










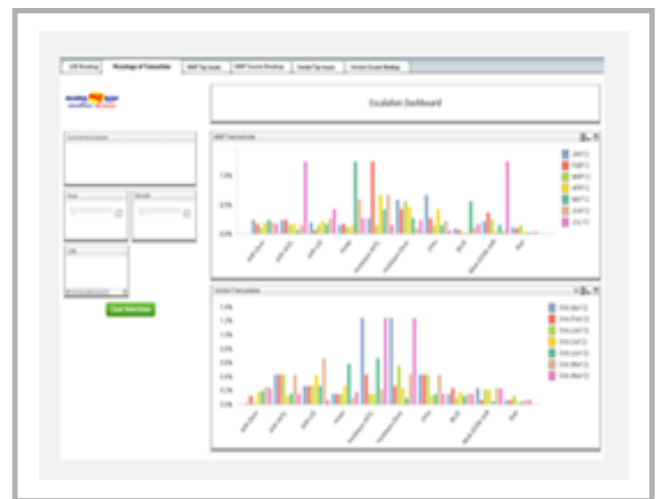
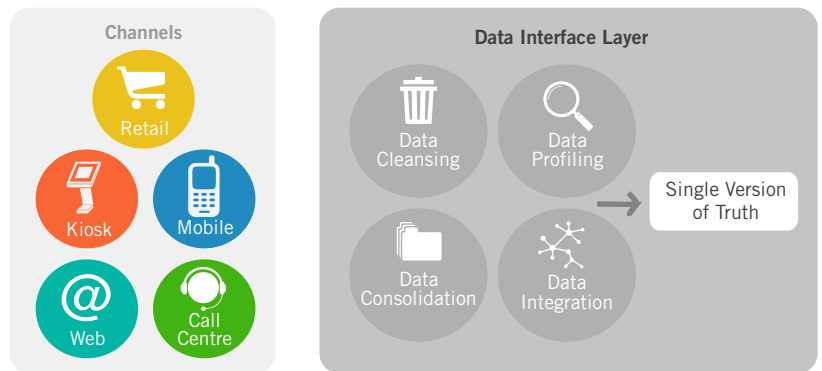


# Enterprise Data Warehouse and Master Data Management for a leading Online Travel Company in India

 <p><b>BUSINESS REQUIREMENT</b></p>	 <p>Create 360° view of customer</p>	 <p>Handle multi-structured (un/ semi/ structured) data</p>	
 <p><b>OUR SOLUTION</b></p>	 <p>Integrated Data Strategy for 30 siloed departments</p>	 <p>Customer MDM</p>	 <p>Self Service BI, Visualization &amp; Advanced Analytics</p>
 <p><b>BUSINESS IMPACT</b></p>	 <p>Actionable insights on customer buying and search patterns</p>	 <p>Enabled true customer lifetime value</p>	 <p>Enabled cross/ up sell</p>



## 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 Nether-lands, Australia and Middle East.

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