Log Aggregation and Reporting For a Leading Customer Experience Company

**BUSINESS REQUIREMENT**

To Determine Marketing Effectiveness and Consumer Behavior

Load huge Click Stream logs approx 10GB per hr

Aggregation of huge machine data

**OUR SOLUTION**

Use Hbase/ Hadoop to extract various statistical insights

Store the data in Columnar database for faster read/ write throughout

Multi-level Map Reduce based aggregation jobs to handle huge volume

**BUSINESS IMPACT**

Speed Optimized Solution

Multi-level Aggregation optimized for large volume of data as compared to RDBMS or In-Memory

Analyzing multi-structured log data to derive insights

Archived Log Files

ETL Tool

Hbase

Batch Table

Batch Aggregation Table

Session Aggregation Table

Cross Session Aggregation Table

Multi-level Map Reduced Based Aggregation

Load

Store

Map Reduce Workflow

B1

B2

B3

B4

Batch Insert

BATCH SCAN

TIME SCAN

TIME SCAN

About Us

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as “Born Digital. Born Agile”, our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

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