

General Motors

GIS *(finding new roads ...)*

*Bruce Wong
Advanced Network Analytics
GM's New GIS*

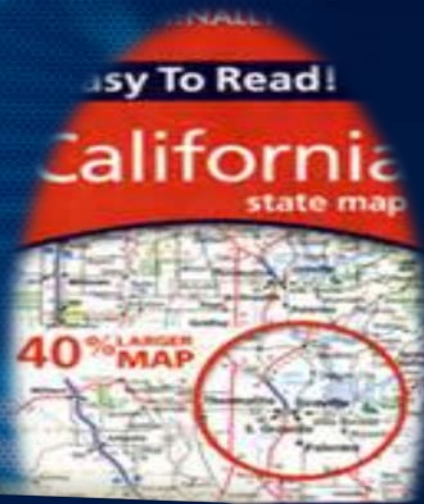


1959

Smart Phone



Apple



GIS

Big Data



RISK



Cloud

1959



General Motors



Chevy



Cadillac

2015



Chevy



Cadillac

2020



Big Data



GM

ACURA

Audi

BMW

BUICK

Cadillac

Jeep

DODGE

RAM

HONDA

HYUNDAI

LAND-ROVER

MAZDA

NISSAN

TOYOTA

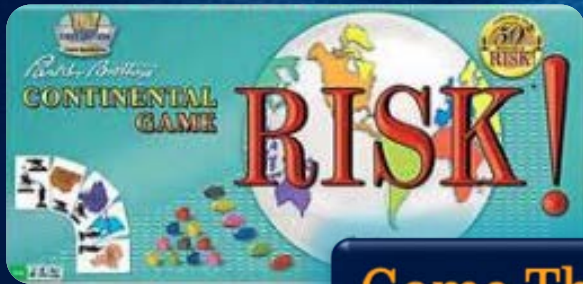
USING IT IS THE HARDEST PART.

BIG DATA

Big Data

CHEVROLET





Game Theory



Big Data



Small Data



Competitive Marketing Strategy



Game Theory

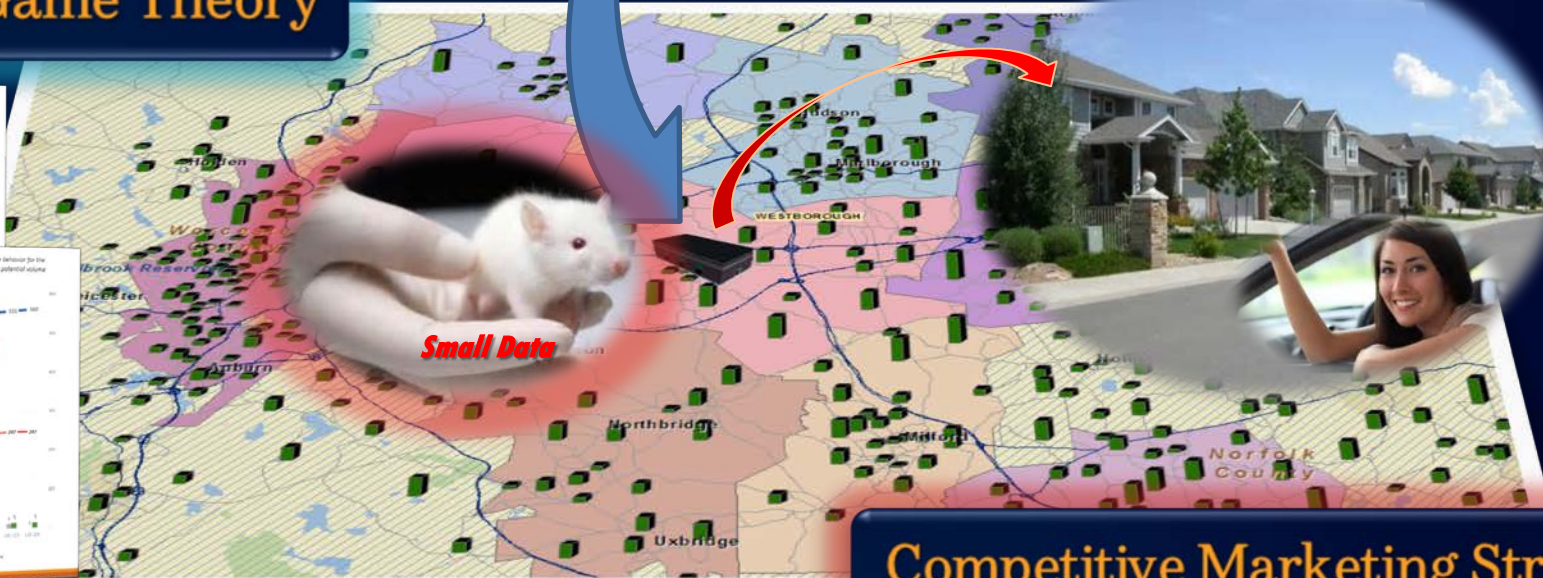
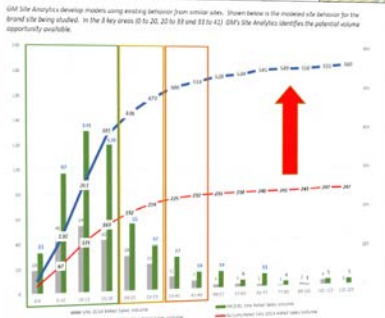
GM's Site Analytics

GM's Site Analytics is a drive time market study that identifies geographic areas of "target in market" households.

