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DEVELOPING A PREDICTIVE MODEL TO IDENTIFY AND ANALYZE VEHICLE ATTRIBUTES IN THE INDIAN AUTOMOTIVE SUPPLY CHAIN USING BIG DATA ANALYTICS AND MCDM TECHNIQUES

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Abstract: Automotive supply chain has undergone a shift in customer preferences toward vehicle features. The COVID pandemic increased demand for personal mobility thus affecting the Indian economy and changing customer attitudes towards cars. Also, the critical part shortages caused repercussions throughout global supply chains. Due to this, it is now necessary to analyse vehicle attributes. For each new demand, the supply chain's response should be fresh and distinct. Supply chain companies are working to improve efficiency and cost-effectiveness. BDA can aid SCM by analysing customer preferences. This study aims to enhance responsiveness by using big data and MCDM techniques for analysing vehicle attributes. The findings of this research will help supply chain professionals form strategies for improved responsiveness.

Keywords: SCM: Supply Chain Management; BDA: Big Data Analytics; ISM: Interpretive Structural Modelling; MCDM: Multi Criterion Decision Making