



Santiago



Robert



Adil



Alvaro

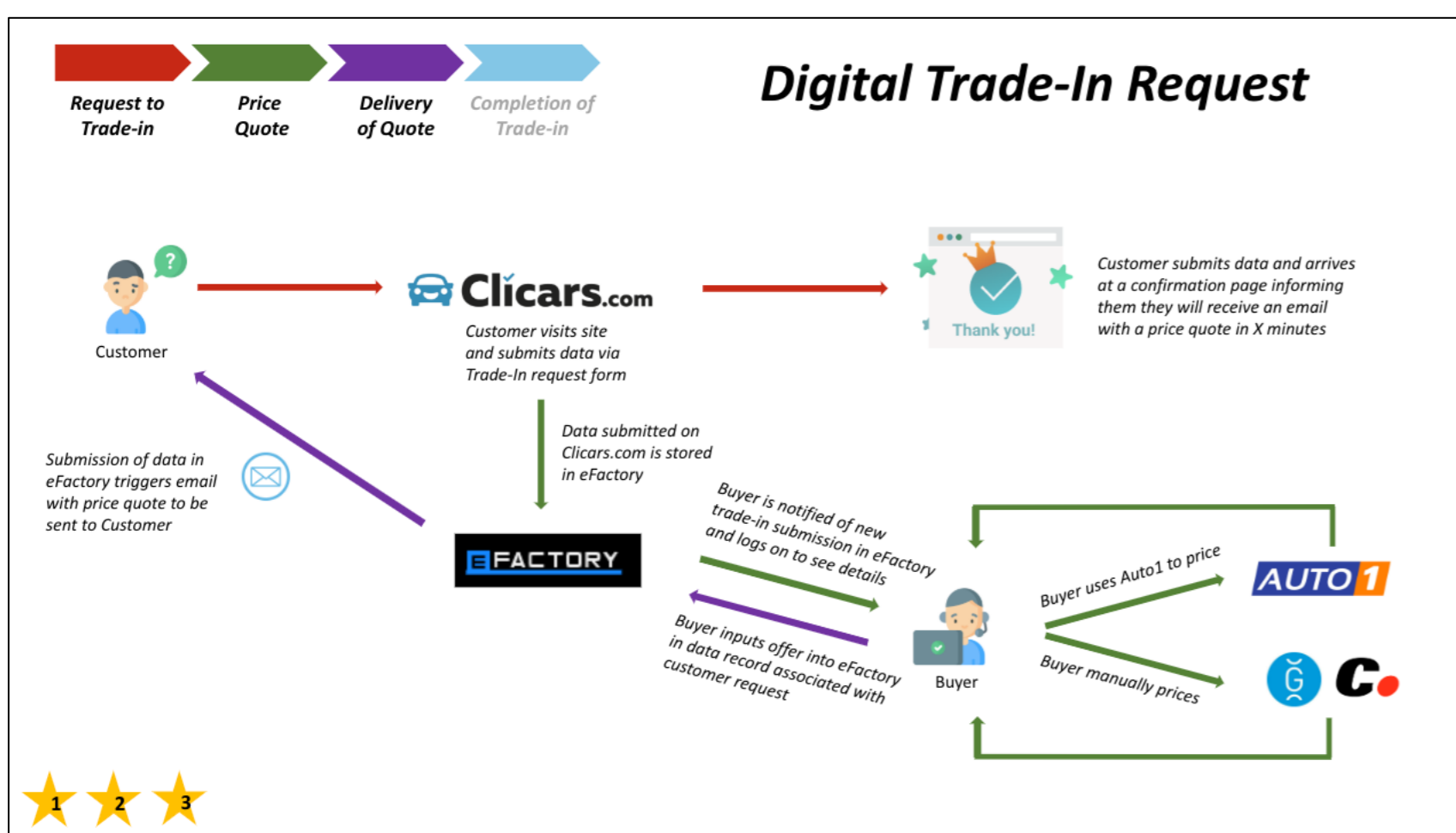
About our client:

- Their motto: *make buying and selling cars as simple and enjoyable as driving them*
- First of its kind in the Spanish market and, as a result, is growing rapidly – digital sales is **~200 cars / month** with a **target** of ramping this up to **500 cars / month** within the next 6-12 months
- Currently operates only in Spain with ambitions of expanding through Europe once their market share in the Spanish market is significant

