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Big data in collision repair

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What is Big Data?

big da·ta

• noun: **big data**

1. Extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions.

Source – Google Definitions

Current uses

- Insurance premiums
- Driver statistics
- Customer satisfaction
- Customer relationships/marketing
- Performance comparison – benchmarking
- Management reporting

Where is big data not yet used?



Be afraid, be very afraid.

Business
intelligence

Analytics

Aggregation

Comparative
Analysis

Value

Be afraid, be very afraid?

Information
overload!

Business
intelligence

Competitive
Analysis

Analysis

Value

A quick example – what does average really mean?



A quick example – what does average really mean?

- Average salary of a footballer
- **Average revenue of collision center**
- Monthly average of cycle time

\$350,000

\$450,000

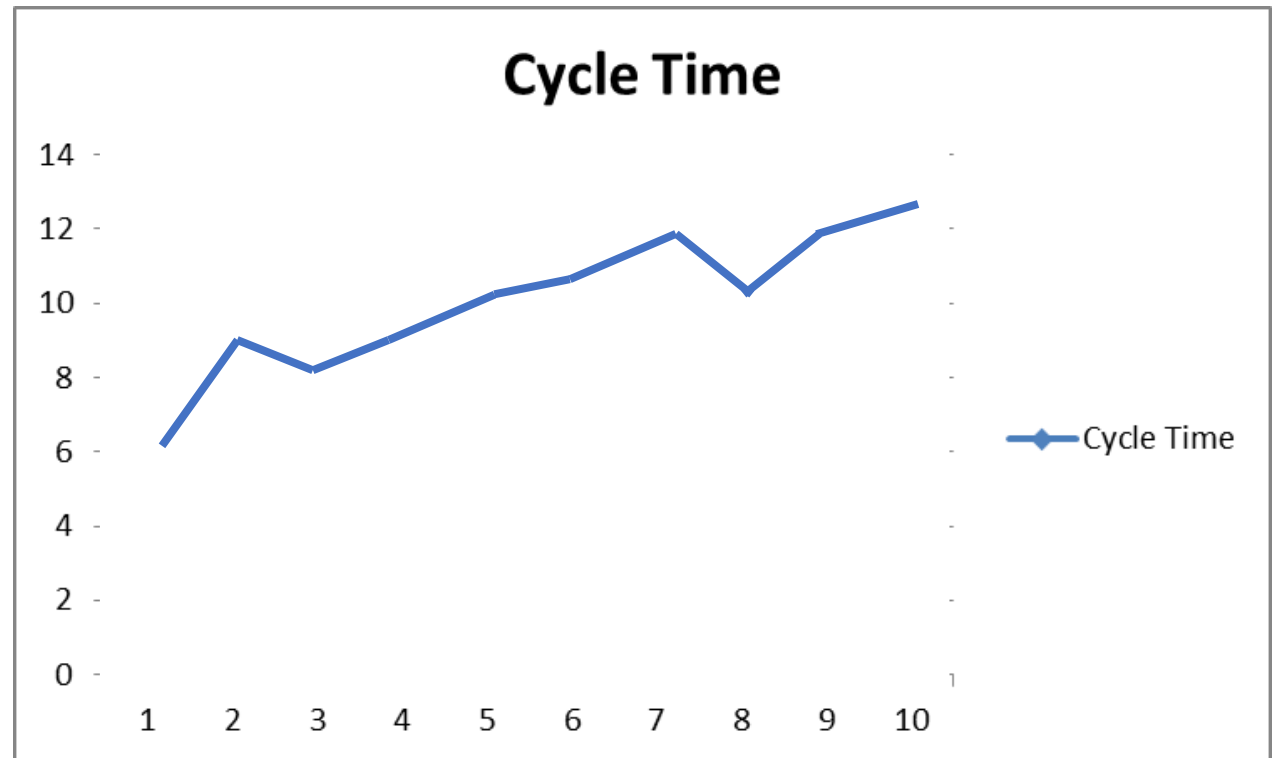
\$400,000

\$20,000

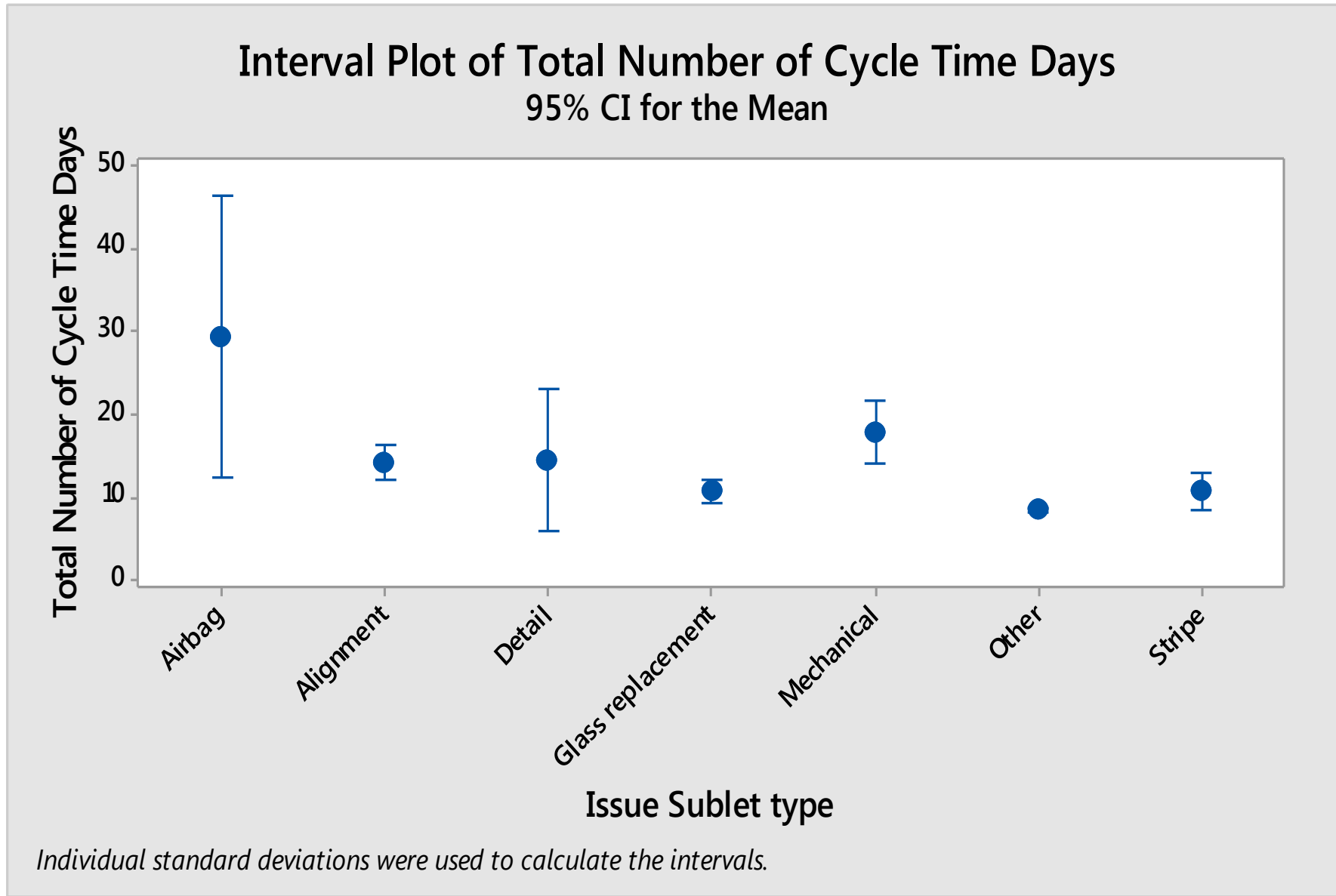


A quick example – what does average really mean?

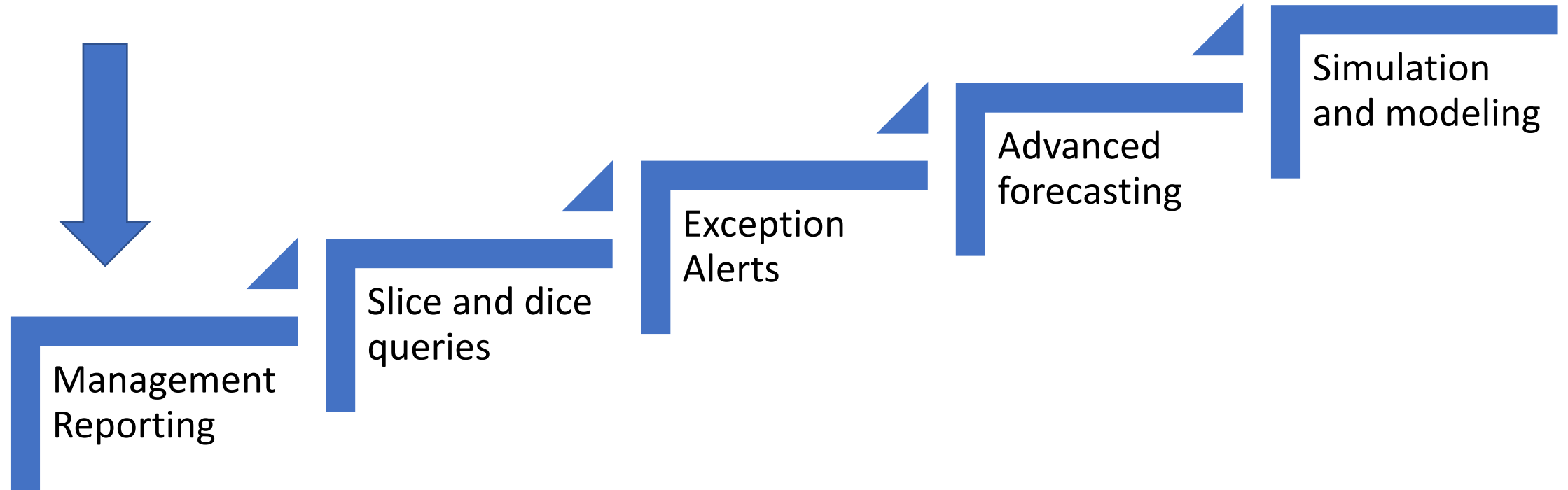
- Average salary of a footballer
- Average revenue of collision center
- **Monthly average of cycle time**



Break the data down



Logical progression for use of big data



Call to action

- OEMs and insurers
 - Look beyond the lag measures and the averages
- Collision centers
 - Look for systems that will allow you to collect this data

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Thank you