



## Delivering on the Promise of Data

The Mindtree client is one of the largest online grocery retailers in the Asia Pacific region and recognized the power of data as a strategic lever for growth. As data volumes from a variety of sources increased, the company realized that its analytics platform needed to scale to deliver a superior customer experience and drive growth. Mindtree worked alongside this retail giant to upgrade its analytics platform to support future growth and deliver on the promise of data.

Mindtree used Snowplow, Amazon AWS and Amazon Redshift as tools for the transformation. Snowplow allows the client to understand user behavior and thereby improve product features to deliver a seamless grocery shopping experience for its customers. Mindtree built a Kubernetes-based microservices architecture that is scalable and reliable to deploy analytical solutions. It also developed a recommendation engine that helps customers discover products from a vast range of more than 20,000 offerings available on the platform. With Mindtree's help, the client is developing a forecasting model for perishable products that promises to improve product availability for customers while cutting down write-offs.

These optimizations helped reduce the time from data to insight to action from 24 hours to just six. This allows the analytics and business teams to spend 300 percent more time analyzing data to deliver critical business outcomes, rather than processing and transforming data. The analytics platform now has the ability to provide information to an online predictive analytics engine to optimize channel campaigns, build campaign journeys and personalize customer experience. An integrated and enriched view of customers also helps understand buying patterns and customer shopping trends. The business is now agile and quickly responds to changes in customer buying patterns and competitive scenarios. The upgraded data warehouse platform and the portfolio of analytics solutions that have been deployed position this major APAC online grocery retailer for continued growth in the coming years.

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