



Mindtree

A Larsen & Toubro Group Company

**Seamless
customer
integration with
host of services**



The Client ---

Largest international chain of convenience stores with over one million orders per month

Challenges ---

- Disparate systems for business intelligence, data analysis, and visualization
- Lacks the capability to provide detailed analytics needed for the below aspects
- Improve known customers into loyalty members
- Improve proactive services
- Improve personalized experience
- Increase revenue opportunities

Solutions ---

- A Databricks solution that helps in leveraging the on-demand scalability and massive parallel processing capabilities
- The solution involves Databricks delta as a landing zone, transforming data using Pyspark and loading it into Databricks delta
- Providing multiple APIs for downstream consumption
- Azure data factory for orchestration, APIGEE for API Management, Azure Kubernetes Service for API deployment, Redis cache for API performance tuning, and Power BI for visualization

Benefits ---

- An integrated and 360' view on customer buying patterns, trends, inventory, and other operational parameters
- Agility in reacting to changes in customer buying patterns and competition scenario
- Potential to cross-sell to customers
- Ability to target the right customers with the right promotions and having measurable metrics after the campaign
- Better insights into customer buying channels as well as product preferences