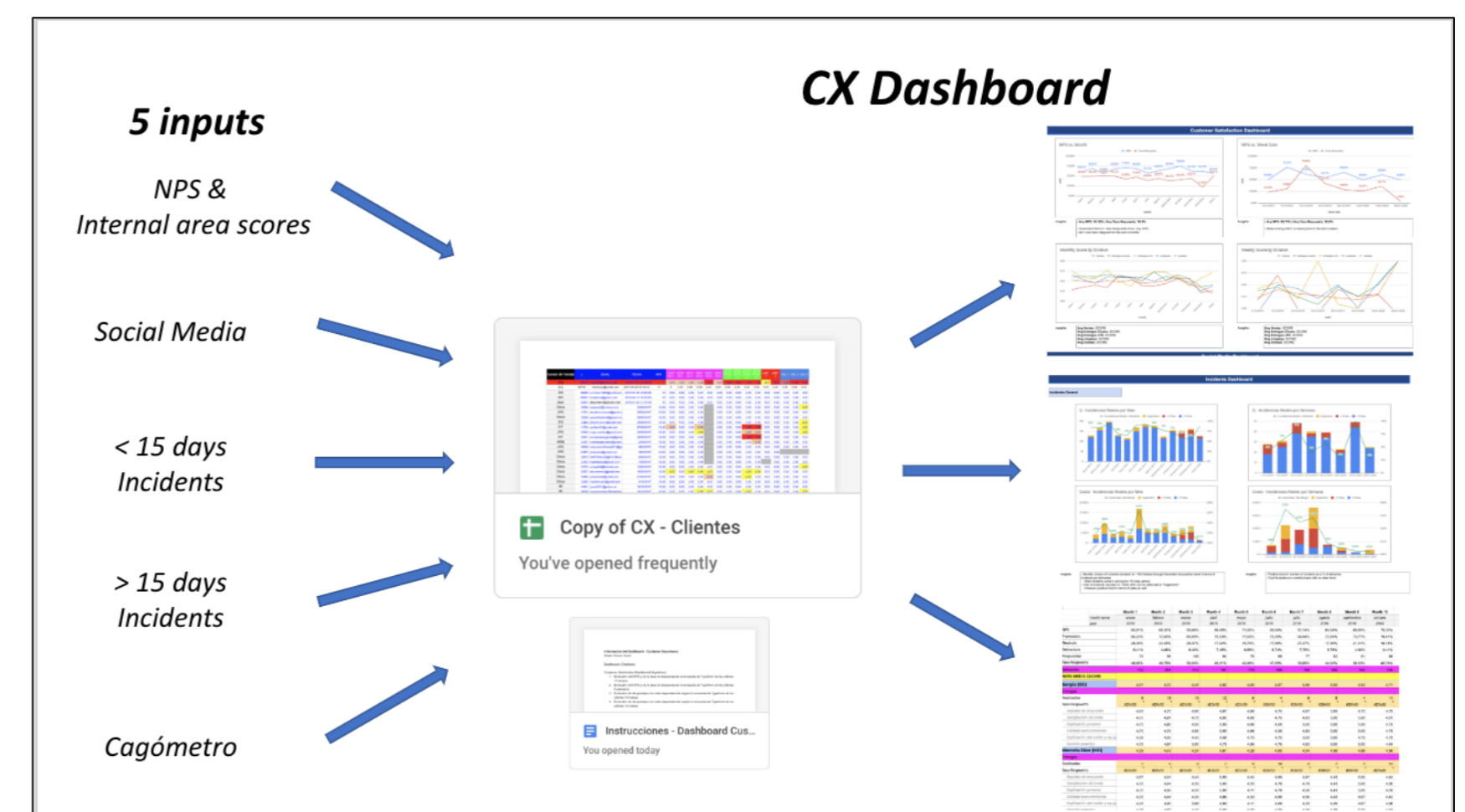
Project Goal

- Benchmark practices from top players in the US, including CarMax and Carvana, in terms of Pricing, Sourcing, Marketing, Sales and Operations. Prioritize and pilot test change initiatives while on-site

On-site work



- Digitalized the experience, eliminated steps and reduced lead times
- Created a trade-in owner that oversees process end to end in order to reduce friction among stakeholders



- Automated dashboard creation off manual data entry
- Created new data categorization, consolidated input and built new dashboard 2.0

