Industry	Automotive
Use Case Title	Campaign Analytics for Tata Motors. Detailed Lead Generation and Follow-up Analysis with AI insights like Lead Scoring and Segmentation.
About the Customer	The Client (Tata Motors) is a leading player in Commercial and Passenger Vehicle Manufacturing
Business Problem	For sales of commercial vehicle, the Company is penetrated till Taluka Level through dealers but there are also some potential customers in rural India. So, the company is conducting Tata Gram Mitra (TGM) Campaign to connect rural India with dealer and ultimately with Tata Motors. In this campaign TGM is a person who finds potential customer in rural India and gives their information to Tata Motors thus generates enquiry and then Tata Motor's sales team takes follow-up on that enquiry. Now Tata Motors want know the effectiveness of Tata Gram Mitra Campaign with its detail lead generation and follow up analysis.
Solution	AI based Sales Dashboard which mainly focus on Lead Generation and follow up analysis with AI insights like Lead Predictive Scoring and TGM segmentation is built to full fill the customer requirements. Dashboard Contains following reports: • Lead Generation and retail conversion analysis. • TGM connectivity analysis 1st attempt connectivity, 2nd attempt, 3rd attempt connectivity. • Stage wise lead and follow-up analysis • Lead predictive and TGM segmentation report. Deployment: • On-Premise server Approach: • Extract Data perform Exploratory Data Analysis, perform Transformation, Data mining, Data Modelling, Report Preparation, Power bi gateway setup for schedule refresh. • AI based lead predictive scoring to find out conversion probability of lead. • AI based clustering to group similar TGM's and find out hidden data patterns. Implementation: • The overall process took around 4 months. ▪ Some improvements and changes are also ongoing based on feedback.
Outcome	▪ The managers now have the detail view of Tata Gram Mitra Campaign and follow-up team productivity on a single dashboard. ▪ Managers can easily find out Key insights like high and low performing TGM as per their occupation and demography. ▪ For dashboard security access was setup to let user access data as per their authorization. ▪ Company can perform training for low performing TGM.