


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

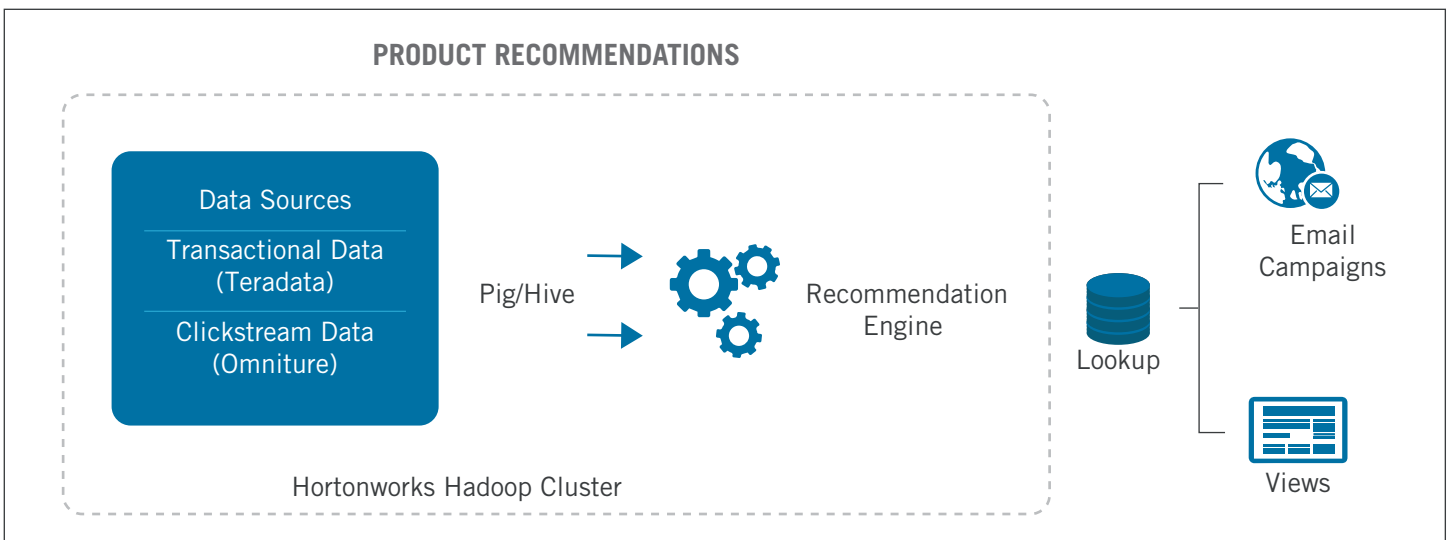


5% more cross-sell up-sell opportunities



Sales goes up by 3-4%

SOLUTION OVERVIEW



About Happiest Minds Technologies

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 Netherlands, Australia and Middle East.

To know more about our offerings. Please write to us at business@happiestminds.com