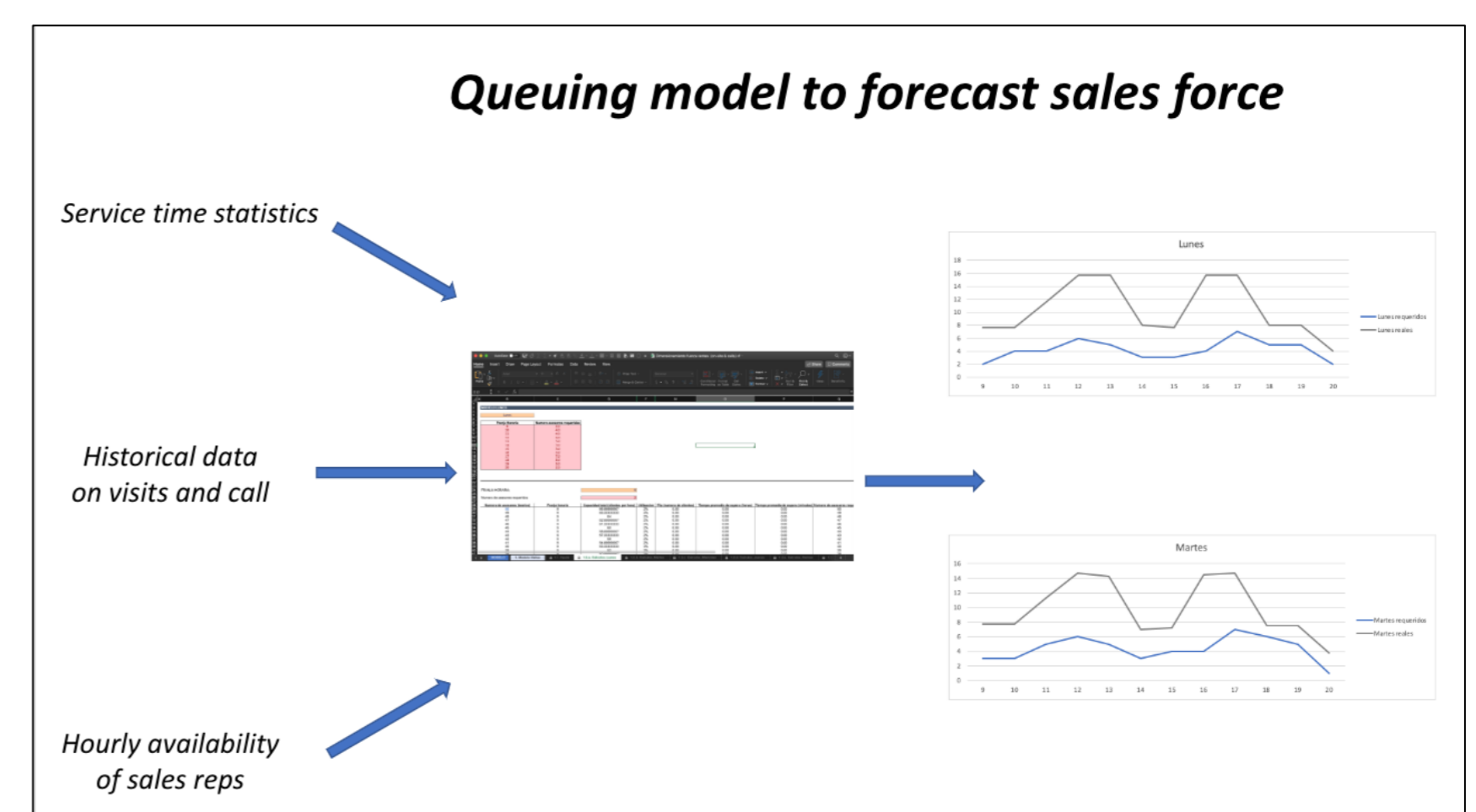
Forecast Tool Output

FECHA HOY: 30/01/2020

Herramienta de citas para entrega de coches

Numero Matricula	0146KXT	← Ingrese # de matricula
Financiación	Sí	← El cliente quiere financiar el coche?
Lugar de entrega	Clicars	← Agencia donde el cliente solicita la entrega
Fecha de cita	03/02/2020	← Fecha a partir de la cual se puede hacer una cita (SI ES SUO CLIENTE MANDA DOCUMENTACIÓN HOY MISMO)

- Built tool that sales reps use to calculate the delivery date of a car based on several variables



- Built a model to forecast how the sales force will need to grow as the company continues to grow rapidly