happiest minds
The Mindful IT Company
Born **Digital** . Born **Agile**

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
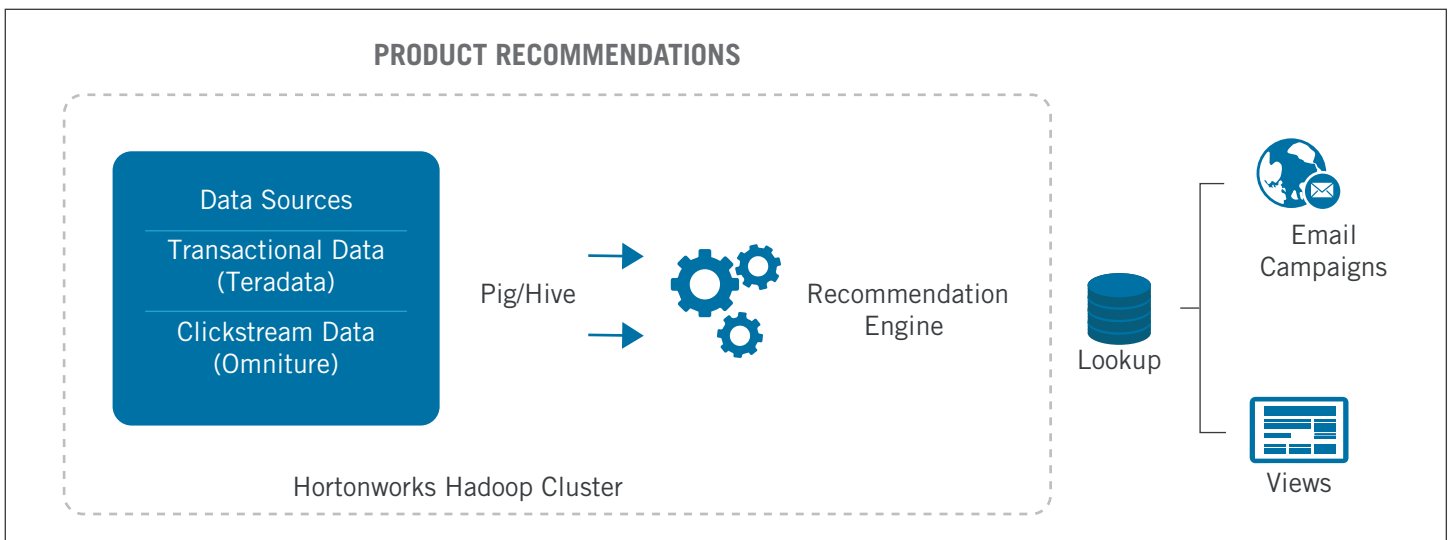
BUSINESS IMPACT

20% better targeting for campaigns

5% more cross-sell up-sell opportunities

Sales goes up by 3-4%

SOLUTION OVERVIEW

PRODUCT RECOMMENDATIONS

Data Sources
Transactional Data (Teradata)
Clickstream Data (Omniture)

Pig/Hive

Recommendation Engine

Lookup

Email Campaigns

Views

Hortonworks Hadoop Cluster