



Case Study

Customer Behavior Analysis For Targeting Using Big Data Analytics

Summary

One of the largest retail services companies had huge amount of consumer data available due to the rise in online shopping behavior. The client wanted to leverage the huge amount of data to make informed business decisions like build marketing campaigns. Expedite Technology Solutions built a data analytics dashboard that provided useful buyer behavior and insights leveraging the advancements in big data technology.

Client Goals

- To help build meaningful marketing campaigns using heaps of consumer data
- To offer the best customer experience by analyzing their buying behavior

Technology & Services Leveraged

- Hadoop
- Elasticsearch
- MongoDB
- Cassandra

Challenges

The client was using a custom software application that didn't have the capacity to manage large amount of data. The voluminous customer data remained untouched, which would have been used for meaningful insights. Online shopping data through mobile apps and websites remained in silos, which raised the difficulty of making useful decisions from the data.

Strategy

Expedite technology Solutions used big data tools to compile all data from multiple sources, analyze the information and presented them in a intuitive user-friendly dashboard. The in-house team was trained on the interface for productive use of the platform. The historic and real-time data were used by marketing and sales functions to make critical business decisions that drove revenue growth considerably.

Results Achieved

- Mobile Marketing campaigns and conversion increased by 24%
- Sales revenue raised by 16%

Are You Looking For Big Data Analytics Solutions?

Talk to Experts At Expedite

CALL US AT 678-534-7015

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