



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

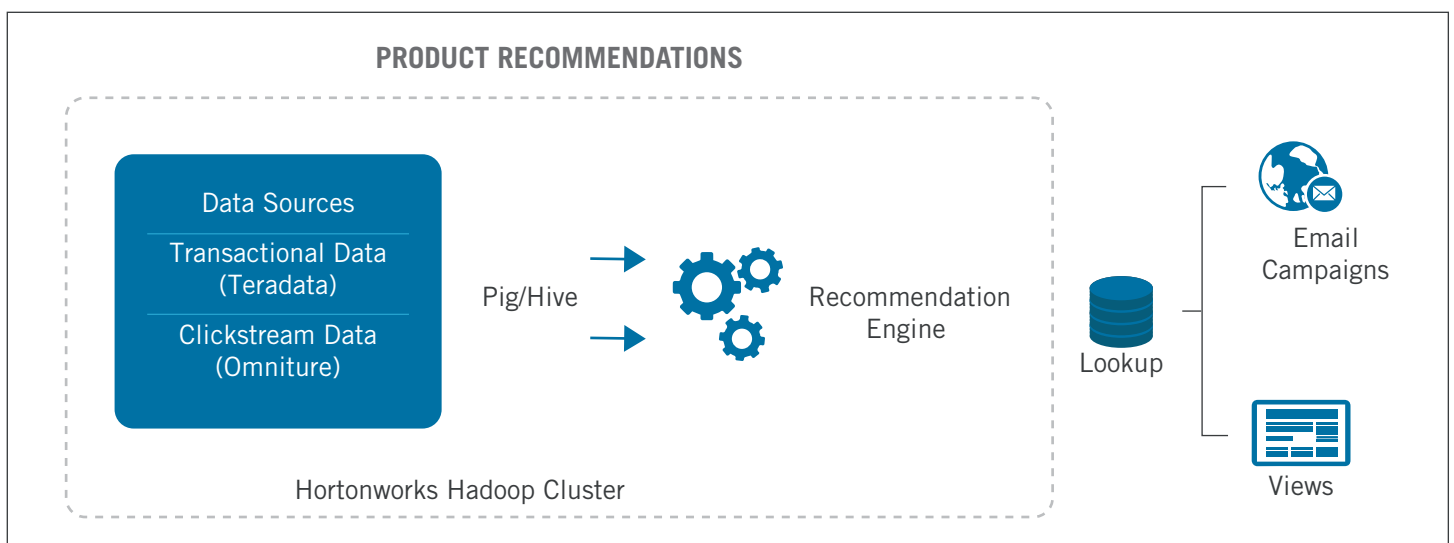


5% more cross-sell up-sell opportunities



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. Write to us at business@happiestminds.com

