

# FDAP

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## Decision Analytics for Auto Dealers



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 frogdata.com

# FDAP: Decision Analytics for Auto Dealers



## AI platform designed specifically for auto dealers

- FrogData seamlessly integrates with automotive industry data systems, delivering:
  - Advanced reporting
  - Decision analytics
  - Actionable intelligence
- Dealers can leverage its capabilities to make data-driven decisions to optimize operations and improve profitability

# FDAP: Decision Analytics Out-of-the-Box

## Marketing Analytics

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- Enhanced Marketing Effectiveness
- Improved Lead Management
- Informed Decision-Making with Ease

## F&I Analytics

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- Contract to Cash Management
- F&I Manager Performance Analysis
- Lender and Add-On Analysis

## Sales Analytics

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- Predictive Sales Analysis
- Detailed Vehicle and Model Insights
- Advanced Sales Trend Analysis

## Accounting Analytics

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- Financial Reporting
- Advanced Analysis
- Ease of Use

# FDAP Marketing Analytics



## Enhanced Marketing Effectiveness

**Customer Segmentation Analysis:** Identify profitable customer segments and tailor marketing efforts accordingly.

**Automated Reporting:** Streamline reporting, saving time and effort by eliminating manual data downloads.

**Precise Targeting:** Utilize data on payment types and age groups to optimize customer targeting and boost conversion rates.



## Improved Lead Management

**Lead Quality Assessment:** Determine lead quality by channel and source, ensuring focus on high-quality leads.

**Conversion Rate Optimization:** Analyze lead conversion rates and optimize sales processes for faster and more effective conversions.

**Lead Supplier Efficiency:** Lower costs by making informed decisions on lead sources, enhancing ROI.



## Informed Decision-Making

**Consolidated Google Analytics:** Get a complete overview by consolidating Google Analytics data across all websites in your group.

**Effortless Automated Reporting:** Save time and resources with automated reporting for timely, data-driven decisions.

**Enhanced BDC Performance:** Optimize lead management, align CRM and DMS data, and boost overall performance through informed decisions.

# FDAP Sales Analytics



## Predictive Sales Analysis

**Accurate Monthly Forecasting:** Leveraging historical and trending data for precise predictions.

**Gross Profit Strategies:** Enhancing profits by analyzing model-specific sales data and inventory turns.

**Inventory Management:** Identifying optimal inventory levels based on data-driven insights.



## Detailed Vehicle and Model Insights

**Sales Overview per Model:** Key metrics including units, AGP, and days in stock.

**In-depth Model Analysis:** Multi-dimensional view of sales and profit correlations to control discounting.

**Comprehensive Sales Trends:** Analysis across multiple dimensions, focusing on pricing optimization.



## Advanced Sales Trend Analysis

**Long-Term Sales Trends:** A 25-month rolling view, examining various sales dimensions.

**Pattern Recognition in Sales:** Identifying regular patterns in sales cycles and daily trends.

**Profitability and Market Share Tracking:** Monitoring growth in gross profit and volume by model.

# FDAP F&I Analytics



## Contract to Cash Management

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**Timely Collection of CIT:** Ensures efficient collection processes.

**Team's Effort Visibility:** Provides clear insight into team's resolution activities.

**Direct Accountability:** Establishes individual responsibility in the process.



## F&I Manager Performance Analysis

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**Profit and Product Mix Analysis:** Evaluates profit generation and assesses the product mix per manager.

**Finance Penetration Insight:** Offers detailed insights based on F&I manager and buyer gender.

**Deal Status Monitoring:** Analyzes deal closure times and financial status of deals.



## Lender and Add-On Analysis

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**Unbiased Lender Review:** Offers insights on lender performance and profitability.

