

Big Data Analytics in Automotive: Unlocking Business Insights for a Competitive Edge

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Big Data And Analytics In The Automotive Industry

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Big Data And Analytics In The Automotive Industry:

Understanding the Organizational Implications of Big Data Analytics in the Automotive Industry Christian Dremel, 2019

Due to the strategic potential and business value of big data today's organizations have directed their attention on how to realize value from big data analytics facing the exponential growth of data. Scholars considering big data analytics a disruptive innovation rather than an evolution argue that big data analytics holds transformational possibilities which go far beyond today's organizational application of business intelligence and business analytics. In the extant body of knowledge the value of big data analytics e.g. for service innovation for sensing customer's desires and for delivering tailored services seems undisputable. The realization of big data analytics value is not simply the application of analytical tools and processes to analyze the omnipresent term big data but requires organization wide adaptations of the socio technical work system of an organization. Yet extant literature remains silent on how this value can be realized from big data analytics and which adaptations are required within organizations to do so. This cumulative dissertation project addresses this research gap. The first phase of this dissertation lays the theoretical and conceptual foundation. Specifically the first article identifies the barriers to the adoption of big data analytics. Based on these results the second phase aims at contributing empirical design oriented and practice based research to theory practice and teaching. Specifically the second article provides a theory backed perspective on the value realization of big data analytics. Further the organizational actions and their respective mechanisms required for the value realization of big data analytics are delineated in detail. The third article illustrates how cloud computing is leveraged to provide an analytical platform for the use of operative machine data. The fourth article develops a coherent capability model for the successful use of big data analytics. T. Big Data Applications in Industry 4.0 P. Kaliraj, T. Devi, 2022-02-09. Industry 4.0 is the latest technological innovation in manufacturing with the goal to increase productivity in a flexible and efficient manner. Changing the way in which manufacturers operate this revolutionary transformation is powered by various technology advances including Big Data analytics Internet of Things IoT Artificial Intelligence AI and cloud computing. Big Data analytics has been identified as one of the significant components of Industry 4.0 as it provides valuable insights for smart factory management. Big Data and Industry 4.0 have the potential to reduce resource consumption and optimize processes thereby playing a key role in achieving sustainable development. Big Data Applications in Industry 4.0 covers the recent advancements that have emerged in the field of Big Data and its applications. The book introduces the concepts and advanced tools and technologies for representing and processing Big Data. It also covers applications of Big Data in such domains as financial services education healthcare biomedical research logistics and warehouse management. Researchers students scientists engineers and statisticians can turn to this book to learn about concepts technologies and applications that solve real world problems. Features: An introduction to data science and the types of data analytics methods accessible today. An overview of data integration concepts methodologies and solutions. A general framework of forecasting

principles and applications as well as basic forecasting models including naïve moving average and exponential smoothing models A detailed roadmap of the Big Data evolution and its related technological transformation in computing along with a brief description of related terminologies The application of Industry 4.0 and Big Data in the field of education The features prospects and significant role of Big Data in the banking industry as well as various use cases of Big Data in banking finance services and insurance Implementing a Data Lake (DL) in the cloud and the significance of a data lake in decision making

Smart Technology Trends in Industrial and Business Management Dagmar Cagánová, Michal Balog, Lucia Knapčíková, Jakub Soviar, Serkan Mezarcıöz, 2019-02-15 This book presents current developments in smart city research and application regarding the management of manufacturing systems Industry 4.0 transportation and business management It suggests approaches to incorporating smart city innovations into manufacturing systems with an eye towards competitiveness in a global environment The same pro innovative approach is then applied to business and cooperation management The authors also present smart city transportation solutions including vehicle data processing reporting system mobile application for fleet managers bus drivers bus passengers and special applications for smart city buses like passenger counting system IP cameras GPS system etc The goal of the book is to establish channels of communication and disseminate knowledge among researchers and professionals working on smart city research and application Features contributions on a variety of topics related to smart cities from global researchers and professionals in a wide range of sectors Presents topics relating to smart cities such as manufacturing business and transportation Includes expanded selected papers from EAI International Conference on Management of Manufacturing Systems MMS 2016 EAI Industry of Things and Future Technologies Conference Mobility IoT 2016 and International Conference on Smart Electric Vehicles and Vehicular Ad hoc NETWORKS SEVNET

