



# Datamam

## Building a World Inspired by Data

A Case Study:

Custom Data Scraping Solution for Car Leasing Market Intelligence

February 2021

## Overview

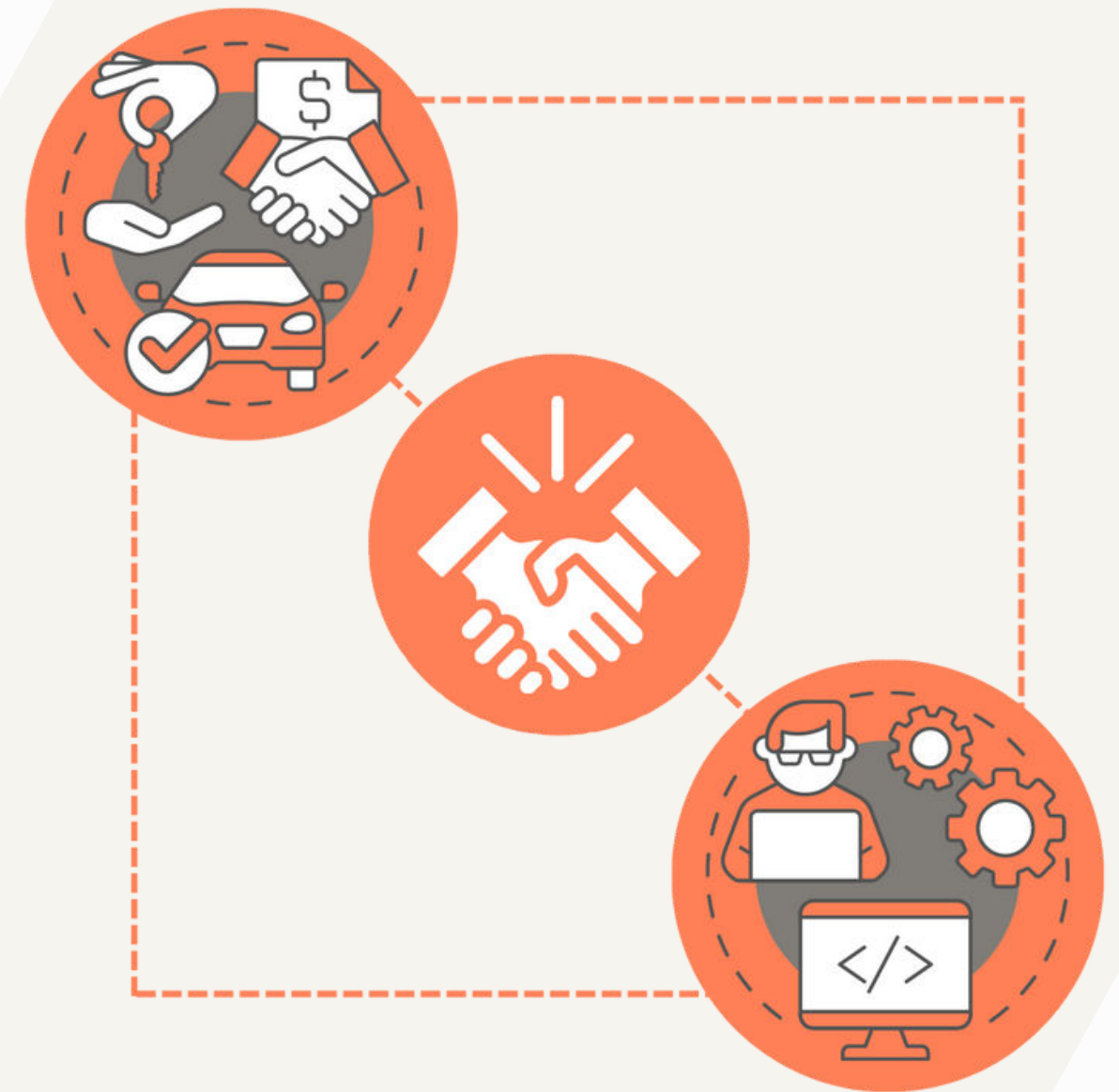
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The market front-runner in the field of car leasing, dedicated to offering the most value-driven deals to its customers, approached us with the idea of gaining a competitive advantage via leveraging external data.

They sought to constantly stay ahead of the competition by having access to a comprehensive dataset of car leasing deals.

Datamam's solution included gathering, normalizing, parsing, and delivering **80 mil data points** daily.

This empowered our client to stay competitive, offering industry-leading deals in the market.

