

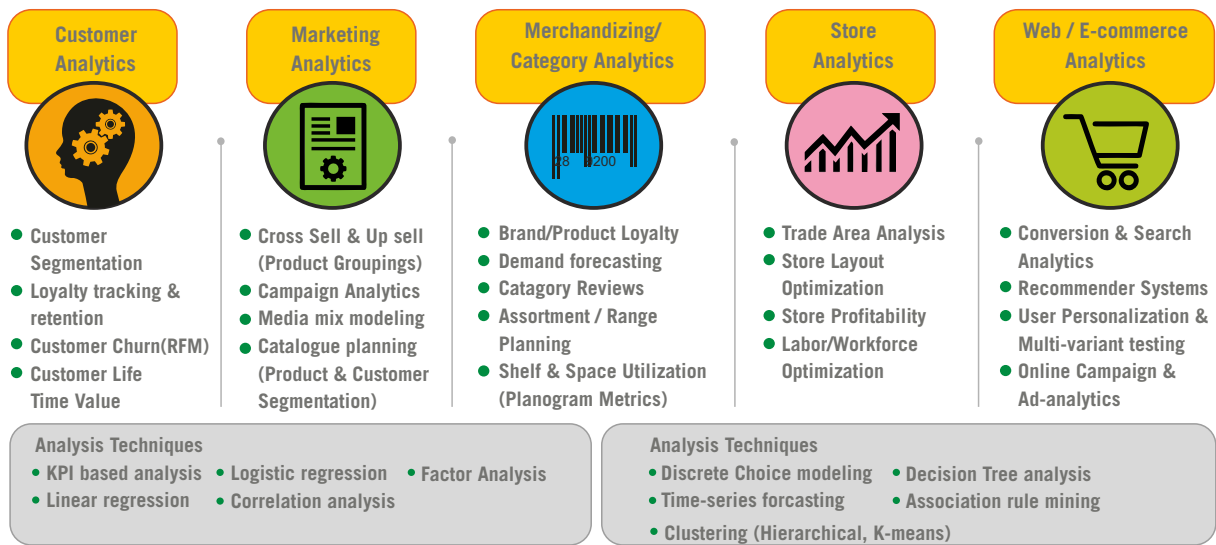
Big Data Analytics for Retailers

The global economy, today, is an increasingly complex environment with dynamic needs. Retailers are facing fierce competition and clients have become more demanding - they expect business processes to be faster, quality of the offerings to be superior and priced lower. Consequently, the quantum of data stored is at an all-time high as retailers generate large volumes of data from various customer touch points across channels. According to Gartner, the volume of data is set to grow 800% over the next five years and 80% of it will reside as unstructured data.

Big Data Analytics is the inevitable next step in the evolution of the Retailers – leveraging granular details from data, in making better decisions. Granular level data includes unstructured data from sensors, devices, third parties, web applications, and social media. By using advanced analytics techniques on this kind of data, the Retailers can make the smartest business decisions possible.

Our Big Data - Advanced Analytics solutions and techniques combined with deep domain expertise assists in solving dynamic & complex business challenges across Operational, Tactical and Strategic levels.

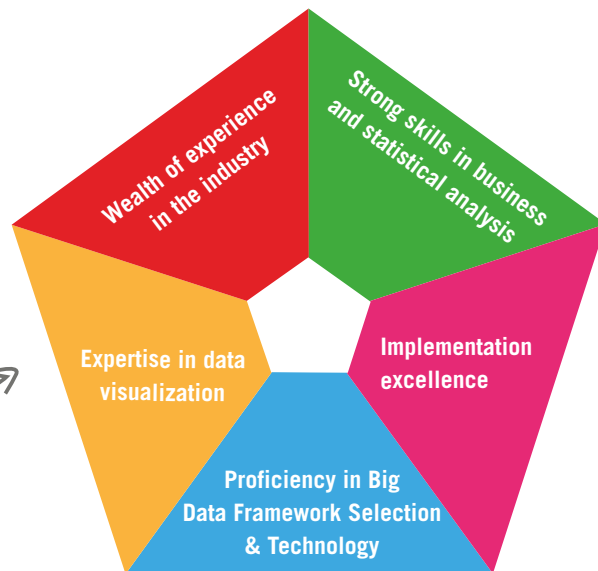
Our Offerings for Retail Industry enables you to take faster and smarter business decisions.



We believe that every organization, regardless of its current capabilities, is ready for Big Data Analytics. We prescribe a four step Big Data landscape i.e., Capture, Store, Process & Analyse.



Our offerings are made best in class by



Success Stories

Real time Big Data Analytics for a K12 Education Provider.

- **Business Challenge:**
To have a scalable solution that can support up to 100,000 messages/sec, provide 9 million users with real time analytics using message data Ingestion and Analytics on Stream data from various sources.
- **Approach:**
Built data pipeline using real time messaging system i.e. Kafka. Implemented Runtime schema resolution (Camus) and distributed data store (HDFS). Used Mongo DB (No-SQL) for Real time view of data & R for Real Time Analytics.
- **Solution Offered:**
Segmentation based Pricing Strategy and Engagement Strategy, Revenue Leakage Analysis, Market Basket Analysis, Personalization, Content Evaluation, New Revenue opportunities & online behavioral patterns.

Customer Segmentation and Online Promotion for an ecommerce company:

- **Business Challenge:**
Data ingestion of massive unstructured weblogs
- **Approach:**
Data ingestion in HBase (NoSQL Columnar Database) Conversion of session data into customer data
Customer Segmentation and profiling
Product recommendation
- **Benefits:**
Fast and scalable processing of source feeds
Enhance customer targeting

About Happiest Minds:

Happiest Minds is focused on helping customers build Smart Secure and Connected experience by leveraging disruptive technologies like mobility, analytics, security, cloud computing, social computing and unified communications. Enterprises are embracing these technologies to implement Omni-channel strategies, manage structured & unstructured data and make real time decisions based on actionable insights, while ensuring security for data and infrastructure. Happiest Minds also offers high degree of skills, IPs and domain expertise across a set of focused areas that include IT Services, Product Engineering Services, Infrastructure Management, Security, Testing and Consulting. Headquartered in Bangalore, India, Happiest Minds has operations in the US, UK, Singapore and Australia. It secured a \$45 million Series-A funding led by Canaan Partners, Intel Capital and Ashok Soota.

<http://www.happiestminds.com>

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