

Case Study

Business Intelligence & Augmented Analytics

**Smarten Case Study: Augmented Analytics for
Leading Electric Scooter Manufacturer in India**



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The Client

The Client is a leading electric mobility company in India, specializing in high-performance electric two-wheel scooters engineered for sustainable urban transportation. With a robust presence across 200+ cities, the organization leverages lithium-based battery technology, and advanced electric powertrain systems that are tailored to accommodate Indian road conditions.

Focused on innovation, affordability, and eco-conscious design, the company has expanded its digital footprint and retail network, to ensure widespread accessibility. Ongoing investments in research and development continue to strengthen its product portfolio, and reinforce its leadership in the electric vehicle sector.

The Objective

The Client wished to integrate data from multiple sources within a unified analytics platform, to optimize electric vehicle performance, enhance operational efficiency, and support strategic decision-making. By improving its data analysis capabilities, the Client sought to eliminate manual reporting,

enable timely insights, and strengthen customer engagement across business functions.

Key objectives included:

- **Enhanced Distribution Insights:** Enable real-time, on-demand access to sales and distribution data across India, to support quick, data-driven decisions.
- **Operational Efficiency:** Streamline reporting processes, reduce manual effort, and improve workflow productivity, to ensure quality and timeliness.
- **Strategic Decision-Making:** Provide actionable insights to guide long-term planning, market expansion, and performance monitoring across departments.
- **Performance Gap Identification:** Leverage advanced analytics to detect inefficiencies and underperforming areas, for targeted improvements.
- **Data Integrity & Consistency:** Establish centralized data governance to ensure reliability and uniformity across all operational and customer-facing systems.

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By addressing these objectives, the Client intends to solidify its leadership in the electric mobility sector, and to drive sustainable growth, and maintain a long-term competitive advantage.

The Challenges

The Client faced numerous data-related and operational challenges that hindered effective reporting, performance tracking, and decision-making, including:

- **Data Fragmentation:** Enterprise data was distributed across multiple systems with inconsistent structures, and departmental silos, making it difficult to create a unified view for holistic analysis.
- **User-Specific Analysis:** Different business units required tailored reports with varying access rights and data sensitivity levels, which complicated the delivery of consistent and secure insights across departments.
- **Heterogeneous Data Integration:** Consolidating diverse data sources within a single Management Information System (MIS) for comparative analytics was a complicated process because of variations in format, frequencies, and data structures.

- **Data Quality Issues:** Inconsistent data entry practices, and a lack of standardization across departments led to unreliable reports, and increased the risk of misinformed decisions.
- **Scalability Bottlenecks:** As data volumes grew with business expansion, dashboard performance and responsiveness began to degrade, raising concerns about scalability, and long-term system reliability.
- **Visual Data Interpretation Needs:** The Client required interactive dashboards with intuitive visualizations to support high-level summaries, and detailed drill-downs. Export capabilities were also essential for operational use.
- **Unlocking SAP HANA's Potential:** While SAP HANA was in use for core data management, there was a need for a complementary Business Intelligence solution to extract deeper insights, and integrate seamlessly with other enterprise systems.

The Solution

The Smarten team implemented a tailored solution using its advanced analytics platform to address Client data integration, reporting, and

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performance monitoring challenges. The solution was delivered through a structured, collaborative approach, involving the following key phases:

- **Demonstration and Integration**

Smarten capabilities were showcased using Client sample data to illustrate how the Smarten solution could resolve challenges related to data fragmentation and customized reporting. Following successful demonstrations, Smarten was seamlessly integrated with the existing enterprise systems, including SAP HANA and Excel data sources.

- **Proof of Concept**

A comprehensive proof of concept was developed to validate the Smarten self-service analytics features, ease of use, and scalability. This proof of concept allowed key stakeholders to assess Smarten potential before proceeding with a full-scale implementation.

