



## CASE STUDY – Member Centric Analytical Platform

### Client

The Client is a large Real Estate and Retail holding companies in USA. Its core business areas include commercial real estate and retail merchandize sales, including hardware, machinery, appliances, clothing, food, drug and other.

### Context

- Client's IA&I Division has been charged to develop a Member Centric Analytical platform to report various sales, margin and count metrics across multiple store formats.
- Projected Data Size of the Application is approximately 15 TB for 5 3 Years
- As the size of the data is big, current OLAP tools could not handle the volumes to aggregate the data across multiple dimensions.

### Digital Minds Approach

- A Teradata/ETL process was developed to pre-aggregate the data across multiple dimensions.
- Initial POC was done to pre-aggregate the metrics across multiple Organizational, Product and Segment Hierarchy.
- Process was later extended to multiple store formats and Time Grains.
- Automated backload and refresh strategy used to backload data

### Business Benefits Delivered

- The process provides Member centric KPIs to be top management and business stake holders.
- Enables business to monitor daily, weekly, monthly, Quarterly or Yearly business lines or areas where Sales or Members are significantly effected.
- Enables each business unit to monitor and improve their sales
- Increase the member base