AUTOMOBILE BRAND
RETAIL SALES MANAGEMENT CASE STUDY

DEMOCRATIZE
Data access

UNDERSTAND
The full picture of your data

ASK
Get an answer in seconds

Overview

Industry: Car Dealership
Use Case: Sales Management, Performance Tracking
Problems:
- Dashboards are inflexible in what data they show
- Reliance on IT or others to retrieve sales data
- Ad-hoc questions may require hours or days of data gathering
- Sales reports are subjective, depending on the writer

Large Car Dealership Group

ABC-Motors is a large car dealership group with multiple locations scattered across regions.

Get the Full Picture of Your Business

ABC-Motors' dashboards and sales reports didn't always provide crucial information the sales executives needed to make decisions. With Gemini Enterprise, they can now get that specific information quickly and trust that it was based on existing information.

Democratize Data Access

By turning your retail sales data into AI-consumable knowledge, Gemini Enterprise enables LLMs to connect to your data. This enables any ABC-Motors employee (*if provided access*) to simply ask AI to retrieve or analyze data in simple human language.

No need for IT or hours of digging through spreadsheets.

Ad-hoc Question? No Problem

Previously, when the sales executives at ABC Motors required specific data to inform a decision, the information gathering process often took hours—sometimes even days.

This delay created a ripple effect, postponing critical decisions and impacting business outcomes. Now, ad-hoc questions could be answered in seconds, allowing critical decisions to drive impact immediately.

Now, executives can ask AI to *"give me a detailed breakdown of best-selling EVs by dealership"* and get an answer in seconds.
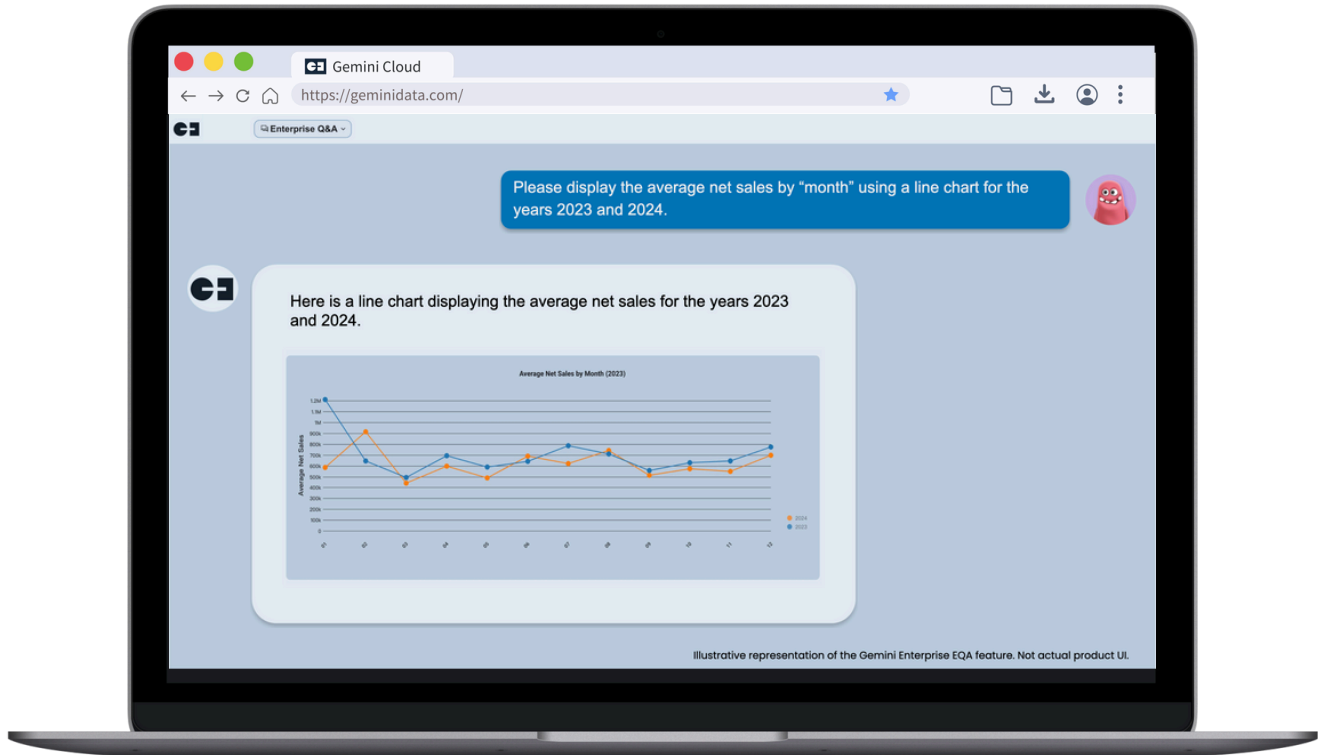
Ensure Data Consistency and Objectivity

The sales executives at ABC-Motors have multiple sales managers reporting to them. Before, reports varied in consistency and quality.

With Gemini Enterprise's AI-generated reports, the executives can be sure that each report is consistent, objective, and contains all the crucial information.

Empower your sales team by connecting your data to LLMs to ask critical business questions to make smarter decisions, faster.

INTERACT WITH YOUR DATA

THROUGH SIMPLE CONVERSATIONS

Please display the average net sales by "month" using a line chart for the years 2023 and 2024.

Here is a line chart displaying the average net sales for the years 2023 and 2024.

Average Net Sales by Month (2023)

Illustrative representation of the Gemini Enterprise EQA feature. Not actual product UI.

Example Use Case

Generate a comprehensive retail sales report that analyzes regional performance, identifies top-selling products, and tracks individual sales team achievements based on day-to-day transactional data.

Sample Questions

"How many EVs are sold in Location X?"

"Which customer segments are growing the fastest?"

"What are the most common reasons deals are not closing, according to our CRM data?"

Transform your enterprise data into AI-consumable knowledge with Gemini Enterprise

Your Business, Your Data is Now AI-Powered