



CASE STUDY – Member Analytics Discovery Engine

Client

The Client is a leading integrated retailer providing merchandise and related services in USA. It also offers wide range of home merchandise, apparel and automotive products and services through more than 1000 stores.

Context

- Hadoop platform provides the members data for analytical search engine that has a capability of performing quick searches on members data
- File system capacity of Hadoop cluster is 255 TB.

Digital Minds Approach

- Cloudera distribution (version 5.1.2) is used for the cluster set up.
- Moving all the members data from various different sources in Teradata to Hadoop distributed file system
- Performing all the transformations and aggregations using Hadoop ecosystem components
- Updating the search collection on a frequent basis
- The collection data then feeds into the Microstrategy Business Intelligence platform to publish reports in a user friendly manner.

Business Benefits Delivered

- It enables business users to perform quick searches on the members data, which has data drilled up to Business Units and drilled down to item numbers.
- Helps business in targeted marketing
- Aggregated & Golden collections provide the data from all the sources in one single application to the business users.
- The aggregation on Individual members details provides insights on shopping history and forecasting abilities.