

Volkswagen Group:
Driving Big Business
With Big Data



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Introduction of the global automotive industry

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landscape of the global automobile industry



- The dynamic changes in the global auto industry have been facilitated by two major forces namely, changes in consumer demand, and the increasing availability of data and information.



Evolution of VW Group's Position over Time



Volkswagen Logo in 1939



Before World War II Logo



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VWs Proposed 2018 Strategy



- Strategy is made up of four main goals

1-deployment of intelligent technologies and innovations to guarantee customer quality and satisfaction

2-Increased unit sales targeting 10 million automobiles annually

3-target return on sales of at least 8% before tax.

4-to become the best employer across all areas, brands, and companies

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Overview of Big Data in Companies

- Big Data' refers to refers to massive amounts of both structured and unstructured data that are difficult to process using traditional software and database techniques.
- The potential of Big-data decision making has now been recognized globally across many industry sectors.
- Benefits of Big Data- competitive advantage, development of new applications, reduce cost of existing applications.

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Big Data and VWs 2018 strategy

- To fulfill the 2018 strategy, VW needs a holistic approach that focuses on each of its internal functional areas.



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Comprehensive Big Data based Initiative and Rollout for the VW Group



- Short-term goal: Building the foundation





Comprehensive Big Data based Initiative and Rollout for the VW Group

- Medium Term goals



- Long Term Goal

