CASE STUDY | Komatsu Australia

Delivering sales and customer insights to a leading supplier of earthmoving equipment

April 2018

The Project

Komatsu Australia is a leading supplier of earthmoving equipment, parts and service for the mining, construction and utility markets. It offers a full product line up with quality parts and reliable service to meet all of its customers' needs in the earthmoving industries. Komatsu Australia has thousands of customers across Australia, New Zealand and New Caledonia purchasing millions of dollars worth of equipment, parts and services every year. In a combined effort with Cue Consulting Pty Ltd, Komatsu's Construction Solutions team engaged Felipe Rego to help build and deliver a deeper understanding of its aftermarket parts sales performance and customer profile.

Objectives

Discover trends, profile customers and track sales
Komatsu's aftermarket parts sales were strong and growing year over year but management wanted to ensure performance was maintained and continually improved over time. With that in mind, the project focused on:
- **Applying an exploratory data analysis to the aftermarket parts sales dataset in an attempt to generate novel views that provided additional insights on sales strategy;**
- **Building a initial customer segmentation model for improved account management and sales effectiveness;**
- **Creating an aftermarket parts sales benchmark by different equipment to identify untapped cross-sell opportunities;**

Methodology

Utilising existing data and BI infrastructure to create insights aligned to business objectives
In strong partnership with its internal analytics team, the project focused on leveraging existing work previously done and taking it further. Additionally, management had a good set of hypothesis and assumptions it wanted tested. But for it to be successful, the approach had to consider:
- **Frequent stakeholder involvement for it to be purposeful;**
- **Any existing work previously done for it to be of additional value;**
- **An easy-to-understand approach to designing the visualisations for it be interpretable and actionable;**
More than 50 different individual pieces of data visualisations were initially created, combining relationships and sales patterns by customer, equipment and parts across attributes such as time, geography, accounts, etc. The final solution incorporated a set of 30+ individual pieces of insights, an initial aftermarket parts benchmark and a customer segmentation model.

Results

Enabling more sales and better customer management
Felipe Rego helped Komatsu's Construction Solutions team gain a deeper understanding of their business, enabling further sales opportunities and improved customer relationship approach.

"Felipe helped us gain further insights and discover new ways we could grow our aftermarket parts sales in a short period of time. He immediately brought to the table some really innovative ways we could use data and analytics in this project and from the first meeting I was impressed with his ideas and suggestions. He went on to learn the business pretty quickly, constantly communicating with my team and, at the end, we were very impressed with the output of his work." - Todd Connolly, General Manager - Construction Solutions at Komatsu Australia

Felipe is a leading advanced analytics and data science partner, working with teams in a range of different organisations and helping them build, manage and enhance their data science and visualisation solutions. Strategically aligned, commercially oriented and above all, customer centred, Felipe's unique methodologies will help your organisation stay competitive and create a solid pathway for your future growth.

INDUSTRY EXPERIENCE MEETS TECHNICAL KNOW-HOW

Felipe has a unique combination of in depth technical expertise (including developing code and programming in analytical tools) and a high level of business experience with over a decade working in marketing, research and business strategy. This allows him to identify and understand the issues that impact his clients' businesses and translate them into the complex language of analytics and data science to find the best solutions. Because of this, Felipe is highly in demand with marketing, sales, finance, technology and strategy teams. He excels at delivering robust analytical solutions that are easy to use, understand and implement. Felipe's unique methodology takes a holistic approach to using data and science to improve whole organisational performance and reduce costs.

ANALYTICS SERVICES WITH A COMMERCIALLY FOCUSED MINDSET

Many organisations struggle to develop a clear roadmap for their data science and analytics strategy. It's also common to experience challenges implementing analytical solutions that are both actionable and easy to use. Felipe helps organisations and teams with:

- Data Science and Analytics Strategy;
- Predictive Analytics and Machine Learning Solutions;
- Data Visualisation and Insights Automation;
- Analytical Training and Workshops;

PRACTICAL ANALYTICS TRAINING AND WORKSHOPS

Felipe is also an analytics instructor with experience disseminating practical, actionable analytics and data visualisation techniques in both classrooms and online settings. The organisations he works with find that partnering with Felipe results in a more engaged workforce. It's not just the organisation as a whole that benefits - individuals feel more prepared to step up to their next challenge and confidently make use of data and analytics in their day to day work.

ACADEMIC RESEARCHER

When Felipe is not partnering with clients or helping students, he's an **M.Phil. research candidate in Learning Analytics at the University of Sydney**. As part of his studies, Felipe makes sense of students' digital traces and looks at the role learning analytics dashboards play in influencing learning outcomes.

WRITER AND BLOGGER

Alongside all this, Felipe is also a blogger, writing regularly on a wide range of topics including predictive analytics, statistical learning and data visualisation. **Recognised internationally for his thought leadership, Felipe received over 62,000 visitors to his blog from over 180 countries last year and some of his articles have been ranked #1 in Google search.** Felipe is widely referenced by many sources and leading educational institutions including StackOverflow, Udacity, Western Michigan University, UC Santa Barbara and Edinburgh Napier University among others.

For more, visit: **feliperego.com.au**

Are you truly harnessing the power of data and analytics to stay ahead of the competition?
I would love to hear your story, share my experience and learn about your challenges.