



CASE STUDY

Harnessing the Power of Data Analytics for a Leading Tyre Manufacturer

Quick Summary

By partnering with CRG Solutions, the tyre manufacturer gained real-time data insights, leading to operational excellence, strategic clarity, and empowered decision-making. This case exemplifies the transformative power of data analytics solutions.

About the Customer

A leading Tyre manufacturer with a global presence struggled with managing a vast product range, dealer network, and regional sales data. Lack of real-time insights hampered strategic decision-making.

Problem Statement:

The company needed a solution to track sales patterns, manage inventory efficiently, and gain insights into regional sales dynamics. They lacked real-time data on crucial metrics for strategic decision-making.

Solution:

CRG Solutions closely worked with the manufacturer to develop a comprehensive solution. This included Needs Assessment: Evaluating product variety, sales infrastructure, inventory, and regional variations.

Tailored Dashboards:



Sales Insight Dashboard:

Tracks sales by Tyre type, promotions, budget vs. actual sales, and trends.

Regional Revenue Analysis Dashboard:

Provides geospatial revenue data with dealer-level insights, activity metrics, and promotional campaign analysis.



Inventory Oversight Dashboard:

Offers a holistic view of storage facilities with drill-down capabilities for specific products.

Product Structure Analysis Dashboard:

Provides comparative product insights and in-depth analysis of specific product features.



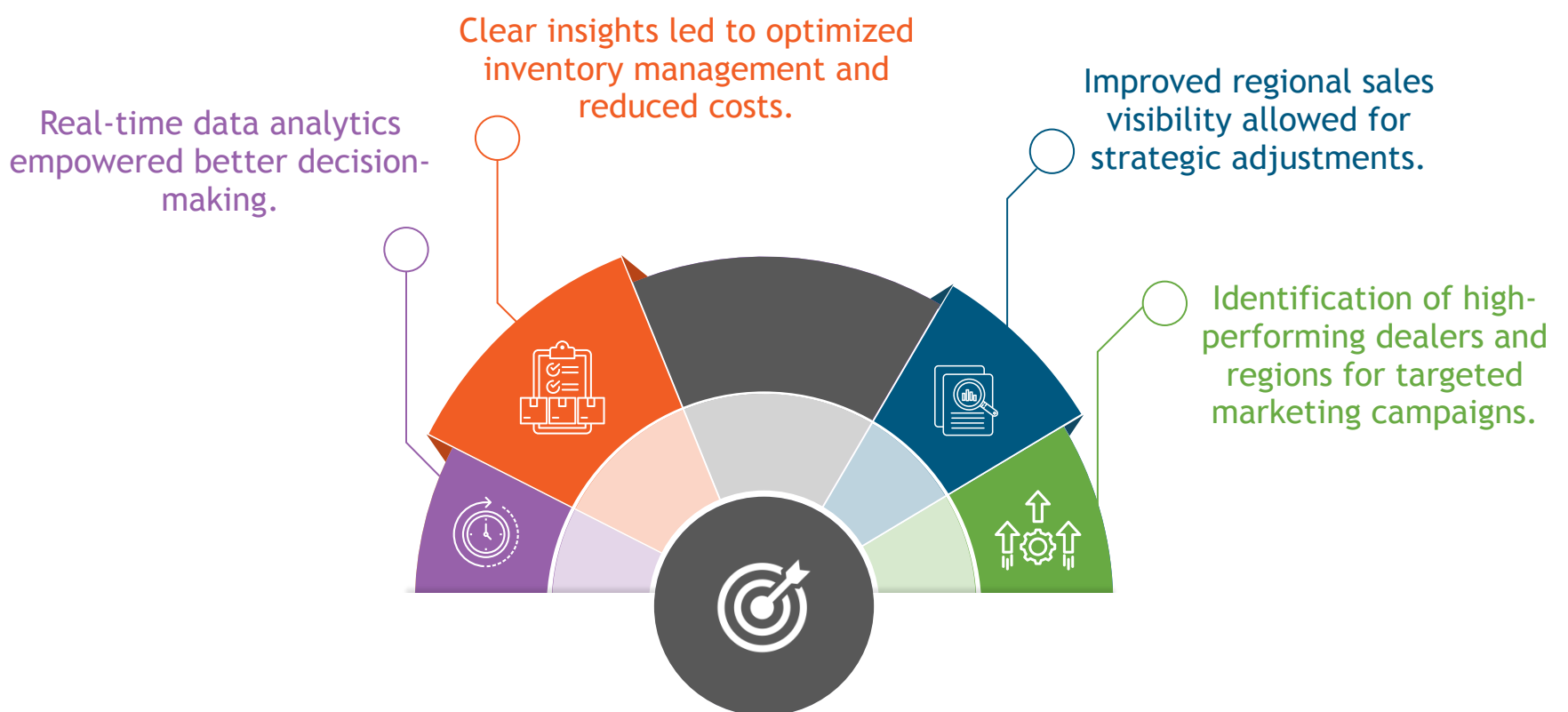
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Implementation and Training:

Seamless integration of dashboards into existing systems. Training sessions to maximize user potential.

