



# FDAP

## Decision Analytics For Auto Dealers

Empower your dealership with accurate information,  
powerful analytics, and decision insights

### 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. payment types and age groups to optimize customer targeting and boost conversion rates.



#### 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.

### 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.

## Succeed with FDAP Powered Decision Making and Dealer Management.

For More Information, Email: [sales@frogdata.com](mailto:sales@frogdata.com)



# Work Smarter with FDAP

## F&I Analytics

### Contract to Cash Management

- 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

- 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

- 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

## Accounting Analytics

### Financial Reporting

- 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

- Account History:** Visualize accounts over 25 months
- Ad Hoc Analysis:** Compare multiple accounts
- Receivables Details:** Aging analysis & collections tracking

### Ease of Use

- Interactive Visualizations:** Intuitive data visualization
- Customized Tracking:** Set and edit names for control numbers
- Self-Service Insights:** Automated analysis for all users

## 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 for dealerships

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Dealer Management.**

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