Research Anthology on Big Data Analytics, Architectures, and Applications Management Association, Information Resources, 2021-09-24 Society is now completely driven by data with many industries relying on data to conduct business or basic functions within the organization With the efficiencies that big data bring to all institutions data is continuously being collected and analyzed However data sets may be too complex for traditional data processing and therefore different strategies must evolve to solve the issue The field of big data works as a valuable tool for many different industries The Research Anthology on Big Data Analytics Architectures and Applications is a complete reference source on big data analytics that offers the latest innovative architectures and frameworks and explores a variety of applications within various industries Offering an international perspective the applications discussed within this anthology feature global representation Covering topics such as advertising curricula driven supply chain and smart cities this research anthology is ideal for data scientists data analysts computer engineers software engineers technologists government officials managers CEOs professors graduate students researchers and academicians

Proceedings of the 2022 2nd International Conference on Economic Development and Business Culture (ICEDBC 2022) Yushi Jiang, Yuriy Shvets, Hrushikesh Mallick, 2023-05-11

This is an open access book With the support of universities and the research of AEIC Academic Exchange Center The 2nd International Conference on Economic Development and Business Culture ICEDBC 2022 will be held in Dali from June 24th to 26th Compared with previous conferences it will discuss more in depth economic independent innovation open cooperation and innovative business culture under the background of the new development stage new situation and new journey era There will be a broad exchange environment Well known experts scholars or entrepreneurs in the field will be invited to make keynote reports Contributing authors are also very welcome to actively participate in the conference and build an academic exchange ceremony

Intersection of Artificial Intelligence, Data Science, and Cutting-Edge Technologies: From Concepts to Applications in Smart Environment Yousef Farhaoui,Tutut Herawan,Agbotiname Lucky Imoize,Ahmad El Allaoui,2025-05-02 This book explores the integration of AI data science and emerging technologies to create innovative practical solutions for smart environments This book offers a comprehensive framework that combines theoretical concepts with real world applications focusing on how these technologies intersect to transform various domains such as healthcare urban planning and sustainable development The book s novel approach emphasizes interdisciplinary methods and problem solving in dynamic data driven environments with case studies illustrating practical impacts and advancements in smart city infrastructure IoT and predictive analytics It is designed for researchers practitioners and advanced students interested in AI and data science applications within smart systems as well as professionals seeking actionable insights to apply these technologies in complex environments

Digitalization in big firms. Review of advances in the automotive industry Lukas Heisler,Lisa Krapf,2018-06-26 Seminar paper from the year 2018 in the subject Business economics Supply Production Logistics grade 1 7 Ingolstadt University of Applied Sciences language English abstract Using technologies like social media e commerce big data and analytics cloud computing mobility and broadband connectivity or the Internet of Things the world economy is transforming into a digital economy With more than 28 1 Billion connected devices by 2020 our World has never been this connected For the automotive industry this means that it s their task to adapt and stay relevant in this environment The focus will be on new thinking flexibility and speed

Innovations for Community Services Karl-Heinz Lücke,Gerald Eichler,Christian Erfurth,Günter Fahrnberger,2019-05-31 This book constitutes the refereed proceedings of the 19th International Conference on Innovations for Community Services I4CS 2019 held in Wolfsburg Germany in June 2019 The 16 revised full papers presented in this volume were carefully reviewed and selected from 43 submissions The papers are organized in topical sections on communication systems teaching and collaboration smart cities innovations and digital transformation data analytics and models community and quality