- **ETL and Meta-Data Structure**

The Smarten team designed the required meta-data structures and assisted with the Extraction, Transformation, and Loading (ETL) processes. This included data cleansing and migration of reports from

Excel, establishing a unified and streamlined data management environment.

- **Training and Support**

Technical training sessions were conducted for system administration, data source connectivity, and BI best practices. Regular hands-on workshops ensured that end users, analysts, and administrators could efficiently adopt and utilize the Smarten platform.

- **Collaborative Implementation**

The deployment was executed in close collaboration with the Client internal data team to ensure seamless adoption across departments. This approach promoted ownership, minimized disruption, and enabled quick value realization from the solution.

Through this structured engagement, the Client successfully consolidated its enterprise data, and its automated reporting workflows, and significantly enhanced its analytical capabilities—laying the foundation for more agile, informed, and data-driven decision-making

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Technology & Platform

Server	: Intel(R) Xeon(R) Gold 6326 CPU @ 2.90 GHz 2.89 GHz
Operating System	: Windows Server 2019
Applications	: MS Office
Back-end (Database)	: SAP HANA database
Integration	: SAP BAPI for data extraction and integration with SAP systems

Key Analytical Objects Implemented

1. Sales Dashboard

- **Region and Model Actual Value:** Displays actual sales value across combined regions and models to highlight high-performing segments.
- **Dealer Category and Model Sales:** Breaks down actual sales by dealer type and product model, and is useful for channel performance analysis.

- **Model and Week Actual Value:** Tracks sales value at a weekly level for each model, to monitor short-term sales trends and patterns.
- **TM Actual Value vs Volume:** Compares Territory Manager performance for both sales value and volume, to identify efficiency and balance.
- **Model and Product Actual Value:** Shows how individual products under each model are contributing to total sales, enabling deep product-level analysis.

2. Growth Analysis

- **Zone/Region/Model/TM MoM Growth:** Tracks monthly growth trends by zone, model, region, and TM.

3. Overview Dashboard

- **Model Actual vs Target Volume:** Tracks volume performance against targets for each model.
- **TM Actual Value vs Actual Volume:** Compares sales volume and value across Territory Managers.

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- **Region Actual vs Target Value:** Displays region comparison of actual sales value with targets.
- **Region Actual vs Target Volume:** Highlights volume achievement against targets at the regional level.
- **No. of Products/Dealers States/Cities/Product Groups:** Provides quick counts for strategic dimensions.
- **Actual Value/Quantity/Budget:** Core KPIs tracked at different dimensional levels.

4. Budget Summary

- **Target vs Actual (Value and Volume):** Tracks performance against both value and volume targets.
- **Budget vs Actual (Value and Volume):** Compares planned budgets with real outcomes.
- **Forecast vs Actual (Value and Volume):** Monitors forecast accuracy for both volume and value.
- **Monthly Budget vs Actual (Value and Volume):** Presents trends of budgeted vs actual data over time.

5. Contribution Analysis Dashboards

(Two dashboards built using the same dimensions but different measures — one for **Value** and one for **Volume**)

- **State/Region/Dealer/Model/Team Manager TM/City:** Dimensions used in both dashboards to analyse contribution.
- **Actual Value:** Used in the Sales Value Contribution Dashboard to highlight value-wise contribution.
- **Actual Qty:** Used in the Volume Contribution Dashboard to show volume contribution.
- **No. of Products/Dealers/States/Cities/Product Groups:** Supportive KPIs for quick reference.

6. Top-Bottom Analysis

(Based on Volume and Sales)

- **Top and Bottom Performers:** Identifies top/bottom Team Manager, Product, Region, Model, Colour, State, Dealer, City.

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7. Sales KPIs

- **Region MoM Growth (External):** Measures external month-on-month performance.
- **Region and Model Trend:** Displays sales trends across region and model levels.
- **Actual vs Internal Target:** Compares internal sales targets with actual performance across regions and models.

