



# Online marketing analytics Insight generation for top fashion Retail outlet in the US

## BUSINESS REQUIREMENTS

**Targeted Campaigns:**  
Focused targeting of customers with customizable components

Identifying cross-sell and up-sell opportunities

Near real time decision making

## OUR SOLUTIONS

**Data Processing:** Open source Big data solution (Scala) to process massive amounts of structured and unstructured data in real time

**Data Storage:** Hortonworks Hadoop for collection and storage of unlimited data

Analytics (**Collaborative filtering**) Mahout based Hybrid collaborative filtering algorithms

## TOOLS/ TECHNOLOGIES

Hadoop

Hive, Scala

Java, Spark ML

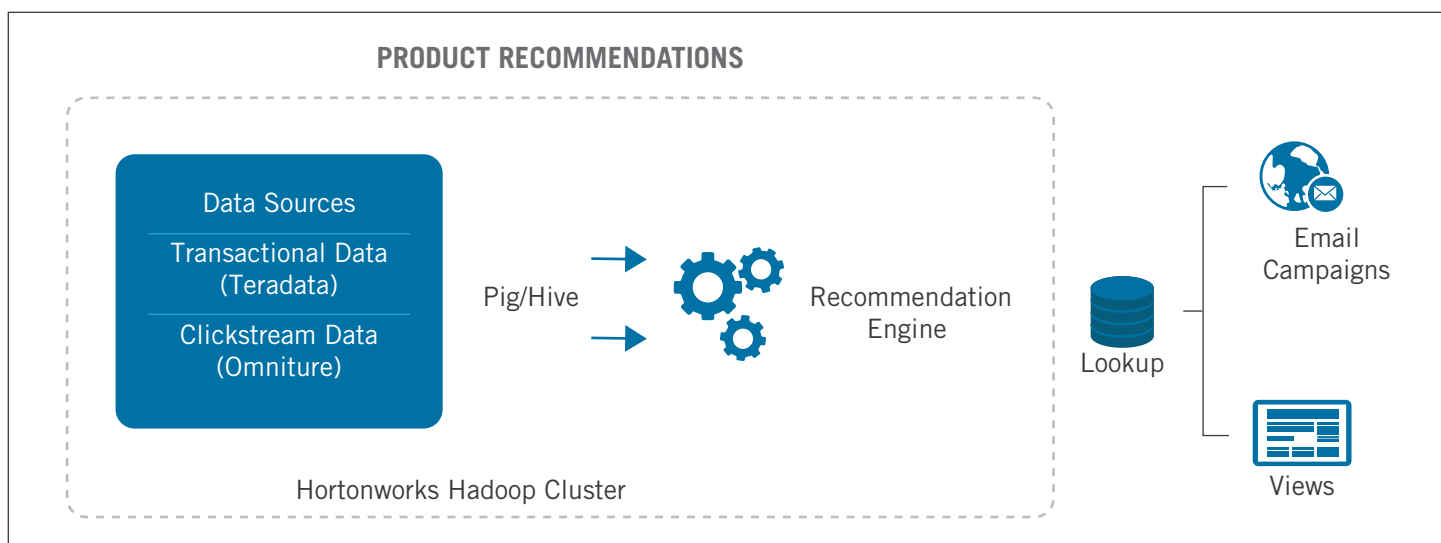
## BUSINESS IMPACT

20% better targeting for campaigns

5% more cross-sell up-sell opportunities

Sales goes up by 3-4%

### SOLUTION OVERVIEW



#### About Us

Happiest Minds enables Digital Transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights through an integrated set of disruptive technologies: big data analytics, internet of things, mobility, cloud, security, unified communications, etc. Happiest Minds offers domain centric solutions applying skills, IPs and functional expertise in IT Services, Product Engineering, Infrastructure Management and Security. These services have applicability across industry sectors such as retail, consumer packaged goods, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality. Headquartered in Bangalore, India, Happiest Minds has operations in the US, UK, Singapore, Australia and has secured \$ 52.5 million Series-A funding. Its investors are JPMorgan Private Equity Group, Intel Capital and Ashok Soota.

For more information visit [www.happiestminds.com](http://www.happiestminds.com). Write to us at [business@happiestminds.com](mailto:business@happiestminds.com)

