



SplashAnalytics

Break Through The Surface

Who is the real winner?

The problem:

To measure customers' satisfaction with its dealers, a luxury car manufacturer was using both J.D. Power survey data and input from a mystery shopping company. But it was challenged to find a way to correlate the two assessments so as to fairly allocate marketing dollars among dealerships based on how well they satisfied customers.

The challenge:

Correlate the assessments to provide actionable insights back to the dealerships and a useful performance comparison of dealerships over time.

Our solution:

Leveraging customer demographics, J.D. Power scores, dealership geographic and sales data, and mystery shopper data, we associated specific survey components with key performance indicators. These KPI results were then trended over time to identify statistically significant changes in performance.

The result:

By determining the correlation of each major satisfaction factor with its corresponding mystery shop, the client could identify which key components within both satisfaction metrics showed the most improvement – and the most need for improvement. By trending the results over time, we gave our client data it could use confidently to award marketing dollars to those dealerships showing the most improvement and withhold marketing dollars from those not meeting expectations.

ABOUT US

Capabilities:

Advanced regression modeling, clustering and classification, design of experiments, hypothesis testing, machine learning, data visualization, and geospatial data analysis utilizing Python, R, SAS, SPSS, and Tableau

Founded:

March of 2012

Staff:

Highly skilled team of 11 with 100+ years of business and analytics experience

Location:

Based in Louisville, KY, and recently named one of its fastest growing privately held companies

Target Industries:

Retail
Healthcare
Manufacturing
Direct Marketing Services
Membership Organizations

Let us use data to help you

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