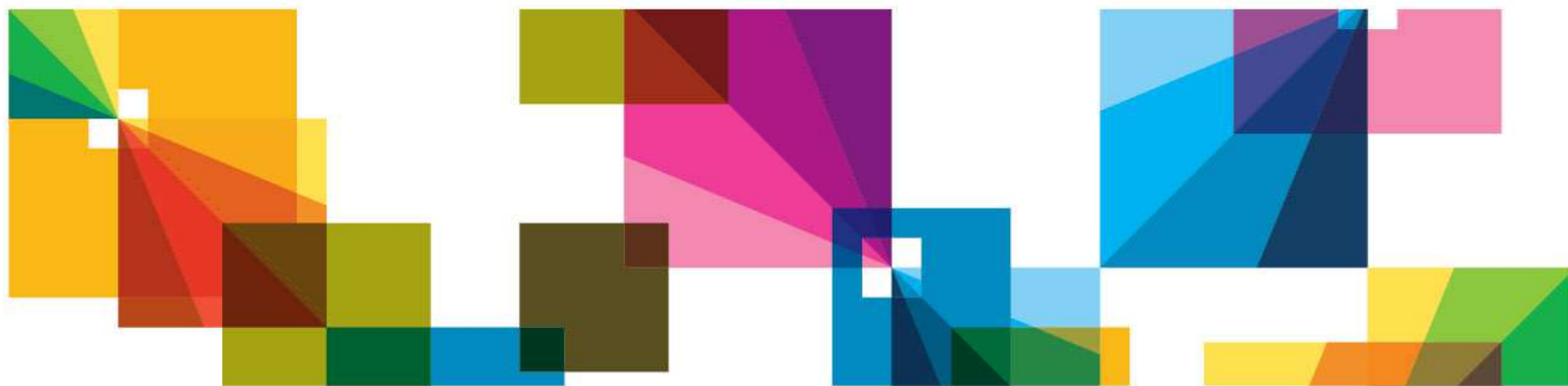


Bruno Abuaf - Axiante

La BI in moto: Geomarketing e Mobile BI a sostegno della Competition Analysis





Mission di Axiante

- *Affermare la propria **Leadership** attraverso il successo delle soluzioni innovative create per i nostri clienti.*
- *La nostra **Eccellenza** deriva dalla vocazione naturale alla innovazione e dalla nostra ossessione per la **qualità**.*



**YAMAHA**

Conoscere i competitor

Estendere la conoscenza a tutti i livelli aziendali

Chiarezza e l'immediatezza nell'interpretare le informazioni.



aprilia



YAMAHA



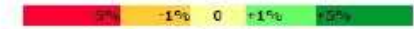
Analisi Comparativa Top Brand Aggregata

Seleziona i Top Brand

N° Immatricolazioni		Today	MTD	PY-MTD	YTD	PYTD	% Market Share Today	% Market Share CM	% Market Share CY	Growth MTD	Growth YTD
	BHW	143	1.306	776	3.184	2.170	20,08%	17,28%	16,32%	5,94%	5,78%
	HONDA	92	912	1.087	2.453	3.112	12,82%	14,25%	12,88%	-1,63%	-2,54%
	KAWASAKI	71	708	895	2.347	2.624	9,97%	11,06%	12,03%	-2,07%	-0,72%
	YAMAHA	59	626	957	1.984	2.963	8,28%	9,78%	10,07%	-4,35%	-4,33%
	DUCATI	116	457	531	1.471	1.668	16,29%	7,14%	7,54%	-0,62%	-0,56%
	Total	712	5.401	6.845	19.505	20.583	100,00%	100,00%	100,00%		

