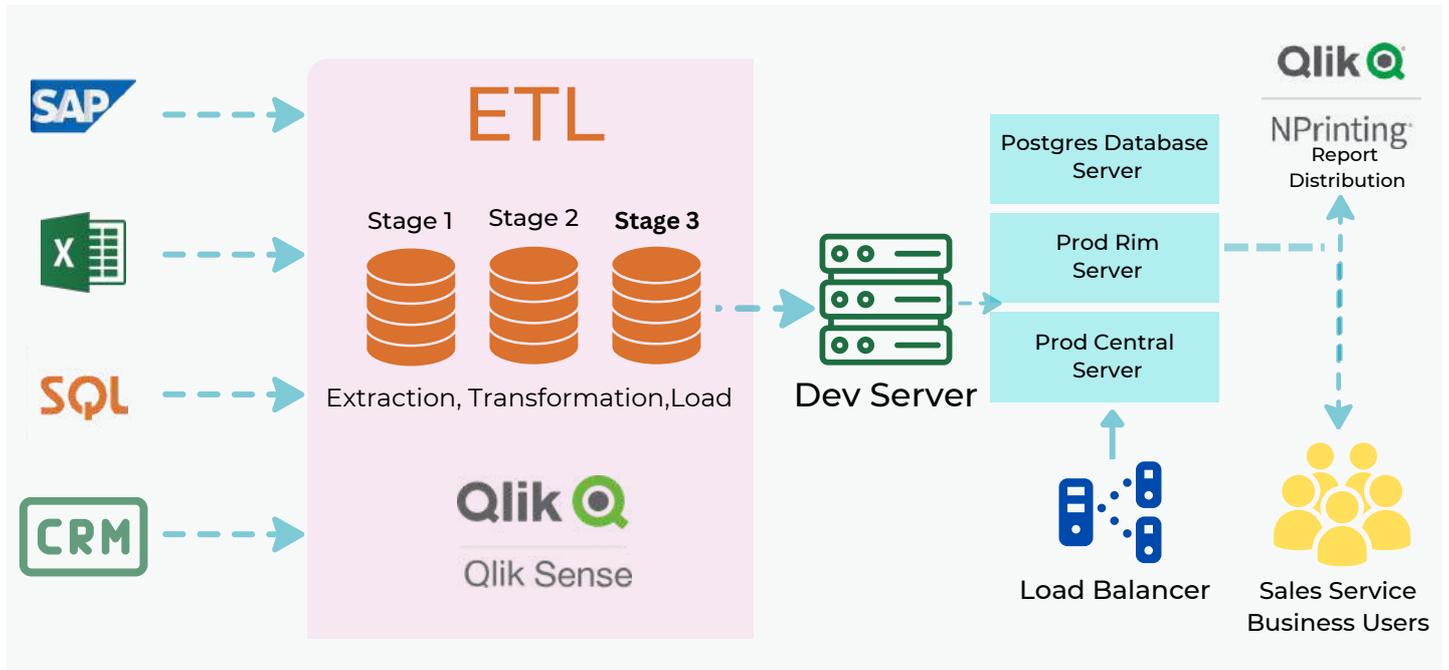


Fig : Future state architecture

To address the client's challenges, our data migration and engineering team proposed a solution to identify the sources and manage data with the transformation in the Qlik-driven landscape.

TECHNOLOGY STACK



Qlik Sense



Qlik GeoAnalytics



Qlik NPrinting

The solution comprised of four phases:



Data Management

Collating data from different data sources helps to accelerate data delivery, improve data availability & automate analytics



Data Modelling

Creating tables, defining relationships between different data sources, and using statistical techniques to identify patterns or trends. This helps in building design visualizations and dashboards to optimize performance, reduce costs, and better understand their customers.



Analytics Dashboard

Creating dashboards for business functions using Trends, KPIs, GeoAnalytics, Comparative Analysis & detailed reports



Advanced Reporting

Using Qlik N-Printing, manual reports are replaced with auto-generated reports with loaded analytics and dashboard. It also helped in scheduling and automation of report distribution, making it a great option that needs to produce and share reports with stakeholders regularly.

BUSINESS IMPACT

380+

excel spreadsheets
replaced

400+

increased adoption
rate

100%

elimination of manual
data reconciliation

365

days of daily
forecasting

Client Feedback



"Qlik system has enabled us to gain better insights into our data and make more informed decisions. The data visualization capabilities have been especially valuable, allowing us to easily analyze and interpret large amounts of data in a way that is clear and intuitive."

**Strategic Business Head of
Automotive Conglomerate**



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