

WE HELPED AUTOALERT IMPROVE THE DEALERSHIP EXPERIENCE THROUGH DATA

AutoAlert, a provider of dealership software solutions, needed to model the best upgrade path for customers of a given dealership, and to determine the health of dealerships that use its software. It partnered with PK, with our deep expertise in data science and software engineering, to solve these business problems.

- ▶ Created a recommendation model for the best upgrade path.
- ▶ Built a data engineering framework on AWS using EMR.

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Thanks to PK, we now have a clearer picture of the performance of dealerships that use our product, and we're confident that their customers will receive the best options when deciding to upgrade.