N° Immatricolazioni		Today	MTD	PY-MTD	YTD	PYTD	% Market Share Today	% Market Share CM	% Market Share CY	Growth MTD	Growth YTD
	PIAGGIO	207	2.080	4.115	7.285	8.648	19,24%	19,09%	20,46%	-9,59%	-3,88%
	HONDA	224	2.069	2.795	7.130	8.273	20,82%	15,99%	20,02%	-0,49%	-3,76%
	KYMCO	220	2.175	2.067	6.714	4.814	20,45%	19,97%	18,85%	5,56%	5,31%
	YAMAHA	158	1.751	1.927	5.054	5.327	14,68%	15,16%	14,19%	2,73%	-0,80%
	SYM	39	580	596	2.197	1.268	3,62%	5,32%	6,17%	1,17%	2,60%
	Total	1.076	10.894	14.348	35.610	35.531	100,00%	100,00%	100,00%		

N° Immatricolazioni		Today	MTD	PY-MTD	YTD	PYTD	% Market Share Today	% Market Share CM	% Market Share CY	Growth MTD	Growth YTD
	PIAGGIO	96	1.138	1.077	3.773	3.294	28,83%	31,57%	32,16%	3,90%	6,09%
	APRILIA	80	502	575	1.698	2.016	15,02%	13,93%	14,47%	-0,85%	-1,48%
	KYMCO	53	455	444	1.333	1.457	9,91%	12,62%	11,36%	1,21%	-0,17%
	YAMAHA	36	356	420	1.092	1.327	10,81%	9,88%	9,31%	-0,92%	-1,19%
	MALAGUTI	26	280	331	903	1.102	7,81%	7,77%	7,20%	-0,74%	-1,02%
	Total	333	3.605	3.892	11.732	12.635	100,00%	100,00%	100,00%		



