



Understanding the customer ecosystem.

Client

American Fortune 500 Retail Store

Project

Data Integration and Analytics

Highlights

- Provided a platform to house ever-growing and changing business data from internal and external sources, and linked them together to deliver strategic use cases like Webrooming, etc.
- Empowered business users with self-serve analytics on structured and unstructured data in a data lake so that users could deliver current and future business use cases

Building a data lake with self-serve analytics capabilities for meaningful business insights

Client Challenge

As a continuation of a successful data modernization journey, from mainframe to Master Data and Data Warehousing systems, the client wanted to build a Data Lake with self-serve analytics capability to empower their broad user base.

The challenges, however, were:

- Ingesting and preparing 40+ internal and external data sources in a span of few months, and making those data sources available for self-serve reporting
- Minimizing the time needed from source system teams, who had different priorities with regards to the data to provide
- Training the client's user base on new tools and technology

Mastech InfoTrellis Solution:

Through our engagement with the client, we:

- Built the solution roadmap and actively lead and contributed to the architecture, design, development, and deployment of the Data Lake solution through Phases 1-4
- Built a repeatable strategy to ingest, link, prep, and analyze any new data into the data lake
- Built a targeted, questionnaire-based approach to enable faster information capture from sources by effective use of time
- Trained the client on the new tools and analytics technology to gain insights using self-serve analytics

Outcomes:

As a result of this solution, Mastech InfoTrellis was able to build a managed data lake, which empowered 30+ internal users, across different functions within the organization, derive self-serve analytics to gain meaningful insights on current and future use cases, thus giving users the ability to significantly improve business operations.