Business Benefits:



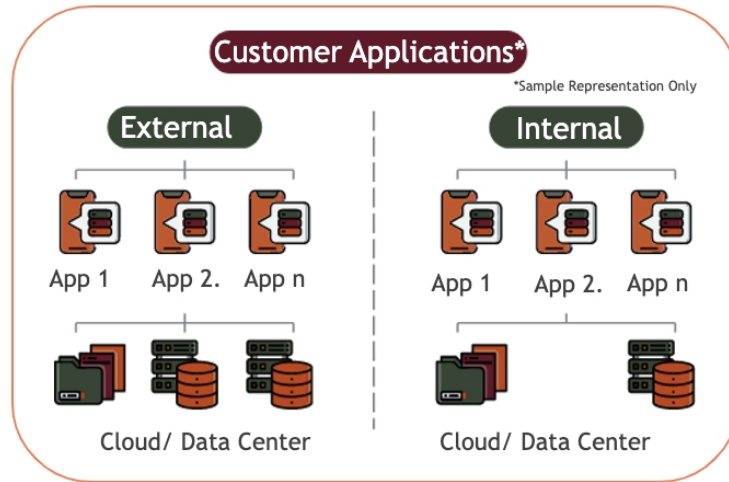
*A Trusted Solution Partner
to achieve
Business Excellence*

About CRG solutions

We Cover

Analytics

We setup practices, tools to derive insights (customers, products, apps, teams) to enhance or optimize business effectiveness with the help of products like Tableau, Alteryx, PowerBI, Cloud and MLOPs



RPA

We automate all high volume and mundane tasks to reduce manual errors and to increase efficiency with the help of products like AA (Automation Anywhere), Yellow.ai

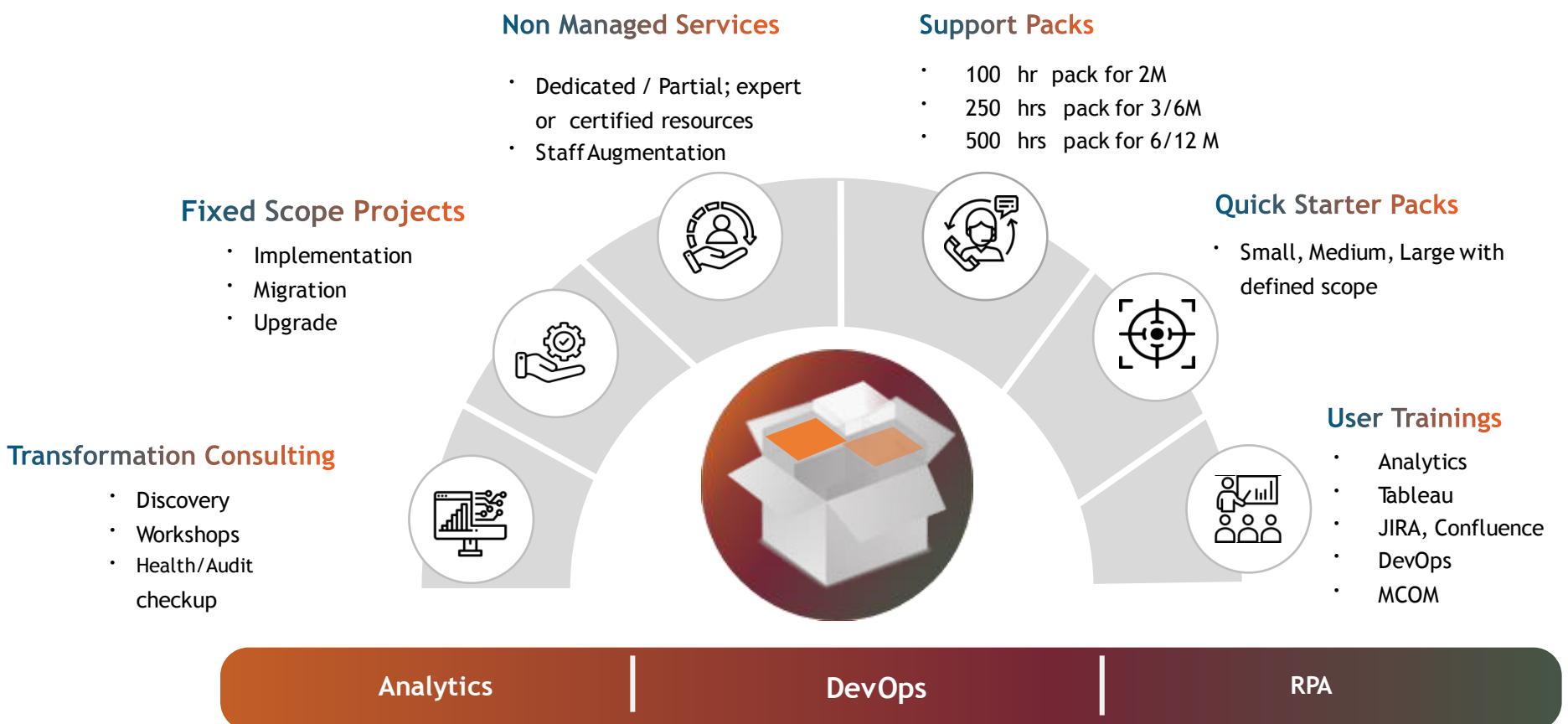


DevOps

We help streamline the application development and maintenance processes with custom project management practices and implementation of world class software tools like JIRA, Azure DevOps, Azure Cloud to improve team productivity



Services Portfolio



Our Socials



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