

An Overview of Manufacturing & Supply Chain Analytics at Ford Motor Company

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ABSTRACT

Ford Motor Company is investing billions of dollars in data analytics in its business plan. It established the Global Data Insights & Analytics (GDI&A) skill team in 2015 as its centralized data analytics organization. The vision for GDI&A is to act as a trusted advisor, enabling Ford to critically examine and expand its business, know its customers, and act meaningfully. GDI&A's mission is to drive evidence-based decision-making by providing timely, actionable, and forward-looking insights to our business partners.

Utilizing modern data science to improve business operations efficiency and reduce cost has been one of GDI&A's top priorities since the inception. Although Ford has more than a century's worth of experience in designing and manufacturing cars and trucks, GDI&A has used advanced analytics technologies to improve business efficiency and realized hundreds of millions of dollars of benefits in Manufacturing and Supply Chain in the last few years.

In this presentation, the speaker will briefly introduce GDI&A, its mission, vision, and the journey since its debut in 2015. He will then provide an overview of selected projects in the Manufacturing and Supply Chain area to demonstrate how data analytics has fundamentally changed this American icon.