% Growth Market Share MC



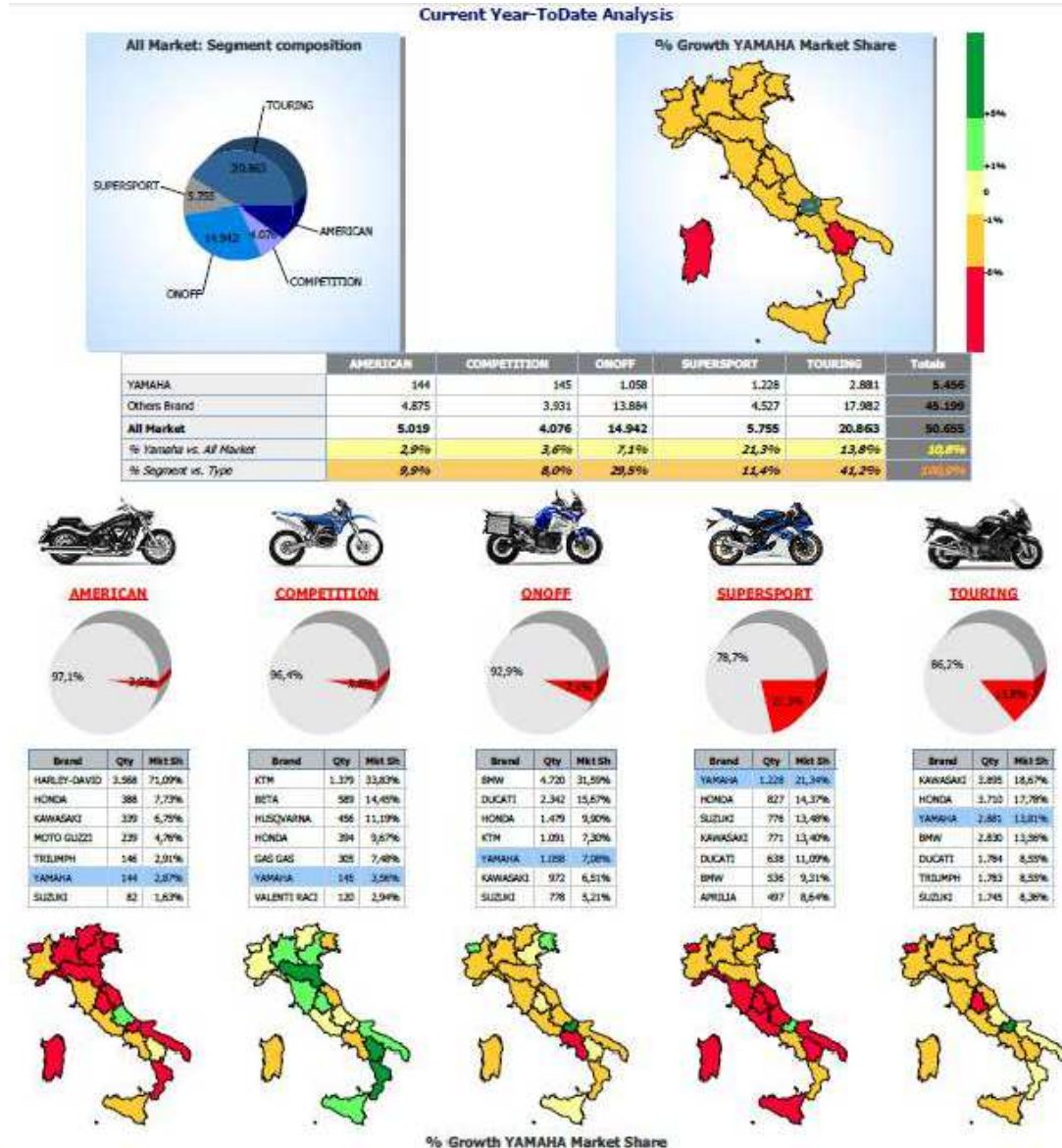
% Growth Market Share SC



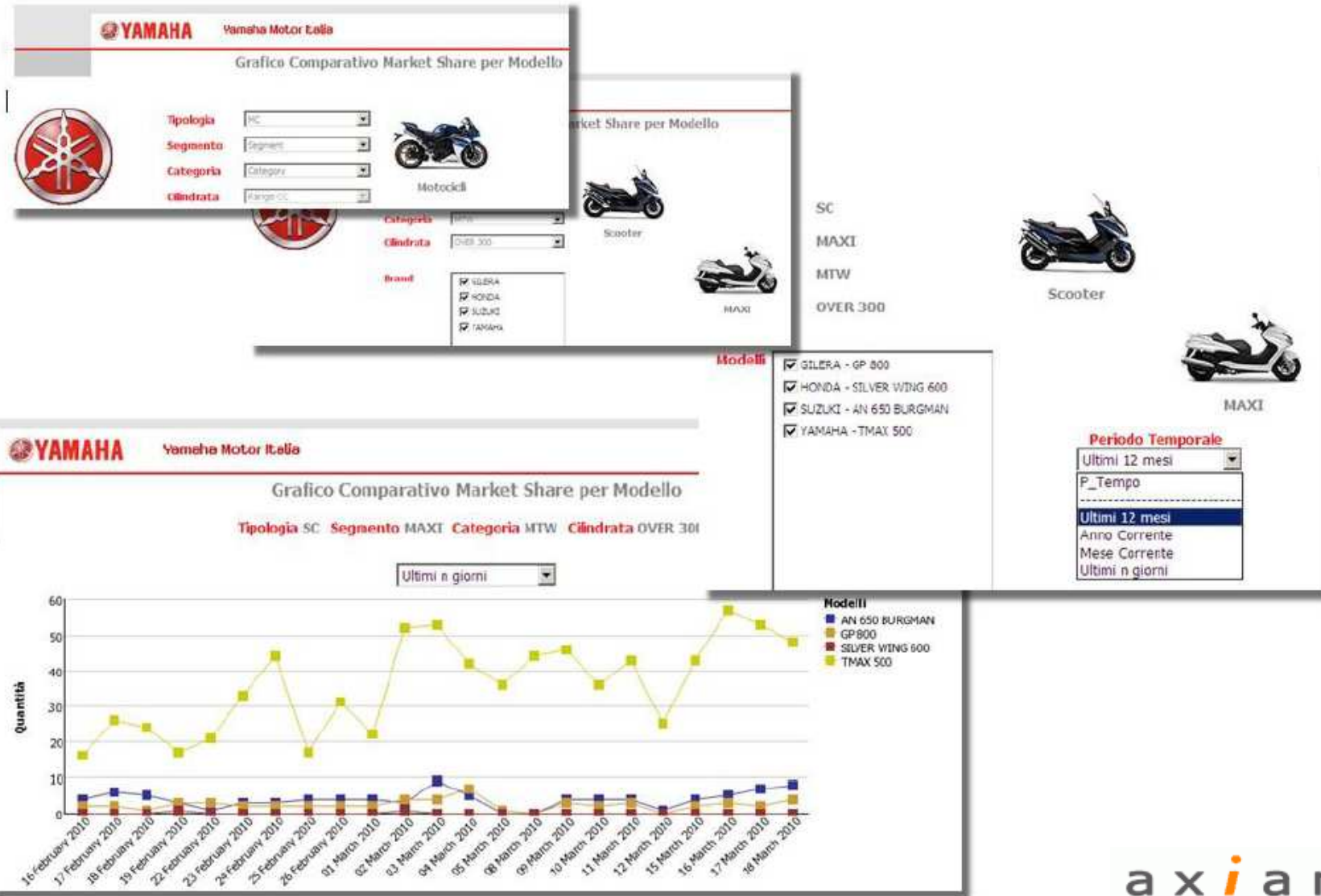
% Growth Market Share 50



Dettagli per Segmento di Prodotto



Benchmark per Modello

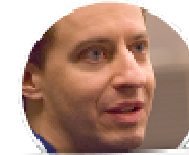




**Line
Manager**



CIO



Controller

Ampliare l'accesso alla conoscenza



**Business
Manager**



**Business
Analyst**



Finance



CFO

Portali Tematici

ymitcognos [Log Off](#)

[Cartelle pubbliche](#) | [Cartelle personali](#) | [PTVV Market Share](#) | [PTVV Sales Performance](#) | [PTVV AreaManager](#) | **Marine PSI** | [Marine Sales Performance](#) | [P&A Sales Performance](#) | [PTVV P&I Value](#) | [PTVV Dealer PSI](#)

Marine Dealer PSI

Marine Dealer PSI

- Name
- Schedule
- Marine Dealer PSI
- Marine Dealer PSI - Current Year
- Marine Dealer PSI - 2010
- Marine Dealer PSI old
- Marine PSI top Dealer
- Units Stock by Dealer / Model Name