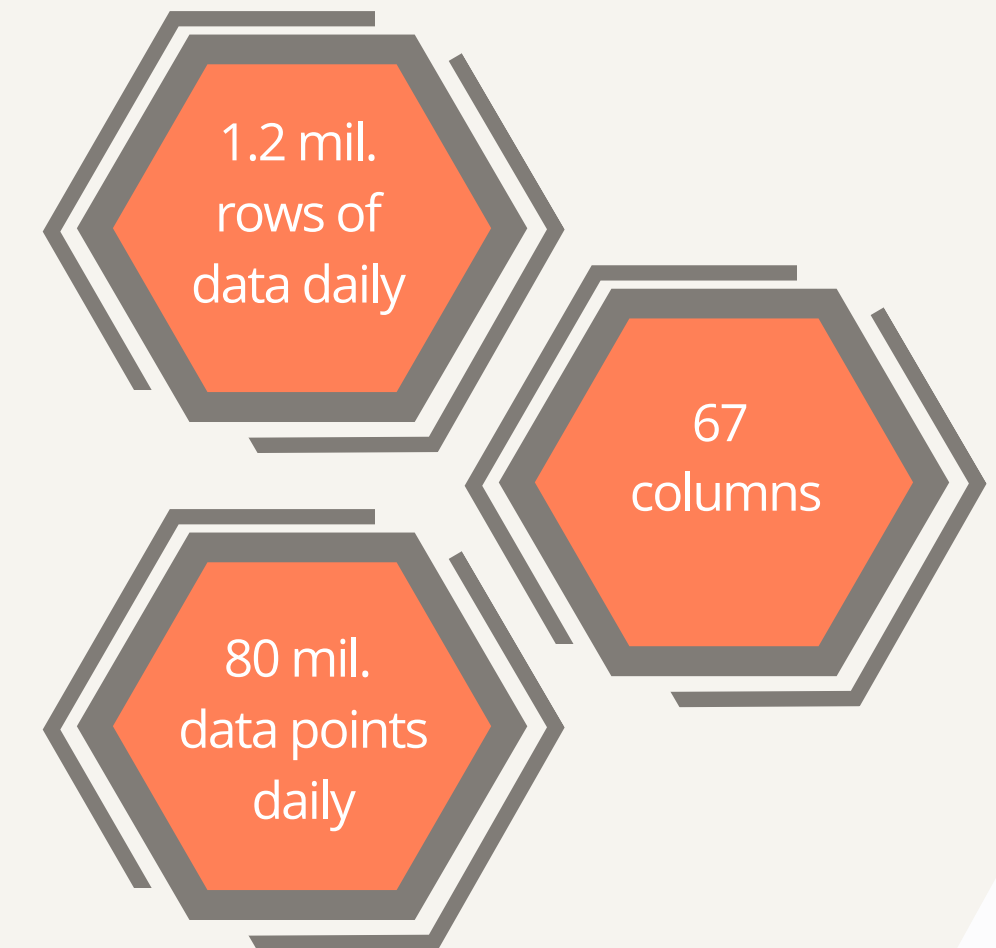


# Challenges

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During the project, our team faced several challenges:

- Data Accessibility and Complexity: Diverse sources and large volumes of daily data
- Data Inconsistency: Different standard formats for leasing deals
- Data Volume Variability: Fluctuating volumes of leasing deals
- Data Format and Delivery: Specific client requirements for CSV format delivery
- Dynamic Source Modification: Regular updates on source websites



