

# 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

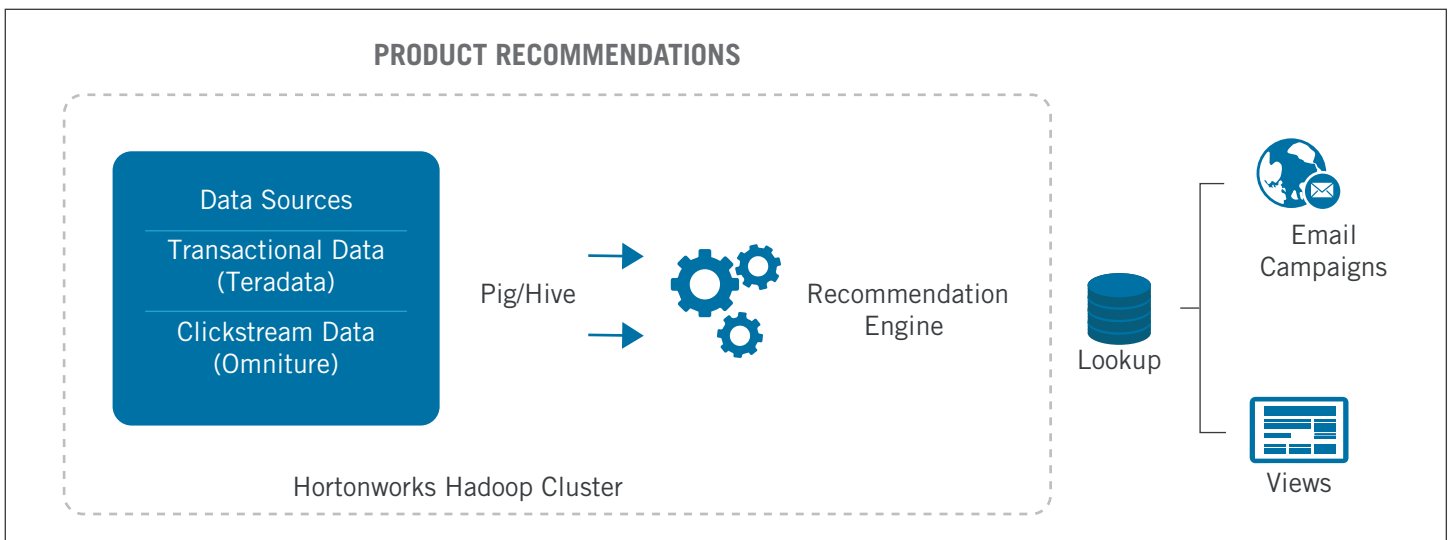


5% more cross-sell up-sell opportunities



Sales goes up by 3-4%

## SOLUTION OVERVIEW



### About Us

Happiest Minds, 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 the USA, UK, The Netherlands, Australia and Middle East.