Exploring the Opportunities of Big Data Chitrani Kaul,2025-01-03 The illustrations in this book are created by Team Educohack Exploring the Opportunities of Big Data delves into the transformative potential of Big Data a concept that has become integral to modern technology and business practices This book provides an in depth understanding of how Big Data

is produced stored and managed by companies and how it is revolutionizing various industries We discuss how Big Data simplifies everyday tasks and is pivotal in fields like healthcare fashion and business The book highlights both the opportunities and challenges associated with Big Data including privacy concerns It is designed for budding engineers and tech enthusiasts offering a comprehensive guide from basic concepts to advanced applications Readers will learn how Big Data can drive career growth and innovation By the end of this book you will have a thorough understanding of Big Data and its impact on our world equipping you with the knowledge to leverage its benefits

More Data, Less Intuition? The Influence of Data Analytics and Big Data on Marketing Decisions in the Automotive Industry Alexandra Hösli, 2016

The world is becoming more complex not only because of globalizing markets but also due to rapid changes in technologies Data is collected processed and stored in great volume and variety and leads to new information about customers like never before Various research articles have been published on the trend of big data and data analytics but hardly any research has been done concerning the influence of these developments on managerial decision making But as the challenges in the marketing environment rise it becomes essential for managers to be able to make high quality decisions quickly in the face of complexity This master's thesis provides further insights into managerial decision making in marketing with special focus on the intuitive and data based approach at a time when big data and data analytics are entering the boardrooms of vast numbers of organizations A qualitative research method was applied to study practicing marketing managers Therefore eleven expert interviews were conducted with executive managers and directors of marketing of five different automotive companies to get a better understanding of how decisions in marketing are made nowadays more intuitive or data based The results of the thesis show a field of tension in marketing decision making between the intuitive and data based decision approach Whereas intuition is seen as vital and indispensable part of the managerial decision making in marketing there exists a strong preference for data based decision making if data is available However the dual process approach meaning the combination of intuition and data analysis is regarded as the best way to reach a decision Especially within marketing it is seen as essential managerial capability to combine data with intuition as there are always some situations that cannot be explained by data But as more information about customers is provided to the marketing departments a shift in favor

How Tesla changed the car industry. An innovation analysis Philipp Rothe, 2023-05-23 Academic Paper from the year 2021 in the subject Economics Innovation economics grade 1-7 language English abstract This Analysis will focus on how Tesla managed to enter the car industry Porter's Five Forces how they use the mentioned technologies to differentiate from other participants to disrupt the industry Christensen Module I and now enter the mass market Crossing the Chasm At the end future recommendations for Tesla are given The automotive industry is changing fast and adopting new technologies which will play central roles in the future of the industry First the megatrend within the industry is to shift from the classical petrol engine towards electric vehicles Second new technologies for the cars include artificial intelligence AI big data analytics

internet of things IOT or autonomous driving Understanding the Value and Organizational Implications of Big Data Analytics Christian Dremel, Jochen Wulf, Annegret Maier, Walter Brenner, 2018 Understanding the value and organizational implications of big data analytics the case of AUDI AG presents the case of AUDI AG and its attempts to implement big data analytics in its organization The case highlights the situation of an original equipment manufacturer OEM in the automotive industry and the potentials and challenges the emerging technology big data analytics may entail for such organizations The case tries to help students to grasp the technical characteristics the value and organizational implications of big data analytics as well as the distinct types of analytics services The case is presented through the eyes of Hortensie an aspiring manager at AUDI who gained strong interest in the phenomenon of big data analytics and received the task to position it within AUDI To ramp up the topic big data analytics AUDI is engaging with industry and design experts as well as an external consultancy ITConsult Master Competitive Analytics with Oracle Endeca Information Discovery Helen Sun, William Smith, 2014-09-24 Oracle Endeca Information Discovery Best Practices Maximize the powerful capabilities of this self service enterprise data discovery platform Master Competitive Analytics with Oracle Endeca Information Discovery reveals how to unlock insights from any type of data regardless of structure The first part of the book is a complete technical guide to the product s architecture components and implementation The second part presents a comprehensive collection of business analytics use cases in various industries including financial services healthcare research manufacturing retail consumer packaged goods and public sector Step by step instructions on implementing some of these use cases are included in this Oracle Press book Install and manage Oracle Endeca Server Design Oracle Endeca Information Discovery Studio visualizations to facilitate user driven data exploration and discovery Enable enterprise driven data exploration with Oracle Endeca Information Discovery Integrator Develop and implement a fraud detection and analysis application Build a healthcare correlation application that integrates claims patient and operations analysis partners clinical research and remote monitoring Use an enterprise architecture approach to incrementally establish big data and analytical capabilities

