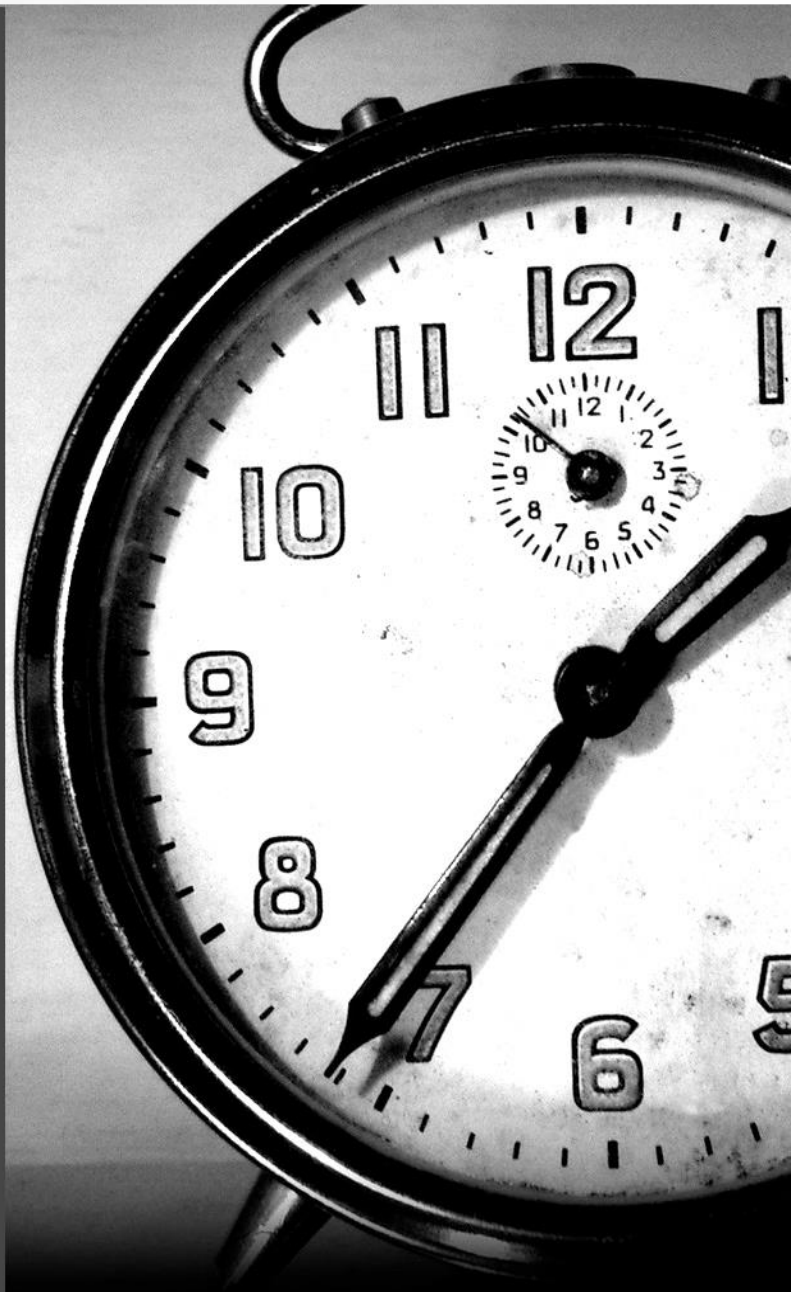




ALTIMETRIK

ALTIMETRIK HELPS A LEADING
FINANCIAL SERVICES
ORGANISATION IN **NEAR
REAL TIME PREDICTION
CUSTOMER BEHAVIOR
AND TRADE ANALYTICS**



Challenge

Lack of an Analytics Engine that can analyse both Structured and Unstructured Data and juxtapose the results with Social Media Data for Near Real Time prediction of Customer behaviour and trade analytics

Solution

- Big Data based Analytics solution was developed, leveraging Hadoop and associated Frameworks like Hive, Sqoop and Pig
- Hadoop based Big Data Infrastructure was established
 - Cloudera Distribution of Hadoop was installed and the Cluster was setup.
 - A Prototype was built for Customer Data, Cash Flow and Credit Card History Data for Reporting and Analytics of both Standard/Canned Reports and Analytics Reports using Algorithms

Methodology

- Proof of concept / Prototype was developed
- Users were asked to test the Prototype and their experience was captured
- Based on the experience, more data was loaded and more users were added

Benefits to customer

- Faster, Better and Near Real Time Analytics as the data is sourced from OLTP Data sources in near real life time manner
- Facilitating better data visualization of key business KPIs directly for end user
- Enabling analytics-led monitoring of portfolio health of customers, near real-time comparison with related customer demographic segments and faster decision making on financial portfolio changes directly by the customer
- Increase in the customer experience index from 20 to 35
- Reduction in the cycle time from 9 months to 3 months

Follow Altimetrik on our channels



www.altimetrik.com

