

# Advising a Luxury Sports Car Importer on the Feasibility of AI Transformation

## CASE STUDY

### Challenge

An exclusive North American importer of luxury sports cars wanted to research the feasibility of undertaking an AI transformation across its marketing organization. The importer needed guidance on its readiness for AI transformation, the scope and impact of rolling out complex data solutions, and the requirements of accelerating prototyping deliverables in order to inform key business decisions during annual planning. It also wanted to prototype a machine learning solution that would optimize its marketing spend on promoting specific vehicle models.

### Solution

SEI provided end-to-end strategic advisement on the feasibility of AI transformation. Using real transactional data, we rapidly prototyped a machine learning solution to demonstrate viability, uncover discrepancies, and determine the feasibility of future production solutions. We then documented our findings in an executive brief for the importer's senior management. We also researched the next phase of AI maturation, mapping out an AI transformation within the importer's marketing organization and providing technology advisement.

### Results

In addition to delivering a fully functional prototype to demonstrate AI capabilities, SEI identified the importer's marketing organization's maturity constraints and defined potential resolutions. We also established an advisory role for leveling-up the organization's ability to build and deploy data solutions.



**Advanced Analytics**



**Data Modernization**



**Data Strategy**



**Rapid Prototyping**