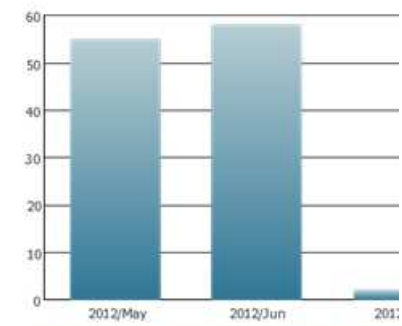
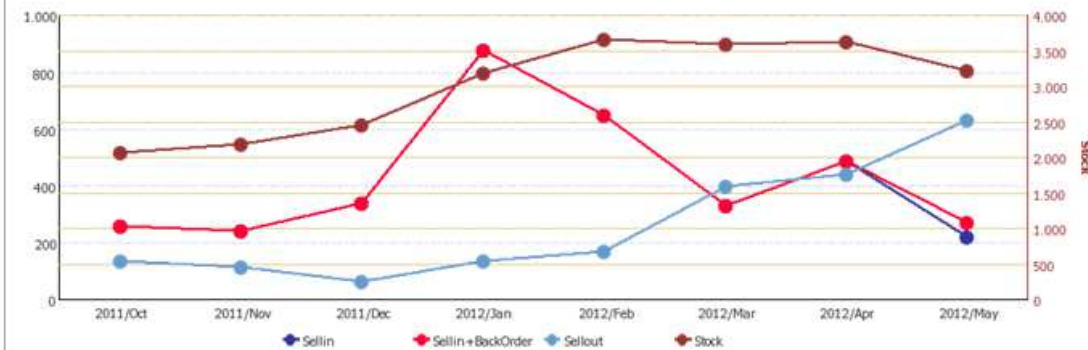
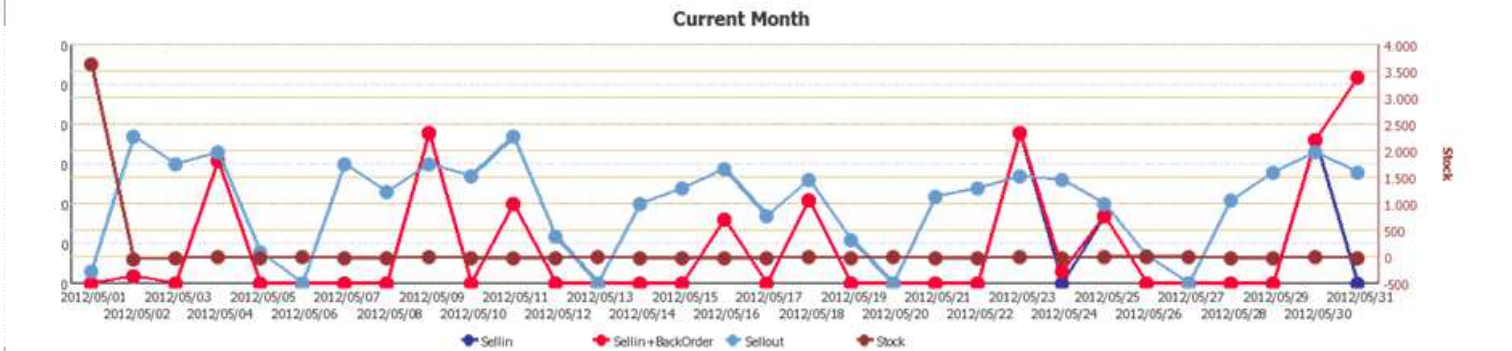


Marine Dealer PSI - Current Year

Yamaha Motor Italia

Marine Dealer PSI

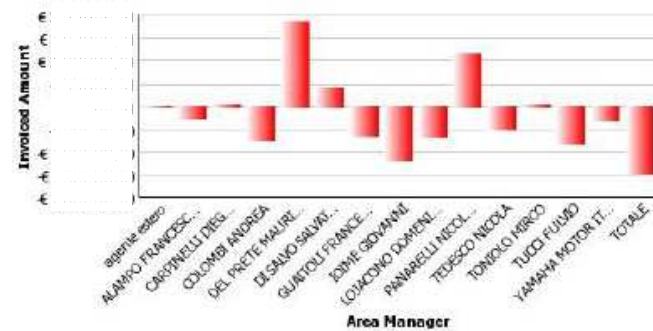
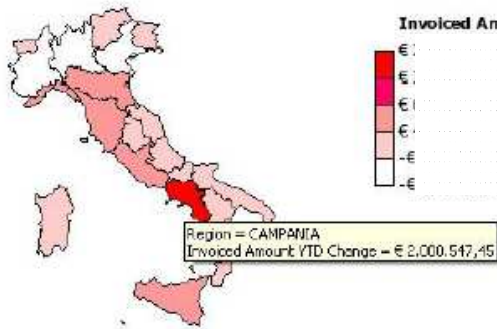
Family
Line
Segment
Class



Sales Manager & Dealer Performance

Yamaha Motor Italia
 Sales Performance PTW
 Type: YAMAHA PTW | Segment: Tutti | Category: Tutti | Model: Model | Item: Item

Invoiced Amount Change (YTD vs PYTD)