8. Inventory Dashboard

- **Quarter/Monthly Inventory Levels:** Monitors stock levels over time.
- **FG Inventory and Consumables:** Highlights trends in finished goods and consumable inventory.
- **Spares Inventory (MoM):** Tracks monthly movement of spare stock.
- **WIP and Raw Material Inventory:** Provides visibility into work-in-progress and raw material stock.

9. Advance and Receivables Dashboard

- **Purpose:** Tracks customer outstanding advance amounts to monitor deposits and dues.
- **Key Metrics:** Deposit Amount, Available Advance, As On Date.
- **Usage:** Helps finance team identify customers with over-utilized or pending advance balances for timely follow-up and reconciliation.

10. Daily Sales Report

- **Daily Updates:** Provides a daily snapshot of key sales figures across dimensions.

11. Geo Map Visualization

- **Purpose:** Visualizes region performance on a map using sales value and volume.
- **Key Metrics:** State Sales Value and Volume.
- **Usage:** Uses color-coded buckets (High, Mid, Low) to highlight state performance, enabling quick geographic comparison and decision-making.

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The Smarten Team Role

The Smarten team played a key role in structuring enterprise data and implementing a comprehensive Business Intelligence (BI) and analytics framework that extended far beyond conventional reporting to include robust analytics, flexible views, and secure access rights management to track performance, monitor key metrics, and support strategic decision-making.

Key activities performed by the Smarten team included:

- Understanding diverse data sources across departments
- Analyzing existing reporting structures and workflows
- Defining functional and operational requirements
- Designing meta-data structures for consistent data modeling
- Optimizing platform performance and ensuring scalability
- Developing dashboards, KPIs, and interactive reports
- Conducting user acceptance testing (UAT)
- Providing go-live support during solution rollout
- Delivering sessions on BI concepts and best practices

- Conducting role-based training, including:
 - Technical administration
 - Business analyst enablement
 - End-user adoption and usage

By executing these activities, the team enabled the organization to elevate its analytics maturity, ensuring timely access to actionable insights that drive performance improvements and support its electric mobility initiatives.

Key Benefits and Deliverables

- **Unified Analytics Platform**

Consolidated data from SAP HANA, Excel, and other disparate sources into a single integrated platform, enabling centralized reporting, and end-to-end visibility across business functions.

- **Customized Department Dashboards**

Delivered intuitive, department-specific dashboards and KPIs, allowing Sales, Inventory, Finance, and Operations teams to independently access relevant insights while maintaining data security and governance.

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- **Automated Reporting and Streamlined Workflows**

Replaced manual, time-consuming reporting with automated, dynamic dashboards to significantly reduce turnaround time and improve efficiency.

- **Advanced Visualizations and Interactive Insights**

Empowered users with powerful visual analytics capabilities—including trend analysis, inventory tracking, sales performance monitoring, and geo-mapping—for faster and more informed decision-making.

- **Improved Performance Monitoring**

Provided real-time, click-of-a-button insights into distribution network performance, budget tracking, sales trends, and receivables, supporting proactive and data-driven management.

- **Scalable, Future-Ready Architecture**

Implemented a scalable solution capable of handling growing data volumes and increasing analytical complexity, ensuring long-term adaptability and sustainability.

With these capabilities in place, the Client has enhanced its ability to monitor performance, improve operational processes, and support strategic initiatives across its electric mobility operations.

Conclusion

The Smarten team implemented a tailored solution using its advanced analytics platform to address Client data integration, reporting, and performance monitoring challenges. By leveraging the Smarten advanced analytics platform, the Client successfully addressed key challenges including data fragmentation, inconsistent reporting, and complex integrations, and addressed its objectives to deliver a unified analytics foundation and empower departments with real-time insights, strengthen decision-making, enhance operational efficiency, and support financial planning.

The Smarten Interactive dashboards and advanced smart data visualizations enabled continuous performance monitoring to identify improvement areas, all while maintaining data integrity across the enterprise. This solution positioned the Client to scale its analytics capabilities, embrace agile decision-making, and drive long-term success in the electric vehicle industry.

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