



# Vehicle Brand Analysis Dashboard

**Deloitte.**

**Understand competitive position and performance by measuring internal sales against reliable, subscription-based intelligence from J.D. Power**

## Overview

The Vehicle Brand Analysis Dashboard enables companies to measure internal sales performance against J.D. Power market intelligence, and compare their performance against competitors. Product managers can use the external market data to identify trends and adjust products, marketing, and incentives to proactively adapt to changing markets by regions. Powered by the SAP S/4HANA® on any-premise platform, Vehicle Brand Analysis Dashboard also combines subscription-based data from J.D. Power.

## Features

**Stay on top of market trends and competitive analysis alongside internal sales data.**

**REST APIs to search and read monthly sales data. For competitors leveraging subscription-based J.D. Power market data.**

Ready-to-use through pre-delivered content for vehicle modeling with custom extension capabilities.

Easily adapts to specific requirements via customizable vehicle attributes and product data.

Integrates with SAP Analytics Cloud to enable reporting and integrate with SAP Digital Boardroom.



Increase market position with competitive analysis to tailor marketing and incentive campaigns that attract new customers and increase sales



Improve accuracy of model mix planning by using subscription-based J.D. Power insights for regions and markets to identify best and worst performing VINs, and modify accordingly



Respond to market demand with insight from a reliable, respected provider of industry and market intelligence



Improve profitability by responding to competitive actions in real-time

## Industries

Automotive

## Functions

Finance  
Supply chain

## Processes

Annual price review

## Innovations leveraged

SAP Fiori®  
SAP S/4HANA  
SAP Analytics Cloud