

Big data in the motoring industry

Kevin Britz and Craig Page-Lee, hosts of Lunchtime Marketing and Leadership every Thursday at 12pm on ebizradio.com, look at what big data in the motoring industry actually means.



The automotive industry continues to face growing numbers of challenges and pressures, such as cost pressure, competition, globalization, market shifts, and volatility.

Simultaneously, big data and analytics today offer previously unthinkable possibilities for tackling these pressures and challenges that automakers are facing.

Listen to this week's #LunchtimeMarketing podcast to find out how to apply analytics in this industry effectively...