**Data Quality Checks:** Assesses the accuracy of financing data.

**Add-Ons Tracking:** Evaluates the impact of service contracts, insurance, and accessories on sales.

# FDAP Accounting Analytics



## Financial Reporting

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**Core Reports:** Balance sheet, income statement, department profitability

**Analytics:** Identify policy/process issues, deal tracking, profit leaks

**Flexible Views:** Customizable chart of accounts reporting



## Advanced Analysis

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**Account History:** Visualize accounts over 25 months

**Ad Hoc Analysis:** Compare multiple accounts

**Receivables Details:** Aging analysis & collections tracking



## Ease of Use

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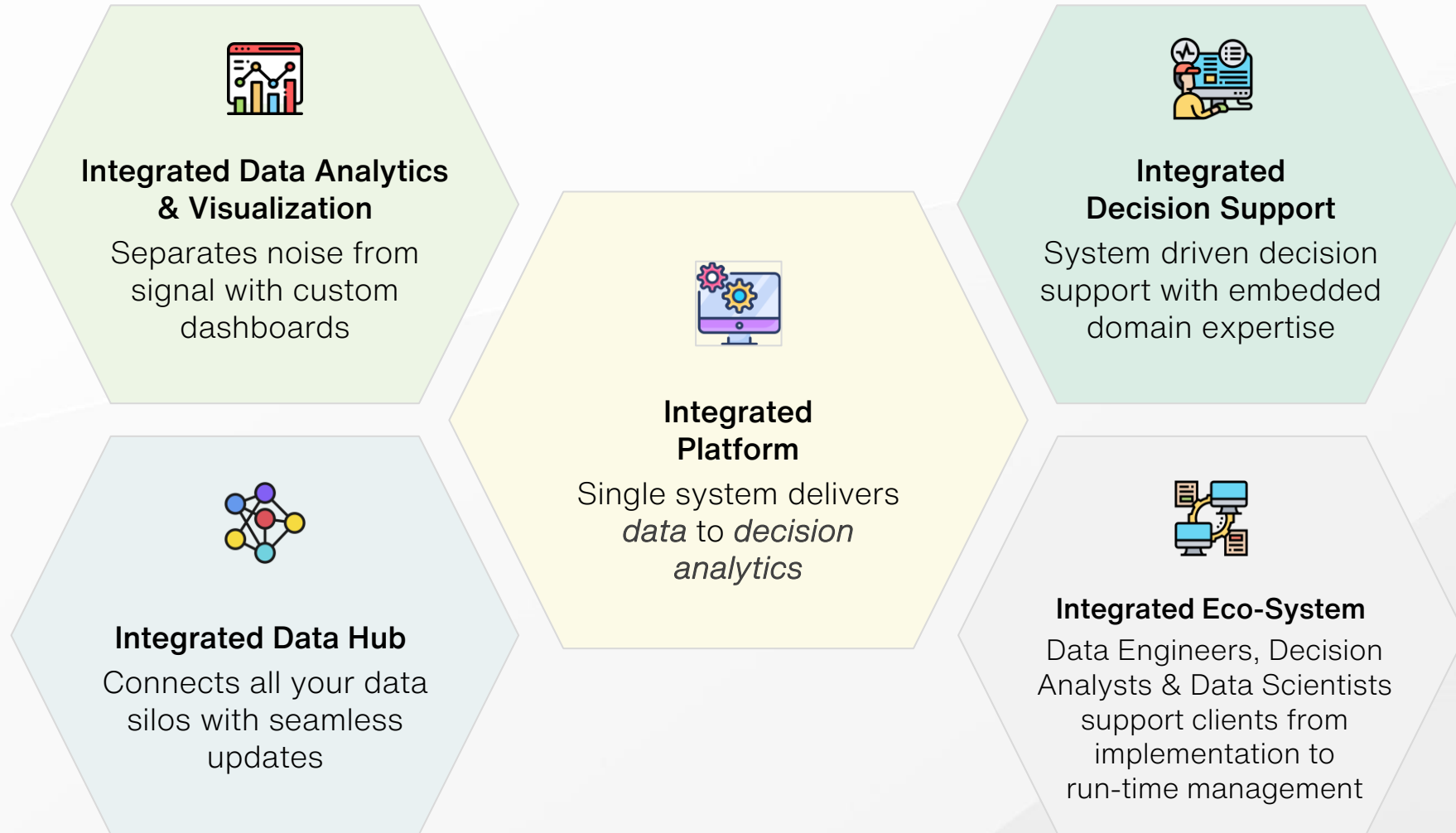
**Interactive Visualizations:** Intuitive data visualization

**Customized Tracking:** Set and edit names for control numbers

**Self-Service Insights:** Automated analysis for all users



# The FDAP Advantage





# Why FDAP



- **Decision Analytics Platform designed for Dealership Managers**
- Automotive retail expertise
- Data Management + Data Science + Decision Science + Data Visualization
- Making Decision Analytics affordable and accessible across the dealership