



MAJOR AUTOMOTIVE MANUFACTURER

Master Variable Demand

Challenge

- Quickly-changing auto industry requires adaptivity
- Providing dealers with a sub-optimal vehicle mix:
 - Increases cost – managing un-sold vehicles
 - Lost revenue when supply not equal to demand
- Traditional approaches still have value
 - Need an approach to complement, not replace

Solution

- Recommendation engine created:
 - Provides the best mix of cars
 - Optimized for each dealership
- Advanced predictions enhance legacy forecasts
- Platform adopted by 100s of citizen data scientists
 - Empowers analysts with broad range of skillsets
 - Supports ever-expanding needs and use cases

Impact

- Hundreds of dealer orders optimized
- Sales forecasts are substantially more accurate
- \$10M+ benefit in year 1
- \$50M+ more expected in year 2
- RapidMiner enhances productivity of all teams
 - Data scientists free to focus on complex projects
 - Data analysts can work above their skill level

Problem type: Forecasting & prescriptive optimization

Universal relevance: Every supply chain requires precision forecasting. Inadequate quantities or improper mix means lost revenue. Forecasting with AI makes variability in demand much more manageable across the supply chain.