

Industry

Retail & e-Commerce

Objective

Develop Enterprise Data warehouse that provides end-to-end visibility on Customer and Sales in a web based platform.

Manthan's Approach

Manthan recommended a phased approach to evaluate the possible technology options and executed proof of concept to demonstrate the value from volume, scalability and TOC perspective.

Benefits Achieved

- ▶ Improved Data processing time
- ▶ Reduced cost of ownership with open source platform
- ▶ Improved BI and reliable reporting enabled with self service capabilities

“ENTERPRISE DATA WAREHOUSEING FOR INTEGRATED AND ENHANCED VIEW OF CUSTOMER AND SALES”

An integrated view of customer buying pattern and interdependent factors like promotions and campaigns are very crucial to tap so as to - cross sell and up sell opportunities. Un-organized transactional information processed with mediocre and traditional data warehouses is responsible for retarding these opportunities.

Leading North America based Internet Retailer

Client is a leading online retailer officially licensed for sports merchandise and provides an ultimate shopping experience to sports fans. As a Top 50 Internet Retailer Company, our client offers the broadest online assortment of hundreds of thousands of officially licensed items.

Business Context

In order to be a leader in the highly dynamic Internet Retail industry, it is very crucial to understand customer preferences and personalize offers for them. However, reporting systems that provide inaccurate customer view throws a challenge in client's journey to remain a market leader. Our client dealt with the following challenges-

- Volume - Huge transactional information, un-organized and processed with independent SQL installations.
- Scalability – Technology limitations to address growing future needs (MS SQL Server, MS SQL Server Reporting Services).
- Growing Cost - High cost of maintenance of data landscape.
- Consistency – Lack of standards and delayed reporting resulting in lack of reliability.

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Solution

Considering the challenges, Manthan evaluated all the possible technology options and recommended the right platform which addressed the client needs. Initially, a proof of concept was executed to evaluate all the dimensions – volume, variety, scalability and cost of ownership

- Manthan evaluated the feasibility of open source data management systems to optimize cost.
- Assessed current architecture and replaced with HIVE based data warehouse platform to handle both volume and variety (unstructured formats).
- Executed proof of concept using Cloudera as a data storage service and Pentaho as data integration and reporting solution.

About Manthan



We are a high-end Analytics and Information Management Solutions company headquartered in Bangalore, India. We are a team of domain experts working round the clock providing cutting-edge solutions to some of the biggest names in the Retail / CPG industry.

Analyze, Decide & Do