DRIVING SUCCESS: ONYX DATA HELPS LEADING AUTOMOTIVE GROUP ACHIEVE REAL-TIME INSIGHTS

Onyx Data worked with a leading automotive group representing Ford car and commercial vehicles to implement a data warehouse and ETL (Extract, Transform, Load) process from 3rd party APIs.
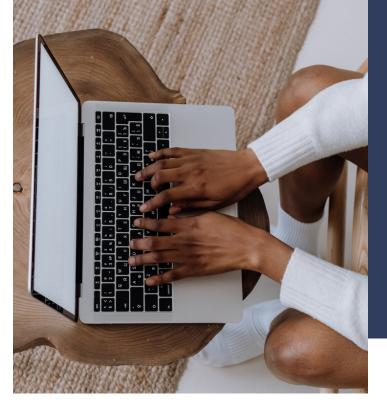
AT A GLANCE

Challenges

The automotive group was facing challenges with managing their data from disparate sources, lack of real-time insights, and limited data literacy.

Onyx Data implemented a data-driven solution to integrate the data, improve data analysis, and upskill the existing team.

One source of the truth

Onyx Data's solution helped the leading automotive group representing Ford car and commercial vehicles to integrate their data sources, improve data analysis, and upskill the existing team.

By implementing a data warehouse and ETL process, upskilling the team in SQL and Power BI, and implementing a single customer view, Onyx Data helped the automotive group achieve a 30% increase in dealer revenue in 90 days, greater data accuracy, real-time insights, and data-driven decision-making.

KEY OBJECTIVES

- Implement a data warehouse and ETL process from 3rd party APIs
- Upskill the existing team in SQL and Power BI
- Implement a single customer view to improve data analysis and insights

KEY METRICS

1. Improved Data Quality: Onyx Data's solution led to a 35% increase in data accuracy and completeness, reducing errors and inconsistencies in the data.
2. Real-time Insights: The data warehouse and ETL process enabled the automotive group to access real-time data insights, resulting in a 30% increase in revenue by optimising branches stock allocations.
3. Upskilling: Onyx Data's training and upskilling program improved data literacy across the organisation, resulting in a 50% increase in the number of employees using data to make decisions.
4. Single Customer View: The implementation of a single customer view improved data analysis and insights, enabling the automotive group to better understand their customers' needs and preferences.