



CASE STUDY – Member Analytics Platform

Client

The Client is a leading integrated retailer providing merchandise and related services in USA. It also offers wide range of home merchandise, apparel and automotive products and services through more than 1000 stores.

Context

- The Teradata platform provides the primary data for analytical engine that has a capability of drilling up and down the members shopping performance.
- Data Size of Application is 50 TB

HAWX Approach

- Teradata 14.0 is used for this data accumulation.
- The sales data was heavily aggregated using OLAP functions to furnish sales reports even at the micro level.
- The grouping happens at different levels at Teradata backend which eases the front end process.
- The clustered data then feeds into the Microstrategy Business Intelligence platform to publish reports in a user friendly manner.

Business Benefits Delivered

- Business Users were able to perform data mining utilizing the application data, which has data drilled up to Business Units and drilled down to item numbers.
- Member performance Scorecard dashboard provides extensive details of all member sales, which improvise user ability to analyze data in order to make critical business decisions.
- The aggregation on Individual members details provides insights on shopping history and forecasting abilities.