

MIRANDA ZACHOPOULOU

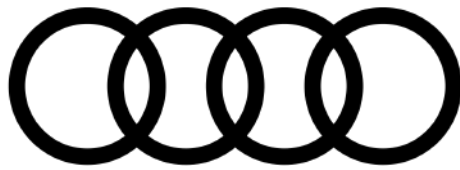
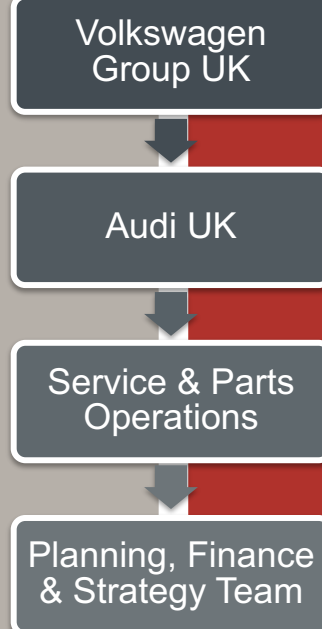
The Company

Volkswagen Group UK

- One in every five cars sold in the UK is made by Volkswagen Group, making it one of the country's largest importers of vehicles.
- It is owned by Volkswagen AG and supports a network of 1,000 dealerships across the UK.
- Brands: Volkswagen, Audi, SEAT, Skoda and Volkswagen Commercial Vehicles
- 2018-2019 cohort consisted of 30 undergraduates.

Audi UK

- One of the UK's leading premium automotive brands. Audi means "listen" in Latin.
- Responsible for managing the UK's dealer network of 130 centres. At the same time, it is reporting back to the Audi Head Office in Germany.
- Audi's first electric vehicle, the E-tron, was released in 2019.



The Role

My role as Aftersales Reporting Analyst sat within Audi's Service & Parts Operations department, which deals with everything that happens after a car is sold to the customer, ie. Parts and Accessories purchasing, Merchandise, Servicing, Extended Warranties etc. I worked within the Planning, Finance & Strategy team; or as people referred to us, "Team Numbers".

My Tasks:

- Development of new and enhancement of current Audi Service and parts Reports.
- Management of credit and invoice payments.
- Audi dealership Bonus calculations and payments.
- Audi Extended Warranty Management.
- Collation & analysis of weekly/monthly forecast data and identification of focus areas to address shortfalls.
- Provision of Ad-hoc support to key stakeholders within Audi Service & Parts Operations Department.

Projects & Events

VW Undergraduate Project: Our team of 6 undergraduates worked with the Skoda Fleet Team to help them improve their Area Fleet Manager Sales Funnel.

Audi Dealer Network Project: I worked with an undergraduate from one of the Audi dealerships, and we had to conduct research and create a presentation on modern retailing and the future customer landscape of the automotive industry.

Audi Presents: Audi's most loyal customers are randomly selected and offered tickets to attend events at the Audi suite of the Manchester Arena, O2 Arena or Wembley Stadium. Each event was staffed with Audi UK hosts, so I had the opportunity to host Audi customers at three events, including a Hans Zimmer concert and a Tottenham Hotspurs football game.

Cycle2Charge: The battery capacity of a Volkswagen e-Golf is 35.8kWh, and the average cyclist produces 100 Watts of energy for every hour they cycle. So, to produce the amount of energy equivalent to charging the e-Golf, the undergraduate cohort collectively cycled a total of 358 hours throughout March, and raised £1,632 for "Mind".

Achievements

Audi Hackathon: My team and I won Audi's very first Hackathon, which required us to find an original idea of how to stop customers from leaving the brand. After winning the Hackathon, we presented our idea to Audi's leadership team and received a very positive response! The idea is now sitting within Audi's planning team, and if it gets approved, it will be put into action within the next year.

Employee of the Month: Every month, all Service & Parts employees nominate an employee of the month. For the month of May, I was extremely pleased to have received the most nominations for my willingness to help out with multiple Excel queries and automating many of my colleagues' processes using VBA.

Bonus Calculations: After six months, my manager was very impressed with my progress and decided to hand me over the Bonus calculations task - a complex process that involves the calculation of how much money each Audi dealership is eligible to get as a result of their performance in the quarter. This is the first time such a process was carried out by a placement student, as it required the calculation and processing of payments in excess of £20m annually.

Development

Technical

Excel (used advanced excel functionalities to generate Audi reports)

Qlikview (a BI data discovery product for creating guided analytics applications and dashboards)

SAP (a software used to credit and invoice dealerships)

Tableau (an analytical tool used to visualise raw data)

VBA (learned VBA to automate multiple processes carried out in my department)

Personal

Confidence (especially in public speaking or when networking in work events)

Language (as English is not my first language, this placement enabled me to work on my formal/business language skills)

Initiative (eg. turning a large whiteboard into our departmental scorecard)

Independence (was able to accept a brief about an ad-hoc task and complete it on time and with minimal to no assistance)

Professional

Communication (spoke with dealership managers over the phone and via email daily)

Presentation (from presenting my work to Audi managers to presenting at the undergraduate assessment centre)

Teamwork (VW undergraduate project, Audi dealer network project, Audi Hackathon)

Work under pressure (eg. having just two hours to create a VBA code that would produce and print 80 unique workbooks for Audi's annual investor forum)