Market Modelling of Automotive Rubber Components

Overview

A corporate client wanted to develop in-house modelling of carbon black demand by automotive rubber component type. This information is critical to future marketing strategies in the rubber goods sector.

Objectives

Develop an Excel based marketing model which can be applied to differing regions in order to predict year on year carbon black volume demand changes. Validate the model versus client in-house knowledge and the MRT Global Tire & Rubber Chemical Database (**GTRDB©**) reporting system.

Actions

- Develop baseline information from client and MRT in-house knowledge.
- Analyse key variables in order to develop a suitable model.
- Develop the Excel model using MRT input parameters.
- Validate the model against **GTRDB©** reports.
- Validate against client input parameters and finalise.

Outcome

Industry knowledge was combined to provide a clear baseline from which to work.

Key variables were discussed and agreed.

A flexible Excel model was developed allowing the client to vary input parameters based upon their own data. This model incorporated advanced analysis using background VBA routines in order to create a concise spreadsheet.

Excel generated reports were compared directly with **GTRDB©** predictions in order to validate both processes.

Client input parameters were incorporated into the final release.

The modelling system was adopted by the client.

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