UBN PROJECT CASE STUDY

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Client Profile

- American restaurant chain and international franchise.
- Subsidiary of the world's largest restaurant company.
- One of the world's largest Pizza Restaurant Chain.
- Serves worldwide customers for last 57 years.
- 5,139 store locations in 94 other countries and territories.
- Total of 11,139 branches worldwide.

At-a-Glance

Client's Business Industry: **Food Chain Restaurant**

Core Solution Area: **Data Integration**

Client's Location: **USA**

Project's Core Solution Area: **Migration from Teradata to Hive**

Key Project Challenges

Business Objectives:

❑ Improve communication with current and future customers.

❑ Efficient usage of existing resources.

❑ Improve majorly on security front.

❑ Improve business with new and exisiting customers.

- The client wanted to merge its social media data with data warehouse to tackle fraud and customer enquiry and the social media data was of 1 peta byte.

- With the existing capacity of 1000 nodes, loading time was roughly estimated to be 3 months with the existing data.

Statistics & Numbers:
❑ Project Duration – **6 months**
❑ Team Size – **10**
❑ Engagement Model - **Hybrid**
❑ Language – **JAVA, HiveQL**

Statistics & Numbers:
❑ Framework – **Mapreduce**
❑ App Server – **Hadoop**
❑ Database – **Hive**
❑ Platforms – **Hadoop**
❑ Delivery Model – **Time & Material**

Solution to the Challenges

Key Business Benefits :

✓ Improve customer satisfaction.

✓ Reduce migration time.

✓ Better fraud prediction and compliance to regulatory framework.

✓ Increase in customer retention and repeat customer.

- The basic idea was to keep the solution as simple as possible. This would in turn help in better management as well as providing better maintenance service.

- HDFS was the preferred storage solution for this challenge.

- Another 4000 nodes were added to reduce the migration time to one week.

- All existing ETL and BI applications were re-written keeping map-reduce solution in mind.

Feasibility

Key Technology Benefits :

✓ Hadoop is the industry preferred solution for all big data issues.
✓ All statistical models could run efficiently with the new platform.
✓ Migration time reduced from 12 weeks to 1 week.
✓ Customer Satisfaction [66.43%]

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