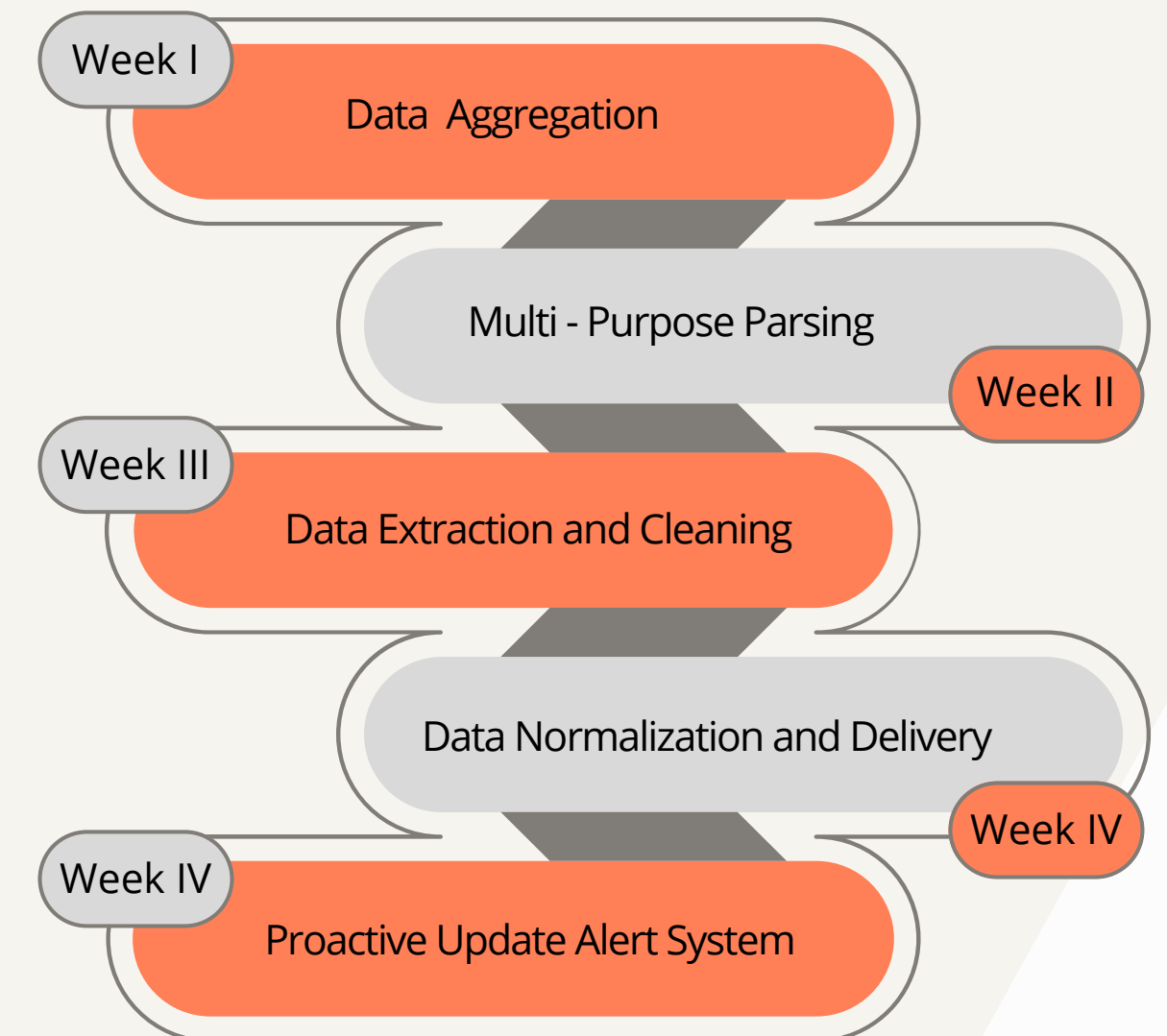
# Solution

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Datamam's custom solution addressed these challenges through:

- Data Aggregation: A script to compile data from various platforms
- Multi-Purpose Parsing: An adaptable algorithm for different deal structures
- Data Extraction and Cleaning: A system to manage data volume variability and ensure accuracy
- Data Normalization and Delivery: Unification of formats and automated CSV delivery
- Proactive Update Alert System: A system to detect changes and updates in source websites

## Timeline

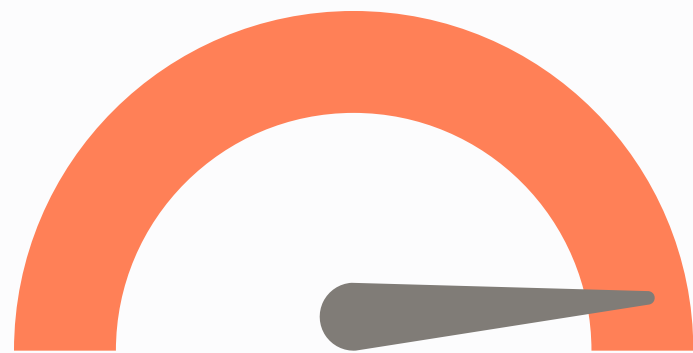


# Impact

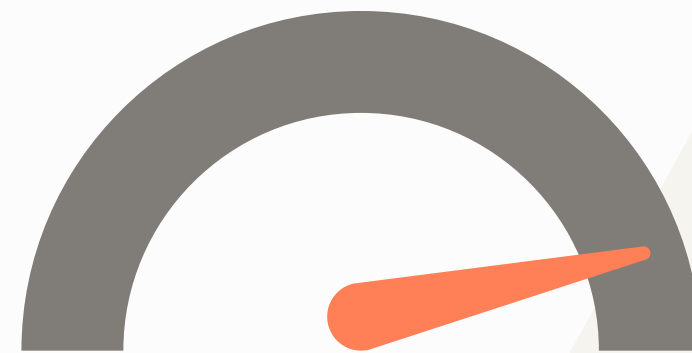
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Customer satisfaction soared by an estimated **30%** - By delivering precise and current leasing data, the client was able to make quicker and better informed decisions.

**50%** surge in efficiency by delivering precise and current leasing data - Our custom-built scraping software significantly improved the client's operational efficiency and customer satisfaction.



Customer Satisfaction  
(30% inc.)



Operational Efficiency  
(50% inc.)



# Key Takeaways

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The case underscores the importance of:

- **Personalized solutions:** This case highlights the importance of creating tailored solutions for unique data problems to gain a competitive edge
- **Adaptability:** Systems must be flexible to handle changing data structures and volumes, showcasing our ability to adjust to data variability
- **Data standardization:** Converting diverse data into a unified format simplifies analysis and usage, enhancing the value of the extracted data
- **Large-scale data handling:** Our expertise in managing high-volume data extraction tasks is evident in this project
- **Future Growth:** Our solutions are scalable and adaptable, safeguarding client investments and enabling easy future transitions

# Contact



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**Thank You For Your Attention**

