

# INSIGHTS THAT MAKE SENSE

A leading e-commerce retailer reduced data time load by implementing a centralised repository and improved decision making through visual analytics



**Client**  
A leading e-commerce retailer

**Industry**  
E-Commerce

**Service Offering**  
Information Management &  
Analytics Solutions

## CLIENT OVERVIEW

Our client is a leading e-commerce retailer that specialises in offering more than 6,500 high-quality, affordable electronics and accessories to professionals and consumers worldwide.



Acuma's Information Management Solution comprises of a data warehouse as a central repository, integrating data from one or more disparate sources to create single dashboard facilitating Predictive Analytics.

## Business Challenge

Data load time, data duplication and disparate storage systems lead to having non-cohesive customer insights. The client wanted to have an alternate centralised system with advanced ETL which can deliver real-time analytics & reporting. Their existing infrastructure had limitations and non-scalable to meet the growing business demand.

## Business Solution

Acuma analysed the client's infrastructure, recommended and implemented Information Management Solution to overcome their business challenges. The solution comprises of a data warehouse as a central repository, integrating data from one or more disparate sources which includes Source Extracts, Data Warehouse Design, Data Mappings and ETL processes, Infrastructure Design and the most suited tools. Key business processes (Products, Sales, Marketing, Finance etc.) were identified and the IM data extracted from disparate sources (such as SAP Financial, Manhattan / Scale, Control Panel 227 and Google Analytics) are presented into single dashboard to facilitate faster decisions. Also, Acuma implemented SAS Visual Analytics (VA), Talend to empower the client with Predictive Analytics and understand the Change Data Capture (CDC).

## Business Benefits

- Centralised data storage
- Real-time data reporting from disparate system
- 50+ reports can be generated in less than 2 minutes
- Reduced data load time by 50%
- Eliminated data duplication by 100%
- Increase decision making process by 40%