How ATD is “Re-Inventing the Wheel” through Advanced Analytics

UNCC Analytics Frontiers
March 2019
This is ATD…

~80,000 customers

- 140 distribution centers
- 5,000 employees
- $4.5B in revenue (2017)

~200 suppliers
... and this will be ATD in the future

Purpose

TO HELP OUR CUSTOMERS THRIVE AND DRIVE TO THE FUTURE

Vision

TO BE THE MOST CONNECTED AND INSIGHTFUL AUTOMOTIVE SOLUTIONS PROVIDER
Three things to make this happen

- Recruiting top advanced analytics talent
- Changing the DNA of the company
- Make ATD an analytics player
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- Know your pitch
- Create different culture
- Focus on learning
- Move beyond the “classroom”
Recruiting top advanced analytics talent

Subject: CoE Team Lunch & Learn: Things I learned building DC Staffing Tool
Location: CoE 185; https://bluejeans.com/633718825
Organizer: Alex Liang <Aliang@ATD-US.com>

Subject: CoE Team Lunch & Learn: Ravi Teaches us Docker and SQL Magic
Location: Giant Kitchen; https://bluejeans.com/633718825
Organizer: Alex Liang <Aliang@ATD-US.com>

Subject: CoE Team Lunch & Learn: Austin Teaches us Google BigQuery
Location: The Giant Kitchen Area; https://bluejeans.com/633718825
Organizer: Alex Liang <Aliang@ATD-US.com>

<table>
<thead>
<tr>
<th>Your Name</th>
<th>Conference Name</th>
<th>Dates</th>
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<tr>
<td>AJ</td>
<td>ODSC</td>
<td>4/30-5/3</td>
<td>Boston</td>
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<td>Ravi</td>
<td>Google Cloud Next'19</td>
<td>4/9-4/11</td>
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<td>Austin</td>
<td>USCI 2019</td>
<td>5/16-5/17</td>
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<td>Alex</td>
<td>Deep Learning World 2019</td>
<td>06/16-06/20</td>
<td>Las Vegas</td>
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<td>O'Reilly AI conference 2019</td>
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<td>Applied AI Summit</td>
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**Active Users**

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- Start with executives
- Train translators
- Democratize analytics
Changing the DNA of the company
Three things to make this happen

- Recruiting top advanced analytics talent
- Changing the DNA of the company
- Make ATD an analytics player
  - Find partners
  - Organize around events
  - Spread your knowledge
Make ATD an analytics player

American Tire Distributors

Shameless plug - Follow us on Medium:
@americantiredistributors

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Making the Profitable Choice Tool: Part I

RESEARCH
Profit Optimizer: Maximizing Dealer Success in the Tire Industry
Alan Pryor Jr.* and Tim Eisenmann
Alan Pryor Jr. apryor@atdinc.com
American Tire Distributors

*Corresponding author.
And then this happened
Analytics became very real…
... and changed one of ATD’s core processes
Analytics helped ATD through the toughest year in its history…

News / American Tire Distributors
DECEMBER 26, 2018

ATD Emerges From Chapter 11 Bankruptcy

Tire Review Staff,

VIEW BIO
… and now we accelerate (with 25 use cases in parallel and analytics partnerships both up- and downstream)

“Our partners, associates and the street recognize ATD as industry-leading in data and analytics (ML, predictive analytics, optimization, AI) by providing value-added services our partners, by constantly increasing process efficiency throughout the organization and by attracting and cultivating the best analytics talent in the US. We achieve all of this through best-in-class analytics infrastructure (software, hardware & environment), agile & end-to-end use-case delivery capabilities and strong partnerships with end-users of our solutions. Data & analytics considerations are part of every major decision, process change and initiative that ATD is considering, given the demonstrated value-creation capability and adoption within the organization.”
<table>
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<tr>
<th>Lessons learnt &amp; how we can get better</th>
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<tr>
<td>Push the envelope</td>
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<td>Don’t sound too smart</td>
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<tr>
<td>Invest in others</td>
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Thanks a lot!

Questions?

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teisenmann@atd-us.com
646 651 5798