The Mobility Revolution in the Automotive Industry Dr. Sebastian Wedeniwski, 2015-11-29 The Internet of Things cloud computing connected vehicles Big Data analytics what does this have to do with the automotive industry This book provides information about the future of mobility trends resulting from digitisation connectedness personalisation and data insights The automotive industry is on the verge of undergoing a fundamental transformation Large traditional companies in particular will have to adapt develop new business models and implement flexibility with the aid of appropriate enterprise architectures Transforming critical business competencies is the key concept The vehicle of the digital future is already here who will shape it **Maynard's Industrial and Systems Engineering Handbook, Sixth Edition** Bopaya Bidanda, 2022-09-16 The classic industrial engineering resource fully updated for the latest advances Brought fully up to date by expert Bopaya M Bidanda this go to handbook contains exhaustive application driven coverage of Industrial Engineering

IE principles practices materials and systems Featuring contributions from scores of international professionals in the field Maynard s Industrial Engineering Handbook Sixth Edition provides a holistic view of exactly what an Industrial Engineer in today s world needs to succeed All new chapters and sections cover logistics probability and statistics supply chains quality product design systems engineering and engineering management Coverage includes Productivity Engineering economics Human factors ergonomics and safety Compensation management Facility logistics Planning and scheduling Operations research Statistics and probability Supply chains and quality Product design Manufacturing models and analysis Systems engineering Engineering management The global Industrial Engineer IE application environments *Operations and Supply Chain Management* Roberta S. Russell, Bernard W. Taylor, 2019-10-28 Russell and Taylor s Operations and Supply Chain Management 10th Edition is designed to teach students understand how to create value and competitive advantage along the supply chain in a rapidly changing global environment Beyond providing a solid foundation this course covers increasingly important OM topics of sustainability corporate social responsibility global trade policies securing the supply chain and risk and resilience Most importantly Operations Management Tenth Edition makes the quantitative topics easy for students to understand and the mathematical applications less intimidating Appropriate for all business students this course takes a balanced approach to the foundational understanding of both qualitative and quantitative operations management processes

Manufacturing Engineering Handbook, Second Edition Hwaiyu Geng, 2015-10-22 The new edition of this professional resource reveals how to optimize all aspects of the global manufacturing process to build the highest quality goods at the lowest price in the shortest possible time How can one apply technical and business knowledge to develop a strategic plan that delivers increased productivity quality sustainability reliability agility resilience and best practices with rapid time to production and value The answers are found in the fully updated new edition of Manufacturing Engineering Handbook The goal of this second edition is to provide the essential knowledge needed to build products with the highest quality at the lowest cost in the least amount of time by optimizing all aspects of the manufacturing process design development tools processes quality speed output safety and sustainability You will gain access to information on conventional and modern technologies manufacturing processes and operations management that will assist you in achieving these goals The book is written by a team of more than 100 internationally renowned manufacturing engineering experts and pared down from its original 1200 pages The new and vastly improved second edition is specifically designed to concisely and succinctly cover traditional manufacturing processes and advanced technologies as well as newer manufacturing software and systems to integrate them into the modern global manufacturing world Brand new chapters on eco design and sustainability nano materials and nano manufacturing facilities planning operations research New sections on plastics composites and moldmaking global manufacturing and supply chain management Increased coverage of Design for Six Sigma and adaptive manufacturing Affiliated web site with color illustrations graphs charts discussions on future trends additional technical