	Invoiced Amount				Back Order to Slip Amount						Shipped to Invoice Amount	
	YTD	Prior YTD	YTD Change	YTD Growth	2009/Jun	2009/Dec	2010/Mar	2010/Apr	2010/May	2010/Jun	2010/Jul	2010/Mar
agente estero		€ 5,294,00	€ -5,294,00		€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00		€ 0,00	€ 0,00
ALAIMO FRANCESCO		€ 1,26	€ -29		€ 0,00			€ 13,980,73				€ 1,89
CARPINELLI DIEGO					€ 0,00			€ 16,36				€ 55
COLOMBI ANDREA			€ -		€ 0,00			€ 27				€ 3
DEL PRETE MAURIZIO		€ 2	€ 1,1		€ 0,00			€ 07				
DI SALVO SALVATORE		€ 4,38	€ 423		€ 0,00			€ 27,49				
GUALTOLI FRANCESCO	€ 3,564,22	€ 193,452,12	€ -628,506,00		€ 0,00			€ 24,812,12			€ 0,00	
LOIHE GIOVANNI	€ 2,558,228,00	€ 745,705,05	€ 1,187,476,00	70%	€ 0,00	€ 0,00	€ 94,835,03	€ 29,424,08	€ 0,00		€ 0,00	
LOJACONO DOMENICO	€ 0,00		€ 0,00		€ 0,00			€ 19,297,35			€ 0,00	
PANARELLI NICOLA					€ 0,00			€ 4,500,34			€ 0,00	
TEDESCO NICOLA					€ 0,00			€ 47			€ 0,00	
TONIOLO MIRCO					€ 0,00						€ 0,00	€ 3
TUCCI FULVIO					€ 0,00			€ 31			€ 0,00	€ 44
YAMAHA MOTOR ITALIA SPA SEDE					€ 91,41			€ 0,00			€ 0,00	€ 0,00
TOTALE	€ 35.604.319,42	€ 307.1478,79	€ -1.467.000,00		€ 91,41	€ 0,00	€ 94.835,03	€ 278.469,46	€ 29.424,08	€ 0,00	€ 651,29	€ 47.088,14

Analisi dello Stock e Indici di Magazzino



ymitcognos Log Off

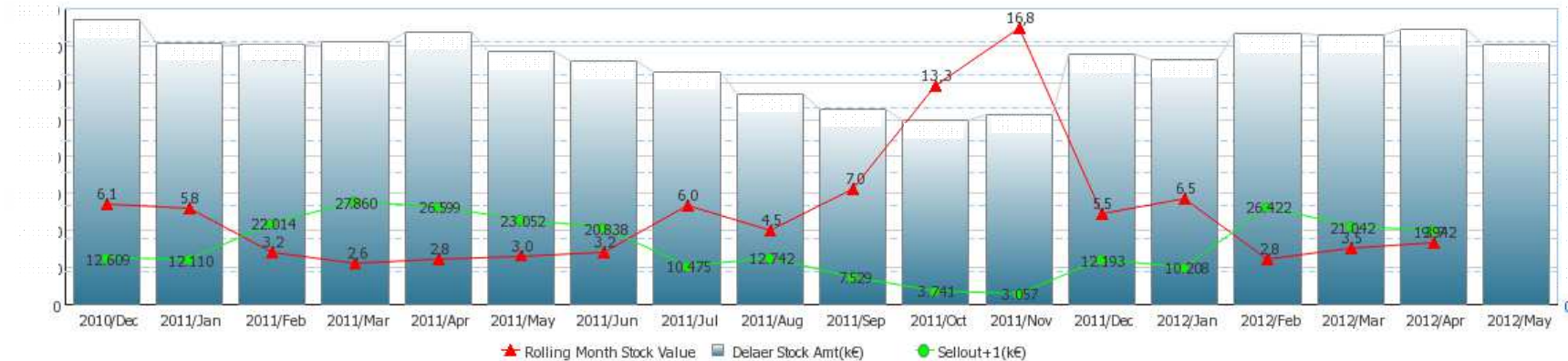
Keep this version Add this report

PTW PSI-04 Rolling Monthly Stock Value

Last Update: 2012/05/01 10:00:00

Type Type	Segment Segment	Category Category	SubCategory Alternative Category	Range CC Range CC
Type Of Registration Registered	Model Model	Region Region	Province Prov	City City
				Dealer Dealer SELL-IN Code

