KPMG Advanced Analytics Offering for the Automotive Sector
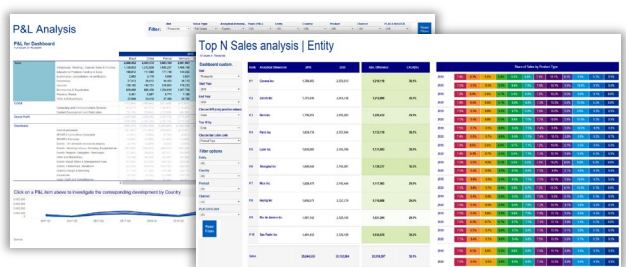
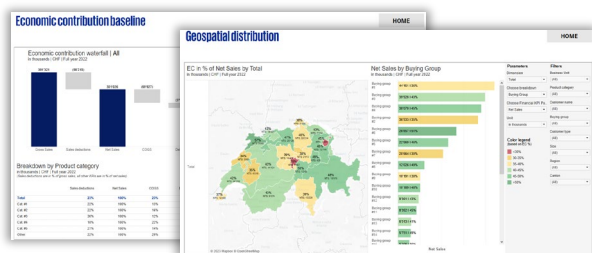| Strategy	Finance

Retail Network Strategy Development

Optimize existing retail portfolio with data-driven strategies. Identify key value drivers & effective steering. Transparent retail network management with segmented locations.

True Profitability Model

Activity based allocation of all costs on product, customer and/or contract level. Providing a basis for operating improvement potentials by identifying hidden values.

Customer Segmentation

Improve customer segmentation based on e.g. WTP, Gross Margins, product portfolio, etc., to optimize margins through effective pricing and discount schedules.
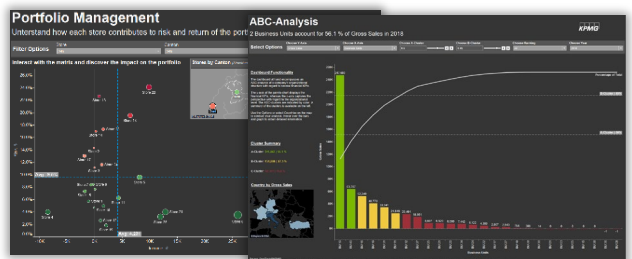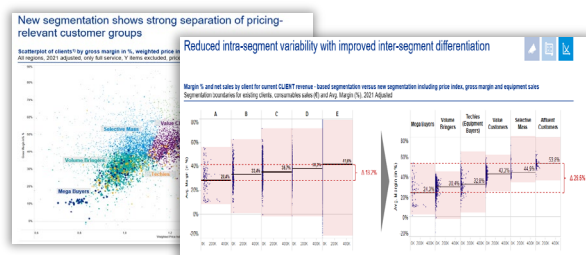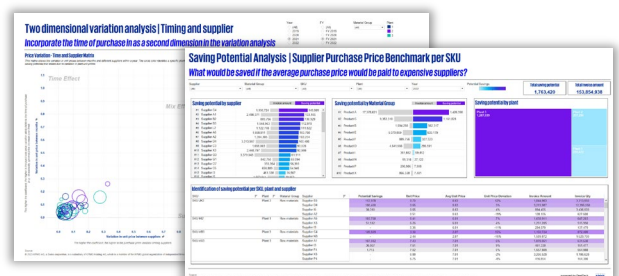
Transparency Reporting

Customized management dashboards of your organizations financial and operative data. Intuitive and easy-to use with continuous monitoring functionality

ABC Analysis

ABC analysis categorizes products (A, B, C) with different strategies based on revenue, cost, and volume to determine their importance.
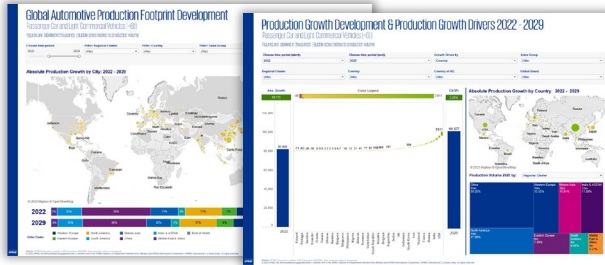
Procurement Analysis

Analyze procumbent relationships of raw materials, dependencies on suppliers, and deviation in procurement prices depending on volume and timing.

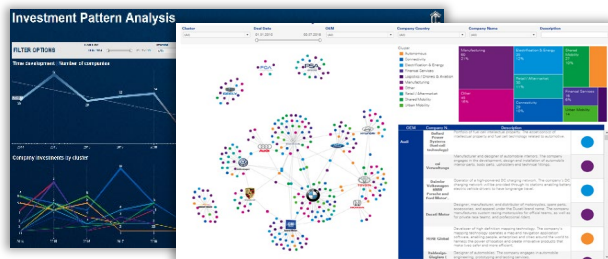# KPMG Advanced Analytics Offering for the Automotive Sector

Market Analysis

Automotive Market Trends

Interactive reporting by OEM, market, vehicle type and production sites. Investigate trends and shifts to stay on top of market developments, customized for your needs.

Start-Up Monitoring

Be on top of latest developments in your ecosystem, concerning key players, business models and investment interweavings of competitors, venture capitalists etc.

Supplier Analysis

Analysis of OEM-Supplier-Component data to identify dependencies, shifts in markets.

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