papers and suggestions for further reading *Multi-Channel Distribution in the Age of the Digital Customer* Sebastian Schulz, 2015-05-13 Bachelor Thesis from the year 2014 in the subject Business economics Miscellaneous grade 2.0 Baden Wuerttemberg Cooperative State University DHBW course BWL International Business language English abstract In this thesis the author approaches multi channel distribution within the age of the digital customer centralizing a strategic adoption in the German automotive industry By applying a qualitative empirical research design he determines key success factors and imperatives for building an effective digital business strategy in the German automotive industry and discloses general factors for success to thrive a multi channel business The choice of journals was based on the journal ranking at <http://www.vhbonline.org/service/jourqual> status as of 21.01.2014 whereas the author's focus were highly ranked journals from diverse sources within the areas 1 Business Strategy Strategy and Digital Business Strategy 2 Marketing Multi Channel Marketing 3 E Commerce E Commerce and E Commerce Strategy and 4 Innovation management Business Model Innovation The Journal of Marketing Harvard Business Review International Journal of Electronic and Commerce European Management Journal and MIS Quarterly depict the preferential literature source Furthermore guideline interviews with industry and solution experts in 4 of International Machines Corporation IBM have been executed Having a clear vision across all functions and effective communication with all employees will be vital for the German car manufacturers to embark on the journey of becoming a multi channel business attracting the digital customer Creation of awareness for the shift and adopting additional sales channels besides integrating the car dealership networks within the emerging multi channel environment offering unique product presentation in digital showrooms and building strategic partnerships with IT providers in order to thrive Additionally car manufacturers that can offer a seamless customer experience across all physical and digital touch points through integrating and penetrating the additional sales channels within the existing ones besides managing emerging channel conflict and building a central data base for customer insight and relationship management will outreach their peers Having a strong integration in between the customers suppliers and business processes in combination with personalized and targeted marketing all driven by a top down leadership approach with strong change management capabilities will enable a car manufacturer to transform operations on a digital basis towards a multichannel business Essentials of Nursing Informatics Study Guide Juliana J. Brixey, Jack E. Brixey, Virginia K. Saba, Kathleen A. McCormick, 2015-09-05 Introducing the most complete compact guide to teaching and learning nursing informatics If you're looking for a clear streamlined review of nursing informatics fundamentals *Essentials of Nursing Informatics Study Guide* is the go to reference Drawn from the newly revised 6th Edition of Saba and McCormick's bestselling textbook *Essentials of Nursing Informatics* this indispensable study guide helps instructors sharpen their classroom teaching skills while offering students an effective self study and review tool both in and out of the classroom Each chapter features a concise easy to follow format that solidifies students understanding of the latest nursing informatics concepts technologies policies and skills For the nurse educator the study guide includes

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The Mobility Revolution in the Automotive Industry Dr. Sebastian Wedeniwski, 2015 The Internet of Things cloud computing connected vehicles Big Data analytics what does this have to do with the automotive industry This book provides information about the future of mobility trends resulting from digitisation connectedness personalisation and data insights The automotive industry is on the verge of undergoing a fundamental transformation Large traditional companies in particular will have to adapt develop new business models and implement flexibility with the aid of appropriate enterprise architectures Transforming critical business competencies is the key concept The vehicle of the digital future is already here who will shape it

The book delves into Big Data And Analytics In The Automotive Industry. Big Data And Analytics In The Automotive Industry is an essential topic that needs to be grasped by everyone, from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Big Data And Analytics In The Automotive Industry, encompassing both the fundamentals and more intricate discussions.

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 6. In chapter 5, this book will draw a conclusion about Big Data And Analytics In The Automotive Industry. This chapter will summarize the key points that have been discussed throughout the book.
- The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Big Data And Analytics In The Automotive Industry.

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