*** Amount in K Euro



Amount (€)	2010/Dec	2011/Jan	2011/Feb	2011/Mar	2011/Apr	2011/May	2011/Jun	2011/Jul	2011/Aug	2011/Sep	2011/Oct	2011/Nov	2011/Dec	2012/Jan	2012/Feb	2012/Mar	2012/Apr	2012/May
Dealer OpenBal Amt	74,787,198	76,000,000			71,117,863	73,743,275	68,520,000			57,080,098	52,671,386			57,583,962	66,133,747			74,505,742
Dealer Purch Amt	4,100,000					17,035,000				3,000,000	3,000,000				15,900,000			
SellOut Amt																		
Dealer Stock Amt	76,000,000	76,000,000			71,117,863	73,743,275	68,520,000			57,080,098	52,671,386			57,583,962	66,133,747			74,505,742
Dealer Margin	-1,638,995				1,015,000	9,563,216				1,167,000	4,302,000			1,184,000	-5,672,300			1,036,000
Roll Month Stock	6.1	5.8	3.2	2.6	2.8	3.0	3.2	6.0	4.5	7.0	13.3	16.8	5.5	6.5	2.8	3.5	3.7	

Volume	2010/Dec	2011/Jan	2011/Feb	2011/Mar	2011/Apr	2011/May	2011/Jun	2011/Jul	2011/Aug	2011/Sep	2011/Oct	2011/Nov	2011/Dec	2012/Jan	2012/Feb	2012/Mar	2012/Apr	2012/May
Dealer OpenBal Qty	18,658				17,463	17,000				4,634	13,526			13,000	15,000			18,000
Dealer Purch Qty	855					4,132				1,601	1,601			1,601	1,601			1,601



Chiarezza ed immediatezza



Market Share giornaliero

N° Immatricolazioni		Current Day	YTD	Previous YTD	MTD	Previous MTD	% Market Share Current Day	% Market Share Current Year	% Market Share Current Month	Growth YTD vs Previous YTD	Growth MTD vs Previous MTD
	BMW	157	6.177	4.731	1.982	1.626	16,88%	16,31%	15,49%	4,83%	4,18%
	HONDA	129	5.063	6.314	1.889	2.485	13,87%	13,37%	14,77%	-1,96%	-2,53%
	KAWASAKI	99	4.558	5.412	1.610	1.973	10,65%	12,04%	12,59%	-1,10%	-1,15%
	YAMAHA	91	3.863	5.867	1.420	2.014	9,78%	10,20%	11,10%	-4,04%	-2,92%
	DUCATI	125	3.265	3.476	1.187	1.187	9,62%	9,62%	9,28%	0,18%	1,23%
	HARLEY-DAVID	46	2.714	2.620	943	943	8,81%	8,81%	1,07%	0,81%	1,07%
	SUZUKI	70	2.592	3.089	965	1.197	-0,66%	-0,66%	-0,79%	-0,66%	-0,79%
	KTM	36	2.093	2.005	539	570	0,66%	0,66%	0,19%	0,66%	0,19%
	TRIUMPH	57	1.581	2.028	500	726	-0,75%	-0,75%	-1,14%	-0,75%	-1,14%
	APRILIA	30	1.119	1.279	400	419	-0,15%	-0,15%	0,21%	-0,15%	0,21%
	Total	930	37.869	41.188	12.792	14.368					



Analisi Comparativa per prodotto: si confronta un modello Yamaha....


Market Share: select Parameters to compare models








moto yamaha YZF-R1 - Cerca con Google - Windows Internet Explorer

Ricerca Circa 1.410.000 risultati (0,12 secondi)

Tutto
 Immagini
 Maps
 Video
 Notizie
 Shopping
 Più contenuti

Qualsiasi data
 Ultime 24 ore
 Ultima settimana
 Intervallo di date



Quantity MTD	Elemento HTML
2	
3	
6	
34	
	
3	
15	

COMPETITION

126-450
 WR 450
 73

Analisi Comparativa: vs. altri modelli dei Competitor

Market Share: select Parameters to compare models



Segmento	Modello	Prezzo (€)	Velocità (km/h)	Consumo (litri/100km)	Altre Info	Storico (Last 12 months)	Show Images
SUPERSPORT	CBR 1000 RR	260	35				
	CBR 125 R	102	18				
	CBR 250 R	75	20				
	CBR 600 RR	101	22				
	NS 125 R	1					

Analisi Comparativa: una volta individuati i modelli...



