YIELD MGMT SYSTEM

Self-Service Portal – Auto Interior & UX: Behavioral Variables, Track Journeys, A/B Testing …

① **Overview** – What is happing in cabin during trip

② **Content** – What is offered and used

③ **Access** – How is Content accessed

④ Customer-Product Interaction or **"Journeys"**

⑥ **Deep Dive** example

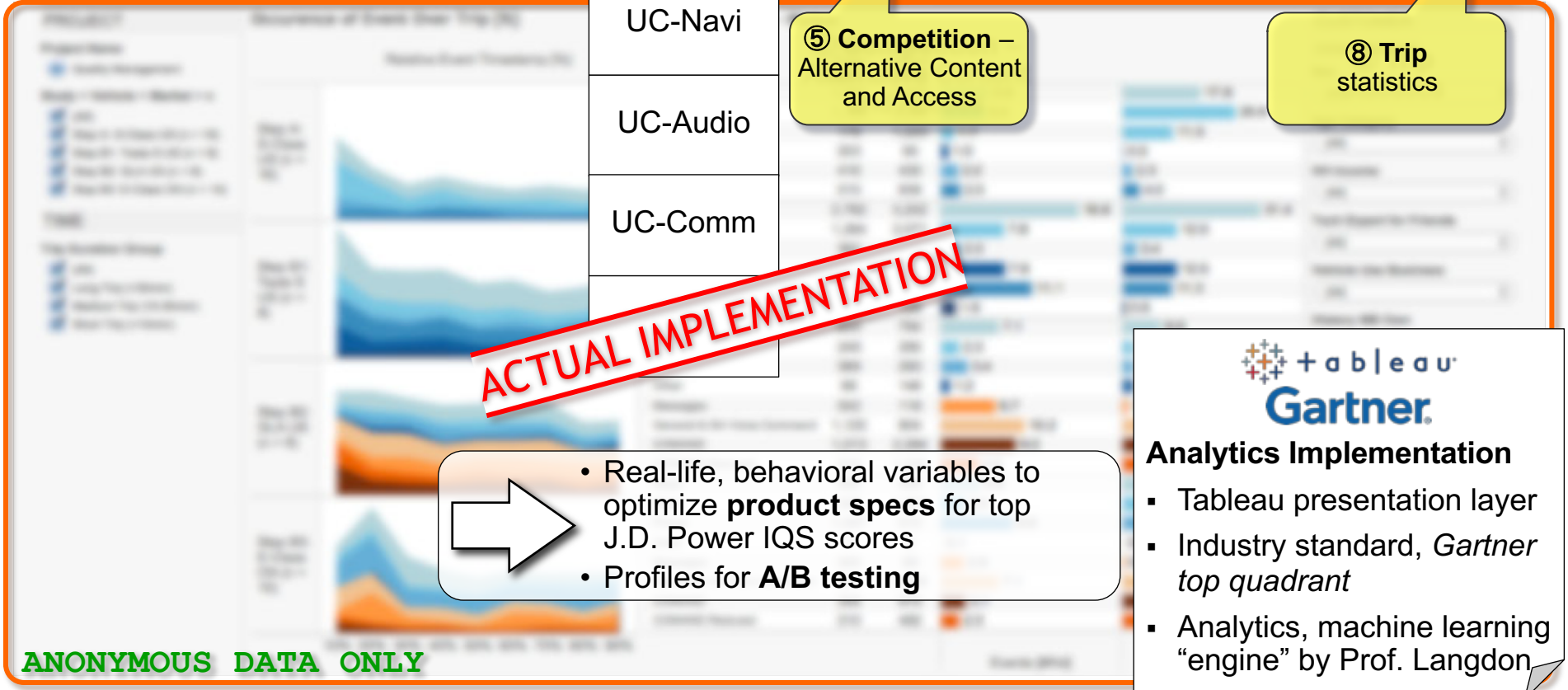
⑦ **Customers** demographics

In-Car Activities Overview	HU-Menus	Controls	Use Cases	Android Auto	XYZ	Sample	Trips

- UC-Navi
- UC-Audio
- UC-Comm

⑤ **Competition** – Alternative Content and Access

⑧ **Trip** statistics



ACTUAL IMPLEMENTATION

ANONYMOUS DATA ONLY

- Real-life, behavioral variables to optimize **product specs** for top J.D. Power IQS scores
- Profiles for **A/B testing**

tableau

Gartner

Analytics Implementation

- Tableau presentation layer
- Industry standard, *Gartner top quadrant*
- Analytics, machine learning "engine" by Prof. Langdon

AUTO DATA SERVICES

© 2017 Pacific Coast Research Inc. California. Not to be used or reproduced without permission.

Customer Analytics & Predictive Modeling Experts