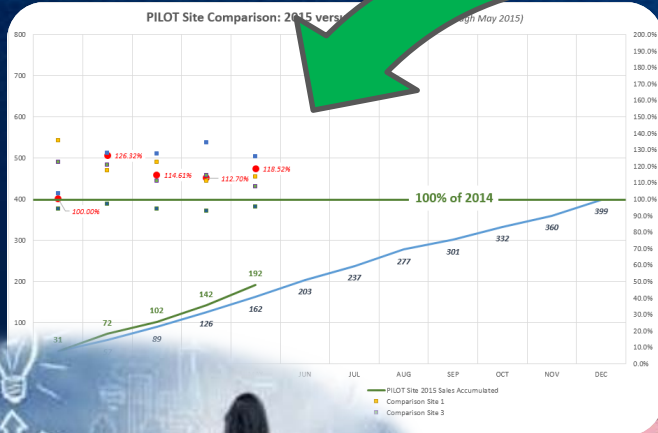
GM Site Analytics

Key Analytics:

- Site Analytics is "Drive Time" - Helps with site selection.
- Site Analytics develops efficient and effective target areas.
- Site Analytics look at household density.
- Site Analytics help target geography areas.



Competitive Marketing Strategy



GM's Site Analytics

GM's Site Analytics is a drive time market study that identifies geographic areas of "target in market household" opportunity to improve site performance. GM Site Analytics can be the foundation to build a long term site marketing strategy.

Key Analytics:

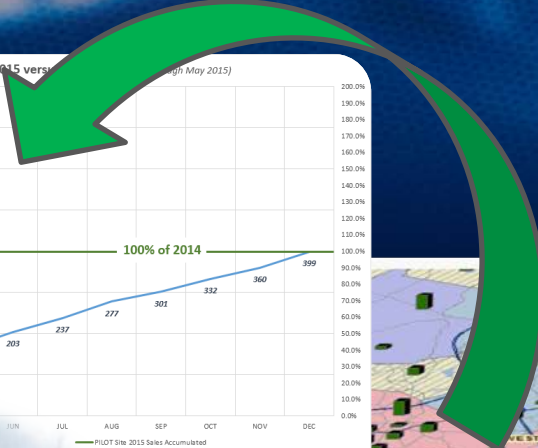
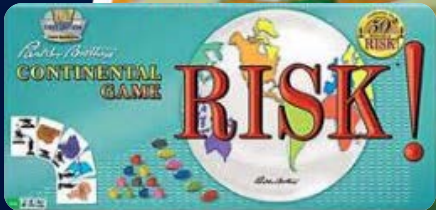
- Site Analytics is "Drive Time" based and provides a true consumer behavior perspective for the site. Helps with site differentiation.
- Site Analytics develops "Target" geographies based on census block groups that enable more efficient and effective site based marketing strategies.
- Site Analytics look at "Target In-Market Households" based on GM internal data and helps identify those households with high conquest probabilities using Nielsen Profile statistics.
- Site Analytics help the site develop marketing strategies to reach site volume potentials in each target geography area.

Driving innovation ... and change

Small Data

Competitive Marketing Strategy

Game Theory





Big Data

Small Data



Geographic Initiated Strategy (GIS)



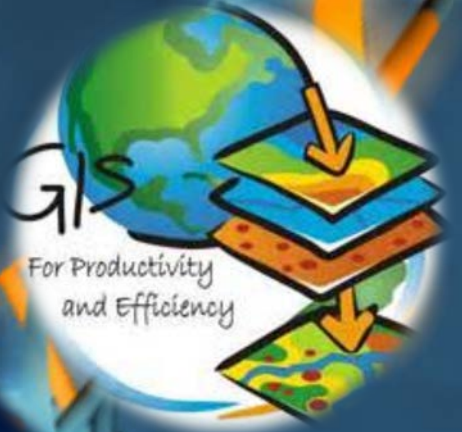
2020



Big Data



Small Data



GIS
For Productivity
and Efficiency

Geographic Initiated Strategy (GIS)



General Motors

Geographic Initiated Strategies

(GIS) *(finding new roads...for site marketing)*



Bruce Wong

Advanced Network Analytics

GM's New GIS

Site Analytics : Geographic Initiated Strategy

GM

General Motors Advanced Network Analytics