Type

MC



Moto

Here you can see all the models that you choose, with the quantity sold within this year.

Models choosen (qty sold YTD)		
HONDA	CBR 1000 RR	260
KAWASAKI	NINJA ZX-10R	96
YAMAHA	YZF-R1	154

Select TimeLine

Last 12 months

P_Tempo

Last 12 months

Year To Date

Current Month

Last n days

YTD

...si definisce l'arco temporale da analizzare....

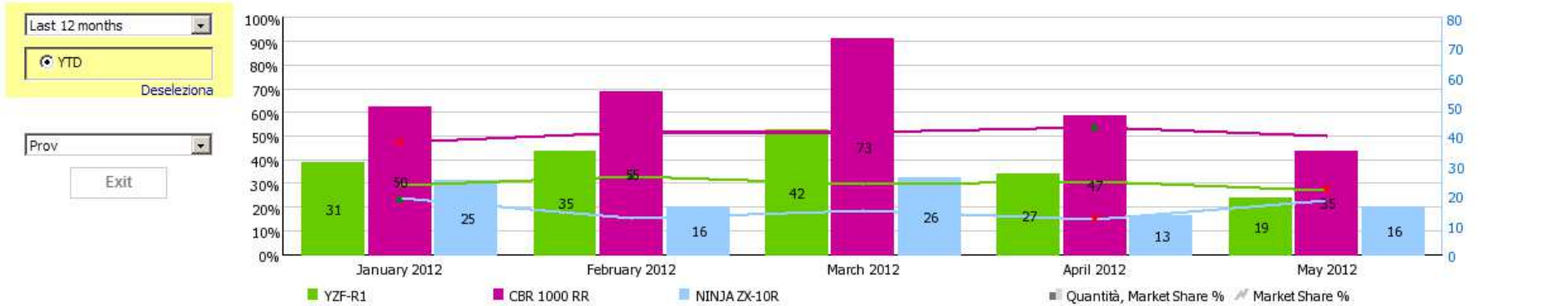
Analisi Comparativa



Yamaha Motor Italia

Model Comparison by Province - Adv2

Type MC



	January 2012			February 2012			March 2012			April 2012			YZF-R1														
	YZF-R1	CBR 1000 RR	NINJA ZX-10R	YZF-R1	CBR 1000 RR	NINJA ZX-10R	YZF-R1	CBR 1000 RR	NINJA ZX-10R	YZF-R1	CBR 1000 RR	NINJA ZX-10R															
Total	29,25%	31	47,17%	50	23,58%	25	33,02%	35	51,89%	55	15,09%	16	29,79%	42	51,77%	73	18,44%	26	31,03%	27	54,02%	47	14,94%	13	27,14%	1	
ALESSANDRIA	50,0%	1	50,0%	1			50,0%	1	50,0%	1					100,0%	1					100,0%	1				100,0%	
ASTI	100,0%	1													100,0%	2					100,0%	1				100,0%	
BIELLA									100,0%	1				100,0%	1						100,0%	1					
CUNEO			50,0%	1	50,0%	1	33,3%	1	33,3%	1	33,3%	1	50,0%	2	25,0%	1	25,0%	1	33,3%	1	66,7%	2					
NOVARA											100,0%	1		50,0%	1	50,0%	1	100,0%	1								
TORINO	33,3%	1	33,3%	1	33,3%	1	25,0%	1	25,0%	1	50,0%	2		100,0%	5						100,0%	1					
VERBANO-CUSIO-OSSOLA			100,0%	1																							
AOSTA														100,0%	1												
GENOVA							50,0%	1	50,0%	1											100,0%	3				50,0%	

Grazie per l'attenzione



YAMAHA

ax / ante
managing innovation