Honda Motor Co., Ltd. Uses Alteryx Designer

To capture + visualize data

HONDA
The Power of Dreams

1 Goal

"Right now, we're focused on **commercializing services that create new value** through the visualization and analysis of a huge volume of location data. We're currently developing BtoB data analysis services based on motion data captured from Honda's own car navigation system, Internavi."

2 Strategy

"In data analytics, you need to process time series location data with a time history, and the issue we faced, not only with Excel of course, but even with BI tools, was **being unable to fully cope with the huge volume of data stored in the cloud data.**"

3 Results

"Once we learned how, we realized just how easy Alteryx Designer is to use. It has **reduced the time we spend on data analytics** and helped us make steady progress in commercializing our new data analytics services. In other words, **without Alteryx Designer I believe we might have abandoned the project.**"

4 Next Steps

"Our goal is to **commercialize data analysis services and achieve sales**," says Mr. Funakoshi. "In the future, we plan to become even more proficient in the use of Alteryx Designer and to **strengthen linkage with databases and BI tools**. As our sales team grows, we plan to take out additional Alteryx Designer licenses. Eventually, we want to **increase the number of users in other divisions of Honda,** such as the Consolidated Finance Division, which could make use of Alteryx Designer."

Industry
Transportation

Department
Multiple

Location
Tokyo, Japan

*"Using Alteryx Designer for data analytics has benefits in many areas, such as helping to **avoid traffic congestion, and planning road work or new tourist events.**"*

— Yoshiaki Sugimoto
Chief of Business Development,
Business Development,
Honda

Read the **full story**

Cloud SI vendor Classmethod introduced us to the self-service platform, Alteryx designer

alteryx