

# COMPETITOR ANALYSIS SOLUTION FOR AN AUTOMOTIVE FIRM

## CASESTUDY

### BUSINESS CHALLENGE



To identify competitors' business strategies and redefine existing business models

### BENEFITS



Helped to tailor product offerings based on customers' needs and demands

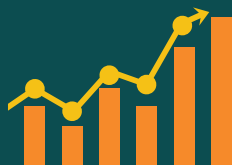
### PREDICTIVE INSIGHTS



Identifying profitable markets for expansion

### RESULTS OBTAINED

Increased profit margins by 13%



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