

MOBILE ANALYTICS FOR SERVICE PROVIDER



BUSINESS OBJECTIVES

Due to phenomenal growth in the usage of smart devices, all carriers are experiencing Data Tsunami, whereby the data is growing by over 20TB per week. Also, due to location intelligence, real-time ad targeting is required. Thus an inexpensive solution was to be architected to avoid performing entire business analytics on Oracle and expensive storage like EMC. Real-Time Analytics was also required for location-based recommendation.

SOLUTION

- Enterprise Data Warehouse, Clickstream Data Analysis, Real-Time Analytics. Architected the data warehouse staging on Hadoop/MapReduce using 100 nodes of inexpensive Linux servers to process 2B daily transactions and 100TB of data.
- Used Hive to provide batch reports, reducing the load on the Oracle DW production instance.
- Transformation and Cleaning services were designed to be invoked before the data was stored in Hadoop/MapReduce.
- The solution helped integrate data from various sources like Venturi video streaming, Tektronix probes, Call data records, and Clickstream data.

SUCCESS CRITERIA & BUSINESS VALUE

TCO was reduced by 40% by providing a hybrid solution using Hadoop / MapReduce. Java recommendation engine was developed to provide real-time recommendations to mobile users providing a new revenue stream.

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TECHNOLOGIES USED

Hadoop. Hive