Data Analytics boosts productivity of new mobility solution provider

<15%
Increase in Productivity

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Vehicle Downtime

<10%
Increase in Customer Retention

The Challenges

The new mobility solution provider used multiple data sources – their website, a customer service system, social media, and the car rental booking system – relying on different databases. The fact that the data existed in multiple formats (both structured and unstructured) made it hard for the client to consolidate and analyse it.

As each of the databases generated data independently, there was a **risk of isolated information silos**, hampering the company's ability to have a comprehensive overview of the

AT A GLANCE

A pioneering new mobility solution provider wanting to move data from multiple sources into a single reliable, consistent and user-friendly platform.

LOCATION
Bengaluru, India

PRODUCTS
AWS Redshift, MySQL, Pentaho, Tableau

KEY CHALLENGES

- Inefficient fleet management leading to poor rental availability
- Limited ability to capitalise on market fluctuations
- Increased cost due to inefficient maintenance schedule
- Lack of customer behaviour insights
- Absence of single source of truth (SSI) leads to delayed customer support

inflexion analytics

business. **Maintaining the quality of the data** on which decision-making depended was a further difficulty: the data needed to be regularly updated, and stale data could have the potential to give misleading information about the company.

The client wanted a single, reliable platform where all the data could be viewed and analysed. This platform should be accessible, user-friendly, and capable of handling real-time updates.

The process of extracting, transforming, and loading (ETL) such data into a **unified platform can be difficult** and time-consuming. The main challenge was to conduct the transition efficiently, ensuring that no data was lost or distorted in the process.

The Approach

Simplifying the existing data Structure: We streamlined data models, reducing redundancy, & creating clear relationships between different data entities

Integrating All Cost Data Sources: Bringing together the data sources (the client's website, customer service system, social media, & car rental booking system) in order to give a holistic view of the company's operations, help identify trends & facilitate decision-making

Designing an efficient ETL solution: We built a system that could pull data from various sources, convert it into a consistent format, & then load it into a unified database/data warehouse. This makes data more manageable & ensures it is ready for analysis.

Ensuring the consistency & reliability of data: Processes for data cleaning, validation, & reconciliation were set up. With reliable data, the client would gain confidence in the insights derived from its data & in the decisions based on those insights

Providing a user-friendly interface for data interpretation and analysis: We used Tableau and made it easier for business users to understand the data & gain insights from it

Business Outcomes

Optimisation of the Inventory

Streamlined fleet management, leading to a <15% increase in productivity, thanks to a more effective inventory optimisation

Demand Forecasting

Enhanced rental availability driven by accurate demand forecasting

Dynamic Pricing

Maximised revenue gained through intelligent, data-driven dynamic pricing strategies.

Scheduled Maintenance

Zero vehicle downtime due to proactive and scheduled maintenance activities.

Targeted Marketing

Improved customer acquisition through precise & tailored marketing initiatives.

Better Customer Service

Customer retention increased by <10%, fuelled by a superior and more responsive customer service.