

## MphasiS provides Profitability Analytics solution for a US based Auto Finance Corporation



### The Client

The client is one of the largest auto finance company of a global business conglomerate in the US.

### Objective

To deploy a profitability analytics solution

### Challenges

Key challenges faced by the client were:

- Absence of a single system to provide enterprise profitability analysis
- Required lot of manual intervention
- Unreliable data
- Predictive and 'what-if' analysis were not possible
- Need for a scalable and a stable system

### MphasiS Solution

MphasiS provided end-to-end delivery of analytics including:

- Gathering requirements
- Design and architecture of the warehouse and data marts
- Enterprise data warehouse modeling using IBM BDW
- Data integration and standardization
- Multiple data marts and KPI marts for various businesses such as sales, financial, operations, inventory, risk, etc.
- Reports and analytics development
- Incorporating BI best practices
- Sustenance of the system

### Business Benefits

The client accrued the following benefits:

- Centralized profitability management solution
- Ability to generate predictive analytics reports under various heads such as customer, risk, sales and operations
- Scalable and efficient reporting and analysis
- Process improvement and efficiency

## Highlights

- Successful customization of the IBM BDW model
- Design of the dimensional data marts in Star Schema
- More than 200 ETL scripts and above 50 reports/Dashboards were developed

## Technical Environment

- DBMS - Oracle
- ETL - Data Stage
- Data Model - IBM BDW
- Analytics - Cognos



## ABOUT MPHASIS.

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