

Loyalty Based Customer Segmentation Through Customer 360



Client Overview

A multinational conglomerate that designs and sells ready-to-assemble furniture, kitchen appliances and home accessories, among other useful goods and occasionally home services.

Business Requirements

- Transfer application logs and system metrics from Kubernetes and CloudWatch respectively, to ELK Stack
- For app logs, create Dashboards after Grok parse the log data from one format to the other while for system metrics create dashboards in CloudWatch inside Kibana.
- Resolve the datatype mismatch issue when transferring the data from Kubernetes to ELK.

Indium Solution

- A robust and highly scalable Data Warehouse ecosystem on Azure Synapse Analytics
- Data Migration to Azure cloud leveraging Azure Data Factory
- Transformation of structured & semi-structured data leveraging Databricks
- Proactive care dashboards, Customer lifetime value, Subscriber analytics, QoS, etc.

Business Impact

80%

Data Quality Improvement

10x

Improvement in customer satisfaction & brand loyalty

50%

Performance improvement

